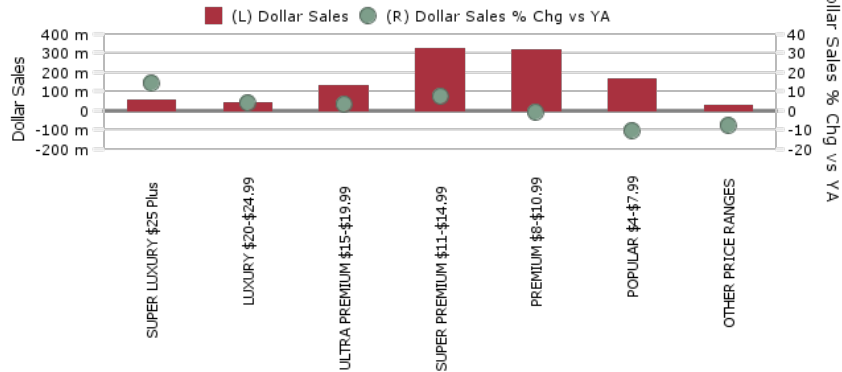
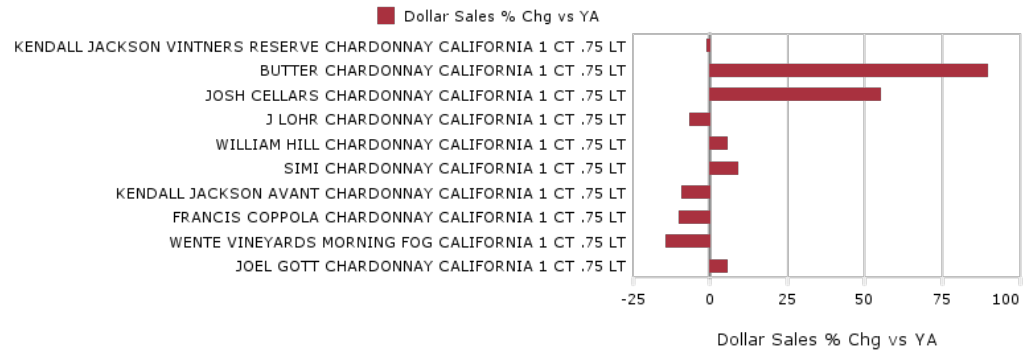


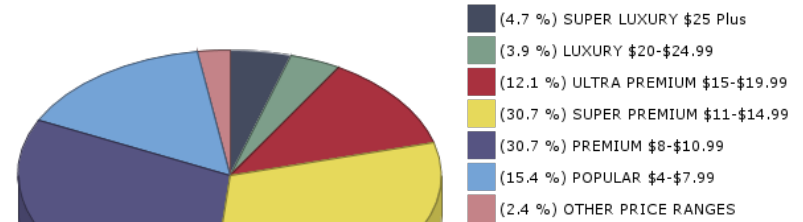
CHARDONNAY 0.75LT Dollar Sales & Growth by Price Segment



CHARDONNAY 0.75LT Top 10 within Price Segment Dollar Sales %Chg vs YA



CHARDONNAY 0.75LT Market by Price Segment Dollar Share



Product	Dollar Share of Segment	Dollar Sales	Dollar Sales % Chg vs YA	Case Sales	Volume Sales % Chg vs YA
CHARDONNAY	100.0	\$331,184,962	▲ 6%	2,442,647	▲ 3%
	0.0	\$7,777		63	
0.375LT	0.3	\$928,379	▲ 23%	3,172	▲ 21%
0.75LT	95.8	\$317,361,294	▲ 7%	2,148,127	▲ 5%
1.5LT	0.9	\$2,946,308	▼ -20%	40,643	▼ -21%
OTHER SIZES	3.0	\$9,941,204	▼ -10%	250,642	▼ -11%

Product	Dollar Share of Segment	Dollar Sales	Dollar Sales % Chg vs YA	Case Sales	Volume Sales % Chg vs YA
CHARDONNAY 0.75LT	100.0	\$1,033,007,242	▲ 1%	8,867,112.00	▼ -1.4%
SUPER LUXURY \$25 Plus	4.7	\$48,913,367	▲ 14%	121,276	▲ 13.3%
LUXURY \$20-\$24.99	3.9	\$40,695,991	▲ 4%	156,586	▲ 3.4%
ULTRA PREMIUM \$15-\$19.99	12.1	\$124,884,273	▲ 3%	646,414	▲ 2.2%
SUPER PREMIUM \$11-\$14.99	30.7	\$317,361,294	▲ 7%	2,148,127	▲ 5.2%
PREMIUM \$8-\$10.99	30.7	\$316,922,028	▼ -1%	2,855,607	▼ -0.6%
POPULAR \$4-\$7.99	15.4	\$159,299,755	▼ -10%	2,305,020	▼ -7.8%
OTHER PRICE RANGES	2.4	\$24,930,534	▼ -8%	634,062	▼ -8.0%

