Wine Industry Metrics - Flash Resellers - March 2013

Wines Vines Analytics

Flash Site Offers of Domestic Wines Grow 13% Annually

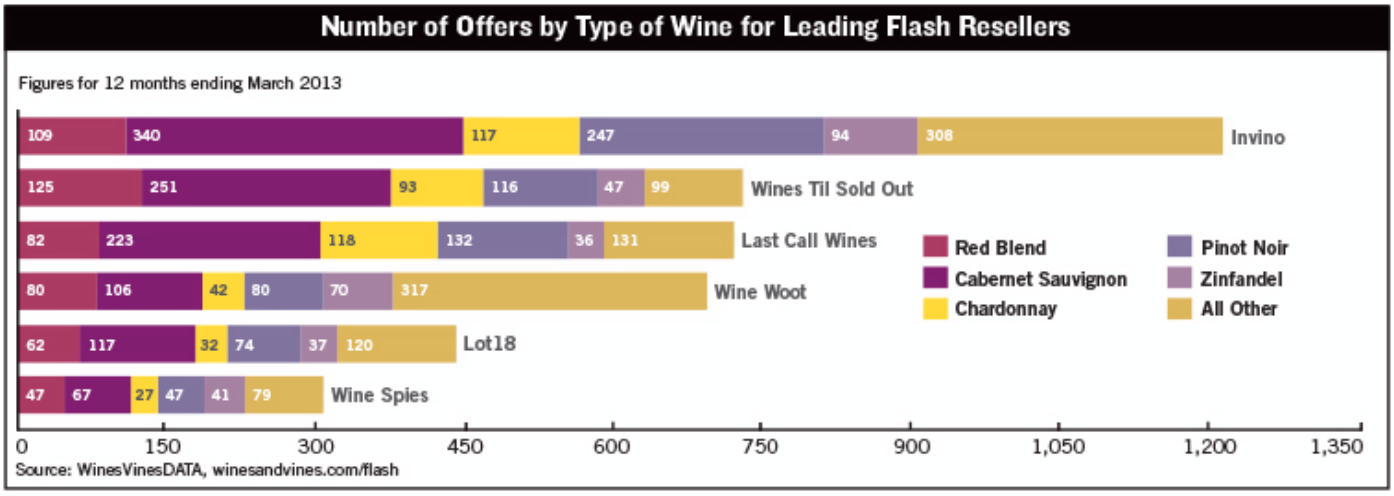
The total number of offers for domestic wines by flash resellers continues to grow year to year but March did see a small drop in offers. Invino had the most offers in March with 69 from 59 unique wineries. The average flash price for wines proffered by Invino was $19.87. WinesVinesDATA is now tracking 18 web sites offering flash sales. The average retail price for wines offered from all 18 is $41.53 with an average flash price of $27.36, a 34% discount.

Flash Reseller Offers »	Month		12 Months	
March 2013	396	-7%	5,335	13%
March 2012	427		4,706	

Wine Woot had the most diverse selection of wines in the past 12 months. Compared to the five other major sites with the most offers, Wine Woot posted 317 offers, or nearly half of its total offers, for wines like Grenache or less popular major varietals like Merlot and Syrah.

The most popular wine in the flash segment, Cabernet Sauvignon, accounted for just 15% of Wine Woot's offers. Wines Til Sold Out, on the other hand, offered 251 Cabs, 125 red blends and 116 Pinot Noirs with just 99 offers, or 14% of its total, for less popular wines.

Invino offered a high number of Cabernet and Pinot, but the site also had 308 offers for other varieties. Cabernet, Pinot Noir and red blends accounted for 57% of the 5,333 total offers in the past 12 months by all flash sites.



FLASH DISCOUNTS FOR A SAMPLE OF WINES FROM CALIFORNIA'S CENTRAL COAST IN MARCH

Discount	Winery/Brand	Region/ Vineyard	State	Varietal	Vintage	Winery Retail	Flash Price	Winery Size In Cases	Flash Site
11%	L'Aventure	Paso Robles	CA	Red Blend	2010	$45.00	$39.99	6500	Lot18
25%	Vina Robles, Inc.	Paso Robles	CA	Red Blend	2010	$20.00	$14.99	25000	Good Juice Direct
26%	Wesley Ashley Wines	Santa Barbara	CA	Red Blend	2009	$38.00	$27.99	1000	Cellar Angels
38%	Point Concepcion Wines	Santa Barbara	CA	Pinot Noir	2007	$40.00	$24.99	2200	WineShopper
44%	Clayhouse Wines	Paso Robles	CA	White Blend	2011	$29.25	$16.25	25000	Wine Woot
52%	McClean Vineyards	Paso Robles	CA	Syrah	2007	$23.83	$11.50	8000	Wine Woot
53%	Roblar Winery	Santa Barbara	CA	Cabernet Sauvignon	2010	$30.00	$13.99	5000	Wines Til Sold Out
57%	Derby Wine Estates	Paso Robles	CA	White Blend	2009	$30.00	$13.00	1800	Last Bottle Wines

Source: WinesVinesDATA

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FLASH SITES COMPARED FOR MARCH

Flash Reseller	No. of Domestic March Offers	Average Flash Price (750ml)	Average Discount	Pageviews* (000)
Cinderella Wine	4	$23.91	39%	20
Invino	69	$19.87	42%	72
Last Bottle Wines	17	$25.47	46%	61
Last Call Wines	42	$39.08	37%	51
Lot18	36	$30.58	24%	249
The Wine Spies	24	$27.07	30%	29
Wine Woot	43	$17.67	44%	359
Wines Til Sold Out	64	$18.17	52%	326
WineShopper	26	$15.32	39%	99

Source: WinesVinesDATA, winesandvines.com/flash *Source: Compete.com, Mar. 2013

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