Wine Industry Metrics - Flash Resellers - April 2013

Wines Vines Analytics

Invino Offers Most Wine in April

As part of a special sales event, Invino posted 141 offers for wines from 96 unique wineries in April. Invino's offers pushed the monthly total to 440 and the site offered about twice as much wine as Wines Til Sold Out, which had the second highest number of offers at 72.

Flash Reseller Offers »	Month		12 Months	
April 2013	440	-3%	5,320	8%
April 2012	455		4,920	

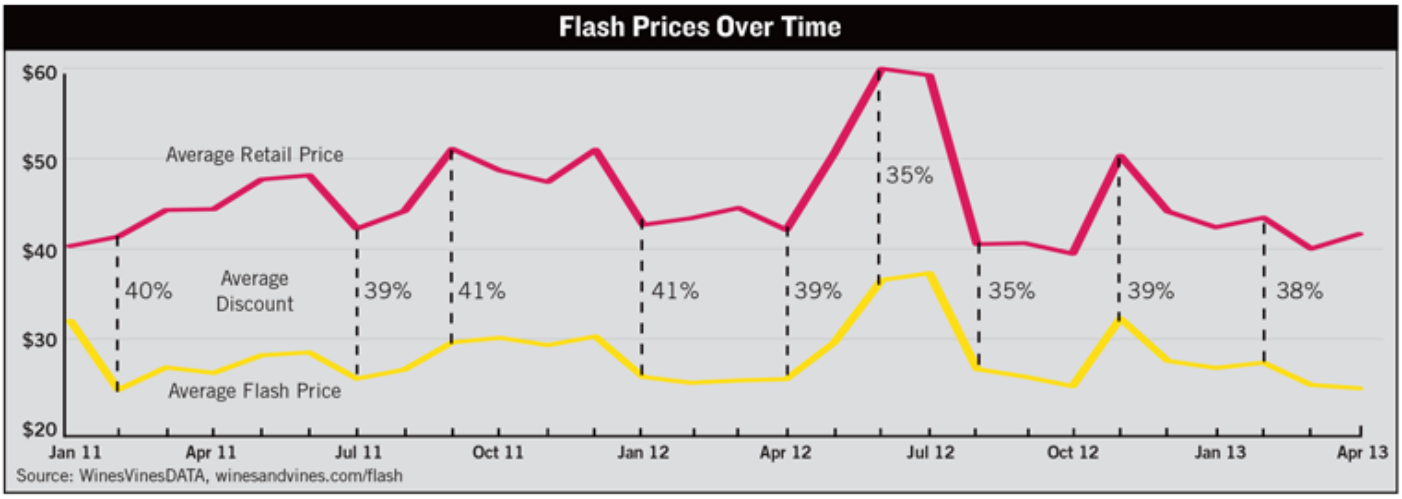
Offers Down

April's total offers are down compared to the monthly total from last year as Lot 18 continues to pull back from the flash sales format. Lot 18 posted 19 offers this April but had 35 last year. The company also recently unveiled its club sampler program in which it sends consumers six 50 ml samples of wine that they then rate online. Lot 18 says the ratings will be used to tailor subsequent 12-bottle shipments sent out every three months to fit consumers' preferences.

Special Offers Led to Price Spike

Since WinesVinesDATA began tracking offers in 2011, prices have stayed relatively constant aside from dips around the start of the year and a sharp increase during the summer of 2012 (as seen in the graph below). The average retail and flash prices of all offers by the leading websites tended to dip in late winter in 2011, 2012 and this year.

The highest prices in the past 28 months came in June and July of 2012 when Invino posted several special offers of older vintage Napa Valley wines such as a 2001 Harlan Estate for $749, a 1988 Shafer Vineyards for $250 and a 1996 Dominus for $212. The high-priced wines pushed the average retail price to nearly $60 and the average flash price rose to its highest level of around $37. Aside from this increase in the average prices, the flash discount stayed relatively constant at 40%.



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FLASH SITES COMPARED FOR APRIL

Flash Reseller	No. of Domestic April Offers	Average Flash Price (750ml)	Average Discount	Pageviews* (000)
Cinderella Wine	6	$21.27	39%	27
Invino	141	$24.74	42%	37
Last Bottle Wines	10	$26.05	50%	58
Last Call Wines	43	$30.99	40%	111
Lot18	19	$31.43	22%	219
The Wine Spies	27	$23.38	34%	27
Wine Woot	39	$18.90	48%	406
Wines Til Sold Out	72	$20.32	52%	218
WineShopper	29	$20.67	36%	135

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

FLASH DISCOUNTS FOR A SAMPLE OF PINOT NOIR OFFERED IN APRIL

Discount	Winery/Brand	Region/ Vineyard	State	Varietal	Vintage	Winery Retail	Flash Price	Winery Size In Cases	Flash Site
23%	Foris Vineyards Winery	Rogue River Valley	OR	Pinot Noir	2008	$35.00	$26.99	40000	Good Juice Direct
24%	Stoller Vineyards	Willamette Valley	OR	Pinot Noir	2010	$25.00	$18.88	10000	Cinderella Wine
28%	Flowers Vineyard & Winery	Sonoma Coast	CA	Pinot Noir	2010	$89.99	$64.99	20000	Last Call Wines
43%	Domaine Drouhin Oregon	Willamette Valley	OR	Pinot Noir	2010	$79.98	$45.98	18000	Last Call Wines
43%	Q8	Russian River Valley	CA	Pinot Noir	2011	$105.00	$59.97	100000	Lot18
54%	Fulcrum Wines	Monterey County	CA	Pinot Noir	2010	$54.00	$24.99	1000	Cinderella Wine
58%	Keller Estate	Sonoma Coast	CA	Pinot Noir	2010	$40.00	$16.99	1500	Wines Til Sold Out
60%	Torii Mor Winery	Willamette Valley	OR	Pinot Noir	2007	$65.00	$26.00	13000	Last Bottle Wines

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

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