Wine Industry Metrics - Flash Resellers - January 2013

WinesVinesAnalytics

Cabernet, Pinot Noir Continue to Lead Flash Offers

Cabernet continues to be king in the flash segment, but the websites do offer a small number of lesser-known varietal wines like Alicante Bouschet and Vignoles.

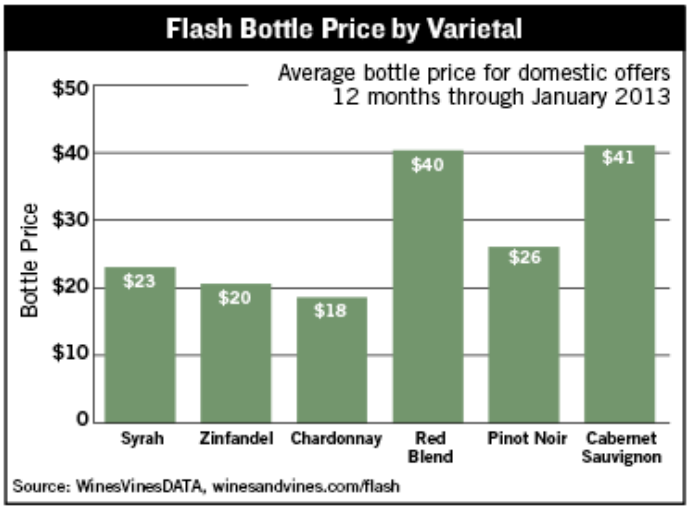
Flash Reseller Offers »	Month		12 Months	
January 2012	388	-1%	4,226	
January 2013	383		5,397	28%

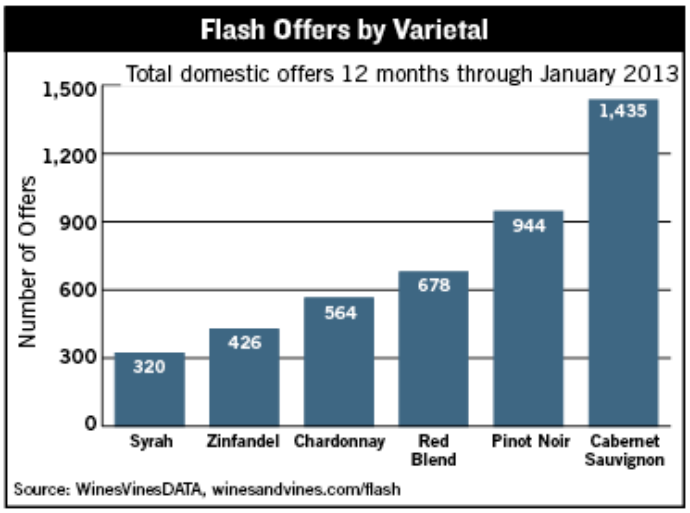
In the past 12 months, WinesVinesDATA collected 5,387 offers for domestic wines by flash sites of which 1,435 or 27% were for Cabernet Sauvignon. Pinot Noir came in at second with 944 offers or 17% of the total and there were 678 offers for red blends. Aside from the major varietals and wine types such as sparkling or Rosé, Flash sites offered 134 wines made with 37 different varieties.

Flash offers were down slightly year to year for January, primarily due to Lot 18, which once led the channel, posting fewer offers as it changes its business model to more of a wine club. The website posted 293 fewer offers in 2012 than it did in 2011.

In January, flash sites offered 383 wines from 282 unique wineries. Of those offers, 100 were for Cabernet Sauvignon and 64 were from Napa Valley. The average retail price for a bottle of Napa Valley Cabernet offered in January was $86.92 and the average flash price was $65.18, for an average discount of 25%.

WinesVinesDATA is tracking a new flash site, Good Juice Direct, www.goodjuicedirect.com. The company is based in Seattle and offers three different wines every day. In January, the company made two offers for domestic wines with an average flash price of $31.49.





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FLASH SITES COMPARED FOR JANUARY

Flash Reseller	No. of Domestic January Offers	Average Flash Price (750ml)	Average Discount	Pageviews* (000)
CellarThief	5	$23.90	41%	NA
Cinderella Wine	5	$33.24	44%	16
Invino	69	$45.93	38%	275
Last Bottle Wines	18	$22.72	49%	24
Last Call Wines	75	$28.52	39%	53
Lot18	33	$31.59	23%	300
The Wine Spies	27	$32.25	28%	38
Wine Woot	37	$20.10	44%	745
Wines Til Sold Out	56	$20.67	50%	351
WineShopper	31	$18.54	35%	160

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

FLASH DISCOUNTS FOR A SAMPLE OF PACIFIC NORTHWEST WINES OFFERED IN JANUARY

Discount	Winery/Brand	Region/ Vineyard	State	Varietal	Vintage	Winery Retail	Flash Price	Winery Size In Cases	Flash Site
16%	Barons V	Columbia Valley	WA	Cabernet Sauv.	2008	$45.00	$37.99	1,700	Good Juice Direct
33%	Long Shadows Vintners	Columbia Valley	WA	Merlot	2008	$74.99	$50.00	14,000	Last Call Wines
35%	Northstar	Walla Walla	WA	Red Blend	2008	$29.00	$18.99	15,000	WineShopper
38%	Seven Hills Winery	Columbia Valley	WA	Cabernet Sauv.	2010	$30.00	$18.48	14,000	Cinderella Wine
40%	Trisaetum Vineyards	Willamette Valley	OR	Riesling	2011	$39.99	$23.99	4,500	Last Call Wines
50%	Magnificent Wine Co.	Columbia Valley	WA	Syrah	2008	$20.00	$9.99	600,000	Wines Til Sold Out
55%	Seven of Hearts	Oregon	OR	Pinot Noir	2009	$37.98	$17.00	4,000	Velvet Palate
57%	Plush Wine Company	Willamette Valley	OR	Pinot Noir	2010	$55.41	$23.75	1,500	Wine Woot

Source: WinesVinesDATA

WINES & VINES

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