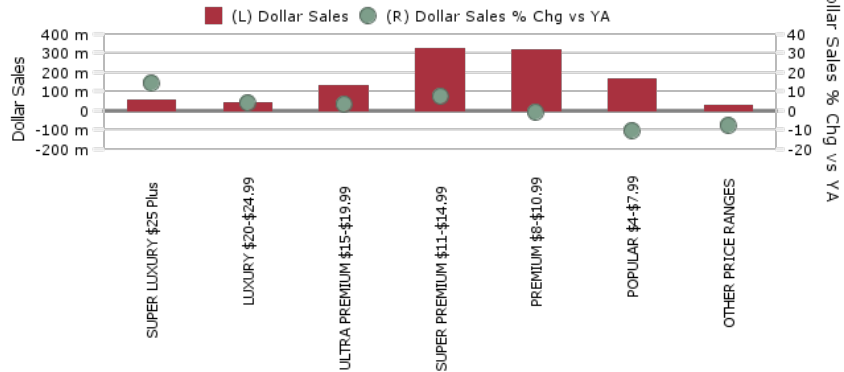
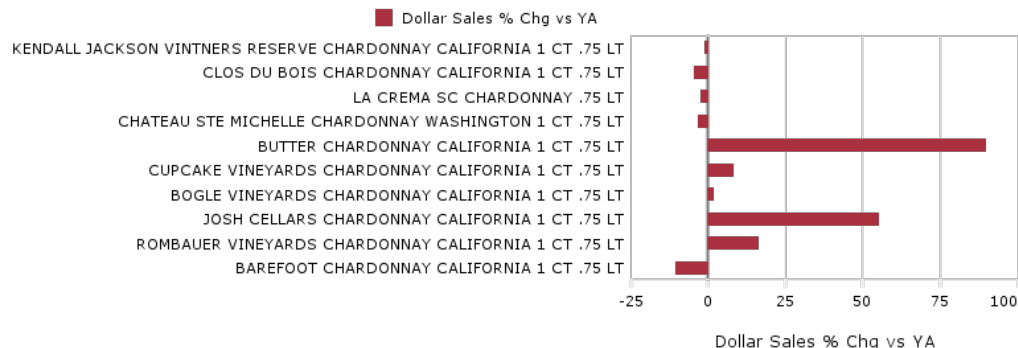


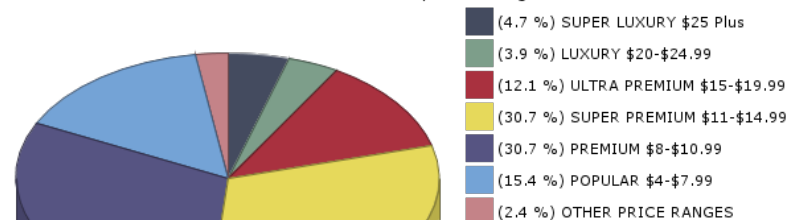
CHARDONNAY 0.75LT Dollar Sales & Growth by Price Segment



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	\$1,481,314,385	0%	17,742,064	-1%
0.375LT	0.0	\$654,409	-6%	9,451	-19%
0.75LT	0.2	\$2,355,491	23%	9,722	22%
1.5LT	69.7	\$1,033,007,242	1%	8,867,112	-1%
OTHER SIZES	16.6	\$245,985,303	-3%	4,509,807	-3%
	13.5	\$199,311,940	4%	4,345,972	2%

