# Wine Industry Metrics - Flash Resellers - September 2012

Wines Vines Analytics

**Wine Flash Discounts Drop Slightly**

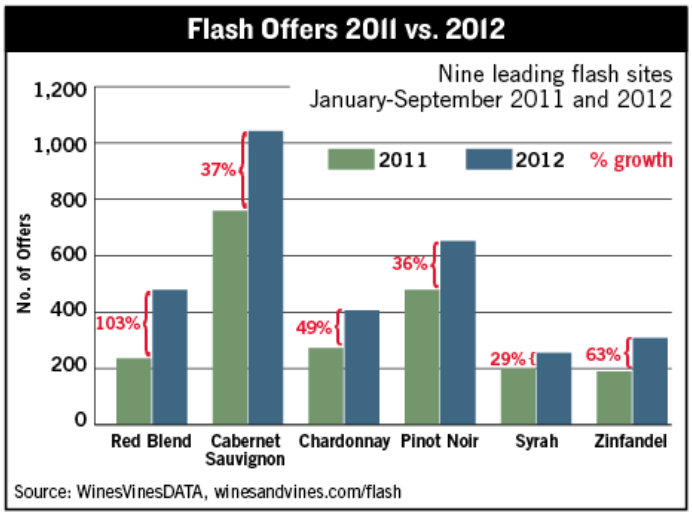
The average discounts for wines offered through flash sites dropped slightly in the past nine months compared to the same period in 2011. While the total number of offers is up by 50%, the average discount for most of the major varietal wines is down marginally. Only Zinfandel and Syrah stayed the same. The average discount for red blends slipped from 39% to 38% but its average sales price rose by 20% in 2012.

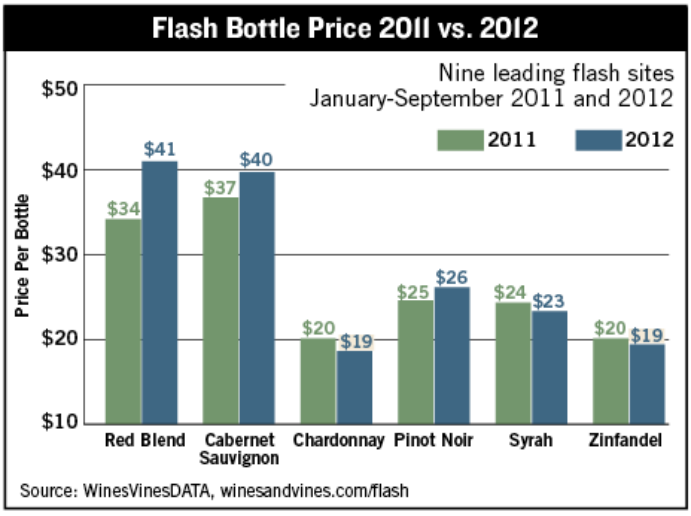
| Flash Reseller Offers » | Month | 12 Months |
|---|---|---|
| September 2012 | 476 | 5,253 |
| September 2011 | 427 | |

FLASH SITES COMPARED FOR SEPTEMBER

| Flash Reseller | No. of Domestic September Offers | Average Flash Price (750ml) | Average Discount | Pageviews* (000) |
|---|---|---|---|---|
| CellarThief | 11 | $19.63 | 43% | 3 |
| Cinderella Wine | 4 | $20.99 | 45% | 6 |
| Invino | 138 | $32.03 | 41% | 124 |
| Last Bottle Wines | 6 | $26.17 | 49% | 18 |
| Last Call Wines | 76 | $23.25 | 36% | 57 |
| Lot18 | 18 | $28.48 | 29% | 622 |
| Wine Spies | 26 | $25.31 | 28% | 8 |
| Wine Woot | 84 | $22.26 | 30% | 365 |
| Wines Til Sold Out | 57 | $22.93 | 50% | 377 |
| WineShopper | 29 | $23.04 | 41% | 106 |

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

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FLASH DISCOUNTS FOR A SAMPLE OF RED BLEND WINES OFFERED IN SEPTEMBER

| Discount | Winery/Brand | Region/ Vineyard | Varietal | Vintage | Winery Retail | Flash Price | Winery Size In Cases | Flash Site |
|---|---|---|---|---|---|---|---|---|
| 19% | Merryvale Vineyards | Napa Valley | Blend - Red | 2007 | $160.00 | $129.98 | 15,000 | WineShopper |
| 20% | Joseph Phelps Vineyards | Napa Valley | Blend - Red | 2009 | $199.99 | $159.99 | 81,000 | Last Call Wines |
| 35% | Eos | Central Coast | Blend - Red | 2008 | $16.99 | $10.99 | 130,000 | Last Call Wines |
| 38% | Ty Caton Vineyards | Sonoma | Blend - Red | 2009 | $80.00 | $50.00 | 7,600 | Wine Woot |
| 43% | Founders Wine Cellar | Lake Michigan | Blend - Red | NV | $40.00 | $22.86 | 9,000 | Lot18 |
| 46% | Deep Sea | Central Coast | Blend - Red | 2008 | $28.00 | $14.99 | 10,000 | Lot18 |
| 56% | Maroon Winery | Napa Valley | Blend - Red | 2008 | $50.00 | $22.00 | 5,000 | The Wine Spies |
| 66% | Havens Winery | Napa Valley | Blend - Red | 2009 | $50.00 | $16.99 | 150,000 | Wines Til Sold Out |

Source: WinesVinesDATA

WINES & VINES

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