Rank Top 20 Products

Rank	Top 20 Products	Dollar Share of Segment	Dollar Sales	Dollar Sales % Chg vs YA	Case Sales	Case Sales % Chg vs YA	Avg Price Per Unit	Price Per Unit Chg	CWD	CWD Chg vs YA	Domestic vs Import
	CHARDONNAY SUPER PREMIUM \$11-\$14.99	80.9	\$256,841,259	▲ 7%	1,755,397	▲ 5.1%					
1	KENDALL JACKSON VINTNERS RESERVE CHARDONNAY CALIFORNIA 1 CT .75 LT	32.6	\$103,399,600	▼ -1%	741,953	▼ -1.8%	\$11.61	▲ \$0.10	98.8	▼ -0.1	DOMESTIC
2	BUTTER CHARDONNAY CALIFORNIA 1 CT .75 LT	8.7	\$27,766,082	▲ 89%	157,272	▲ 94.3%	\$14.71	▼ \$-0.38	77.3	▲ 16.1	DOMESTIC
3	JOSH CELLARS CHARDONNAY CALIFORNIA 1 CT .75 LT	6.9	\$21,952,943	▲ 55%	158,908	▲ 47.9%	\$11.51	▲ \$0.49	87.8	▲ 5.0	DOMESTIC
4	J LOHR CHARDONNAY CALIFORNIA 1 CT .75 LT	5.7	\$18,100,814	▼ -6%	135,095	▼ -8.4%	\$11.17	▲ \$0.25	88.2	▼ -0.9	DOMESTIC
5	WILLIAM HILL CHARDONNAY CALIFORNIA 1 CT .75 LT	4.1	\$13,065,342	▲ 6%	87,936	▲ 8.2%	\$12.38	▼ \$-0.29	85.6	▲ 2.9	DOMESTIC
6	SIMI CHARDONNAY CALIFORNIA 1 CT .75 LT	3.4	\$10,834,888	▲ 9%	61,654	▲ 7.2%	\$14.64	▲ \$0.24	80.8	▲ 0.8	DOMESTIC
7	KENDALL JACKSON AVANT CHARDONNAY CALIFORNIA 1 CT .75 LT	3.0	\$9,508,983	▼ -9%	67,181	▼ -10.0%	\$11.80	▲ \$0.12	82.5	▼ -1.6	DOMESTIC
8	FRANCIS COPPOLA CHARDONNAY CALIFORNIA 1 CT .75 LT	2.3	\$7,295,963	▼ -10%	52,257	▼ -11.5%	\$11.63	▲ \$0.19	76.7	▼ -1.6	DOMESTIC
9	WENTE VINEYARDS MORNING FOG CALIFORNIA 1 CT .75 LT	2.0	\$6,444,016	▼ -14%	43,265	▼ -20.7%	\$12.41	▲ \$0.92	71.6	▲ 0.4	DOMESTIC
10	JOEL GOTT CHARDONNAY CALIFORNIA 1 CT .75 LT	2.0	\$6,333,808	▲ 5%	38,881	▲ 0.6%	\$13.58	▲ \$0.62	71.4	▲ 2.6	DOMESTIC
11	ACACIA CHARDONNAY CALIFORNIA 1 CT .75 LT	1.3	\$3,994,051	▼ -13%	26,413	▼ -9.3%	\$12.80	▼ \$-0.57	30.4	▼ -2.1	DOMESTIC
12	CHLOE CHARDONNAY CALIFORNIA 1 CT .75 LT	1.2	\$3,707,920	▼ -11%	25,586	▼ -16.1%	\$12.08	▲ \$0.71	72.1	▲ 1.7	DOMESTIC
13	BREAD & BUTTER CHARDONNAY CALIFORNIA 1 CT .75 LT	1.1	\$3,556,915	▲ 55%	21,604	▲ 30.0%	\$13.72	▲ \$2.20	48.0	▲ 31.2	DOMESTIC
14	CHATEAU STE MICHELLE INDIAN WELLS WASHINGTON 1 CT .75 LT	1.1	\$3,541,923	▼ -3%	20,244	▼ -5.3%	\$14.58	▲ \$0.32	48.8	▲ 2.3	DOMESTIC
15	BUTTERNUT CHARDONNAY CALIFORNIA 1 CT .75 LT	1.1	\$3,496,652	▲ 19%	23,671	▲ 24.6%	\$12.31	▼ \$-0.63	47.8	▲ 8.3	DOMESTIC
16	FRANCISCAN ESTATE CHARDONNAY CALIFORNIA 1 CT .75 LT	1.0	\$3,181,630	▼ -6%	19,136	▼ -4.9%	\$13.86	▲ \$0.18	59.4	▼ -4.1	DOMESTIC
17	TOAD HOLLOW CHARDONNAY CALIFORNIA 1 CT .75 LT	0.9	\$3,002,635	▲ 6%	21,306	▲ 7.1%	\$11.74	▼ \$-0.10	42.4	▲ 2.2	DOMESTIC
18	CLOS DU BOIS CHARDONNAY CALIFORNIA 1 CT .75 LT	0.9	\$2,725,935	▼ -10%	16,940	▼ -13.4%	\$13.41	▲ \$0.44	49.8	▼ -1.3	DOMESTIC
19	LAYER CAKE VIRGIN CHARDONNAY CALIFORNIA 1 CT .75 LT	0.8	\$2,467,013	▼ -2%	17,864	▼ -0.4%	\$11.51	▼ \$-0.21	51.9	▲ 0.5	IMPORTED
20	MURPHY GOODE CA CHARDONNAY .75 LT	0.8	\$2,464,146	▼ -6%	18,231	▼ -8.7%	\$11.26	▲ \$0.33	39.0	▼ -1.6	DOMESTIC