Most Popular Wine & Liquors for Holiday 2016: Whiskey Dominates

SLI Systems Analysis of Two Million E-Commerce Site Searches Finds
Whiskey Had 4x More Searches Than Runner Up

SAN JOSE, Calif., Dec 13, 2016 – The relatives should not be surprised if they find their eggnog spiked this holiday season. Data released by SLI Systems (SLI.NZ), a global leader and provider of e-commerce solutions and services for mid-to-large-size Internet retailers and B2B sites, found searches for whiskey (including bourbon and scotch) far exceeded those for other popular liquors this holiday season.

In fact, out of the Top 50 most popular searches on wine and liquor retailer websites, a whopping 30% were for whiskeys – 4x more searches than its runner up, tequila. In the wine category, consumers conducted more than twice as many searches for Champagne than its closest competitor, Pinot Noir.

"Holiday liquor sales are up 4% this year (National Retail Federation), and roughly 40% of the industry's nearly $72 billion in retail sales occur in the fourth quarter during the holidays (Distilled Spirits Council). When shoppers aren't sure what to give, they're likely to choose classic items like wine and liquor," said SLI CMO Chris Brubaker.

SLI studied site search activity across e-commerce wine and liquor retailer websites based in the U.S., analyzing a total of two million consumer searches taking place from the beginning of November through Cyber Week.

The Top 10 Most-Searched Wines of Holiday 2016, in order:

1. Champagne
2. Pinot Noir
3. Chardonnay
4. Moscato
5. Cabernet Sauvignon
6. Zinfandel
7. Merlot
8. Prosecco
9. Malbec
10. Sauvignon Blanc

The Top 5 Most-Searched Liquors of Holiday 2016, in order:

1. Whiskey (including Bourbon and Scotch)
2. Tequila
3. Vodka
4. Cognac
5. Rum

About SLI Systems

[SLI Systems](#) ([SLI.NZSX](#)) accelerates e-commerce for the world's top retailers by generating more traffic, converting shoppers into buyers and maximizing order values through solutions that improve site search, navigation, mobile, merchandising, personalization, recommendations and SEO. SLI is the most chosen SaaS-based site search provider to Internet Retailer Top 1,000 retailers. The SLI Buyer Engine combines user behavior and machine learning to accurately predict what shoppers are most likely to buy, shortening the path to purchase. The SLI Commerce Console™ organizes key sales insight and tuning capabilities into one easy-to-use cloud-based console. SLI Systems operates on five continents, powering more than 600 websites and offering solutions in 20 languages. For more information, visit [www.sli-systems.com](#).

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