

TIME

Canned Wine Is Cool Now

Megan Leonhardt @Megan_Leonhardt | 10:38 AM ET

Pop open a rosé.

The next great American drink? Canned wine, [according to data from Nielsen](#). While still just 1% of the overall wine market in the U.S., canned wine sales are up 125% over the past year, reaching \$16.4 million annually.

Despite canned wine's novelty, there's no lack of choice. Several summer rosés, including Union Wine's [Underwood](#) brand from Oregon, are already [available for around \\$24 per 4-pack](#). Alloy Wine Works' Chardonnay and Pinot Noir from California's Central Valley is available for as low as [\\$8.99 for a 17-ounce can](#). You can even buy [canned Prosecco from Whole Foods](#). (Here's a handy [round up from Refinery 29](#) for more ideas.)



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Get a look at a pair of sweet cans in the sand. #thedropwine #thatroselife

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Why the sudden interest in canned wine? Some people are just looking for “something fruity” or “anything cold and tasty,” [according to a Harris poll of 1,975 U.S. adults aged 21 or older](#). And canned wine is poised to deliver. About two-thirds of Americans say the temperature of the beverage is important—it should be cold— while 73% say that having packaging that makes it easy to carry is equally important to them, Nielsen found.

While canned wine is a fast-growing segment, beer still reigns supreme as the drink of choice during hot weather. A vast majority (92%) of people say they reach for a beer during the summer months, with 47% saying they prefer a “flavored malt beverage” and 45% seeking a craft beer in a bottle.



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