











BOUTARI

EST. 1879

Greek wines are outpacing the overall wine category in sales dollars, up 18% in the last 52 weeks and accelerating to 28.8% growth in the last 13 weeks. In contrast, the total wine category declined 3.9% over 52 weeks and dropped further by 4.3% in the last 13 weeks.

Boutari has delivered strong performance over the last 26 weeks, with sales dollars up 8.5% and unit trends climbing 15.5%.

Boutari wines have earned hundreds of international awards, including 19 “Winery of the Year” honors from *Wine & Spirits* magazine. Recent highlights include Gold medals for Santorini Boutari and Moschofilero Boutari at the 2023 Decanter World Wine Awards and Berliner Wine Trophy.

$ SALES – IRI DATA: 9/3/2025

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