

# Craft beer hurting wine industry

By Mark Anderson, Sacramento Business Journal

Wine-industry experts gathering in Sacramento on Wednesday said wine sales have been hurt by the growing popularity of craft beer, ciders and even mixed drinks.

A panel of industry leaders at the Unified Wine & Grape Symposium said the vintners face a number of challenges. One is that the casual drinker's choice for an everyday beverage is increasingly beer.

Sales of inexpensive table wine – bottles under \$7 – fell in 2014. Sales of premium wine grew – but the everyday wines are the foundation of the wine market, and those are the wines people start with before they eventually buy premium wines.

**Read the whole story**