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Covid-19 Is Decimating Champagne Sales — but Not All Bubbly Is Impacted

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Despite the overall association of sparkling wine with celebratory moments, other sparkling wine regions have not been hit as hard as Champagne. While all wine sales have been impacted by on-premise closures, overall off-premise sparkling wine sales are up 22.3 percent YOY for the nine-week period ending May 2. Prosecco in particular seems to be experiencing a boost; off-premise sales are up 39 percent YOY for that same period, and Wine.com reported **a 503 percent increase in sales for Prosecco DOC wines and a 524 percent increase for Conegliano Valdobbiadene Prosecco DOCG sales** for the 45 days ending April 26.