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 All Values (7)	47.5	\$490,690,717	4%	3,823,929	1.3%					
1	KENDALL JACKSON VINTNERS RESERVE CHARDONNAY CALIFORNIA 1 CT .75 LT	10.0	\$103,399,600	-1%	741,953	-1.8%	\$11.61	\$0.10	98.8	-0.1	DOMESTIC
2	CLOS DU BOIS CHARDONNAY CALIFORNIA 1 CT .75 LT	4.0	\$41,059,054	-4%	380,843	-2.4%	\$8.98	-\$0.16	95.9	-0.6	DOMESTIC
3	LA CREMA SC CHARDONNAY .75 LT	3.7	\$8,090,315	-2%	198,406	-2.6%	\$16.00	\$0.09	91.6	0.3	DOMESTIC
4	CHATEAU STE MICHELLE CHARDONNAY WASHINGTON 1 CT .75 LT	3.5	\$36,591,685	-3%	342,688	-2.2%	\$8.90	-\$0.06	95.7	0.4	DOMESTIC
5	BUTTER CHARDONNAY CALIFORNIA 1 CT .75 LT	2.7	\$27,766,082	89%	157,272	94.3%	\$14.71	-\$0.38	77.3	16.1	DOMESTIC
6	CUPCAKE VINEYARDS CHARDONNAY CALIFORNIA 1 CT .75 LT	2.4	\$24,662,436	8%	240,007	7.7%	\$8.56	\$0.04	95.2	-0.3	DOMESTIC
7	BOGLE VINEYARDS CHARDONNAY CALIFORNIA 1 CT .75 LT	2.2	\$22,957,997	2%	219,730	0.8%	\$8.71	\$0.09	90.3	-0.3	DOMESTIC
8	JOSH CELLARS CHARDONNAY CALIFORNIA 1 CT .75 LT	2.1	\$21,952,943	55%	158,908	47.9%	\$11.51	\$0.49	87.8	5.0	DOMESTIC
9	ROMBAUER VINEYARDS CHARDONNAY CALIFORNIA 1 CT .75 LT	2.1	\$21,489,889	16%	50,421	14.2%	\$35.52	\$0.66	51.3	7.9	DOMESTIC
10	BAREFOOT CHARDONNAY CALIFORNIA 1 CT .75 LT	1.9	\$19,220,125	-10%	292,883	-10.0%	\$5.47	\$0.00	96.0	-0.8	DOMESTIC
11	J LOHR CHARDONNAY CALIFORNIA 1 CT .75 LT	1.8	\$18,100,814	-6%	135,095	-8.4%	\$11.17	\$0.25	88.2	-0.9	DOMESTIC
12	SONOMA CUTRER CHARDONNAY CALIFORNIA 1 CT .75 LT	1.5	\$15,834,416	1%	59,426	0.2%	\$22.20	\$0.18	77.3	-0.1	DOMESTIC
13	EDNA VALLEY VINEYARD CHARDONNAY CALIFORNIA 1 CT .75 LT	1.5	\$15,699,880	-7%	126,929	-9.0%	\$10.31	\$0.17	86.4	-3.3	DOMESTIC
14	ROBERT MONDAVI PRIVATE SELECTION CHARDONNAY CALIFORNIA 1 CT .75 LT	1.3	\$13,157,505	-13%	134,183	-15.3%	\$8.17	\$0.23	94.3	-0.5	DOMESTIC
15	WILLIAM HILL CHARDONNAY CALIFORNIA 1 CT .75 LT	1.3	\$13,065,342	6%	87,936	8.2%	\$12.38	-\$0.29	85.6	2.9	DOMESTIC
16	YELLOW TAIL CHARDONNAY AUSTRALIA 1 CT .75 LT	1.2	\$12,447,779	3%	184,900	3.1%	\$5.61	\$0.01	94.1	-1.3	IMPORTED
17	LA CREMA MTRY CHARDONNAY .75 LT	1.1	\$11,862,995	13%	64,935	13.8%	\$15.22	-\$0.08	67.8	2.8	DOMESTIC
18	TOASTED HEAD CHARDONNAY CALIFORNIA 1 CT .75 LT	1.1	\$11,518,042	-15%	95,655	-13.7%	\$10.03	-\$0.11	86.7	-1.8	DOMESTIC
19	HESS CHARDONNAY CALIFORNIA 1 CT .75 LT	1.1	\$10,978,930	6%	90,105	5.8%	\$10.15	-\$0.02	79.3	0.1	DOMESTIC
20	SIMI CHARDONNAY CALIFORNIA 1 CT .75 LT	1.0	\$10,834,888	9%	61,654	7.2%	\$14.64	\$0.24	80.8	0.8	DOMESTIC