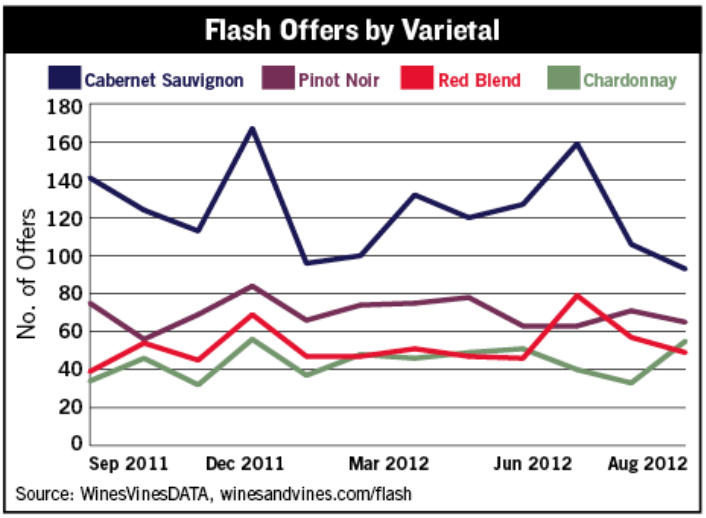
Wine Industry Metrics - Flash Resellers - August 2012

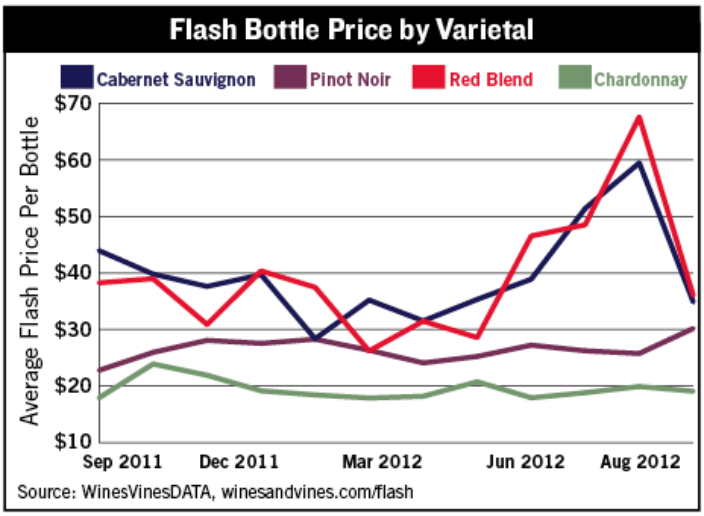
Wines Vines Analytics

Cab the Leader in Flash Offers

Cabernet Sauvignon is the most prevalent wine in the flash market and remained dominant throughout the past year. Even when the number of offers by flash sites for the wine dropped by 43% between December and January, Cabernet still maintained a healthy lead over Pinot Noir, which accounts for the second highest number of offers. During the past month, the nine major flash sites offered 380 wines from 254 unique wineries with an average discount of 34% and an average flash price of $27.59.

Flash Reseller Offers »	Month	12 Months
August 2012	438	5,204
August 2011	361	





FLASH SITES COMPARED FOR AUGUST

Flash Reseller	No. of Domestic August Offers	Average Flash Price (750ml)	Average Discount	Pageviews* (000)
Invino	52	$31.41	39%	90
Last Bottle Wines	12	$36.21	39%	10
Last Call Wines	54	$30.96	34%	66
Lot18	53	$31.06	21%	392
The Wine Spies	28	$27.75	28%	20
Wine Woot	79	$24.23	33%	449
Wines Til Sold Out	63	$21.62	51%	246
WineShopper	39	$17.44	36%	92

Source: WinesVinesDATA, winesandvines.com/flash *Source: Compete.com, July 2012

Copyright © 2001-2016 by Wine Communications Group, Inc. All Rights Reserved.

FLASH DISCOUNTS FOR A SAMPLE OF RUSSIAN RIVER VALLEY, CALIFORNIA WINES OFFERED IN AUGUST

Discount	Winery/Brand	Region/ Vineyard	Varietal	Vintage	Winery Retail	Flash Price	Winery Size In Cases	Flash Site
24%	Alysian Wines	Russian River Valley	Pinot Noir	2008	$55.00	$41.66	3,500	Lot18
25%	Lucas J Cellars	Russian River Valley	Pinot Noir	2007	$44.00	$33.00	500	The Wine Spies
25%	Sandole Wines	Russian River Valley	Zinfandel	2008	$28.00	$21.00	500	Cellar Angels
31%	Iron Horse Vineyards	Russian River Valley	Chardonnay	2009	$26.00	$17.99	30,000	WineShopper
40%	Inspiration Vineyards & Winery	Russian River Valley	Viognier	2009	$29.00	$17.50	2,000	Wine Woot
43%	Ottimino	Russian River Valley	Zinfandel	2006	$35.00	$20.00	3,000	Wine Woot
45%	DeLoach Vineyards	Russian River Valley	Pinot Noir	2011	$15.00	$8.25	125,000	WineShopper
57%	Robert Mueller Cellars	Russian River Valley	Chardonnay	2008	$34.99	$14.99	4,000	Wines Til Sold Out

Source: WinesVinesDATA

WINES&VINES

866.453.9701 | 415.453.9700 | Fax: 415.453.2517 | 65 Mitchell Blvd., Ste. A San Rafael, CA 94903

info@winesandvines.com

Copyright © 2001-2016 by Wine Communications Group, Inc. All Rights Reserved.
No material may be reproduced without written permission of the Publisher.