# Wine Industry Metrics - Flash Resellers - October 2013

Wines Vines Analytics

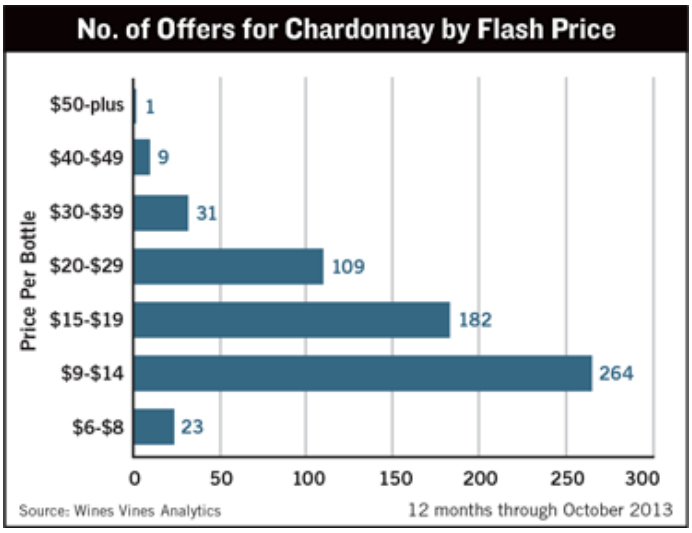
## Flash Offers at Same Level as 2012

Flash offers for domestic wines in October stayed at the same level as October 2012. Last Call Wines, which offers one wine until it's sold out, led the flash segment with 102 offers. The average retail price for wines offered in October was $47, and the average flash price was $32, for an average discount of 32%.

| Flash Reseller Offers » | Month | | 12 Months | |
|---|---|---|---|---|
| October 2013 | 447 | | 5,180 | |
| October 2012 | 440 | 2% | 5,290 | -2% |

## Chardonnay in the Flash Segment

Chardonnay represents 12% of the flash offers for U.S. wines in the past 12 months. While it's the most popular variety in the off-premise channel, Chardonnay alternates with red blends as the third and fourth most-offered wine by flash resellers. While prices for red blends can vary dramatically because of offers for high-end Napa Valley blends, Chardonnay flash prices typically fall between $9 and $19.99. More than 70%, or 446, of the 619 Chardonnays offered in the past 12 months, were in this price range. The average price of all Chardonnay was $31, and the average flash price was $18.




At the high end, more than 100 offers came in the $20-$29.99 range, meaning 89% of the Chardonnay wines sold through flash sites are offered for less than $30. And the most expensive Chardonnays don't have flash prices higher than $50, with the one notable exception being an offer by Last Bottle Wines for a bottle of 2002 San Luis Obispo Chardonnay fromSine Qua Non with a retail price of $350 and a flash price of $178.

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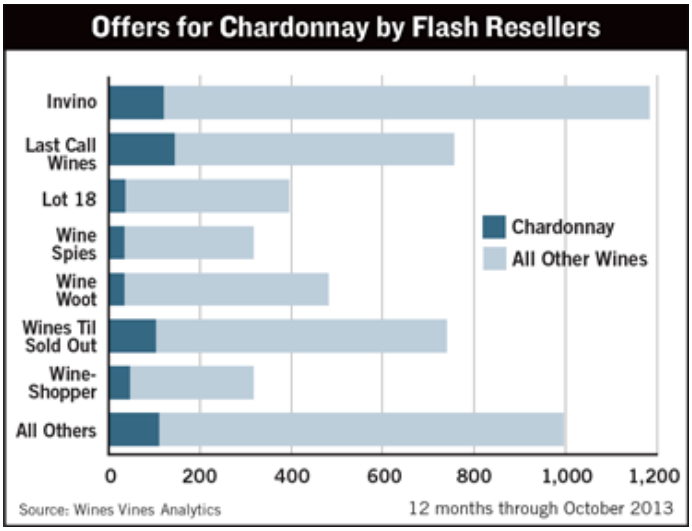


Nine out of every 10 bottles of the domestic Chardonnay offered by flash sites in the past 12 months were from California, with Napa and Sonoma counties accounting for about two-thirds of the total bottles. Last Call Wines's 143 offers for Chardonnay was the most by a major reseller.

**New Flash Website**

In other flash news, the new website Underground Cellar launched in September. The website offers a unique model in which customers have the chance to essentially win an upgrade to their wine order. The company offers three wines of varying quality but with a base offer price. For example, a recent offer for Sonoma County Pinot Noir featuredKeller Estate (average wine retail price $44, according to Wines Vines Analytics), Martinelli Winery ($50) and Kistler Vineyards ($80). The offer price was $22, and the buyer was most likely to receive a wine by Keller but had a chance of receiving a 1999 Kistler. In October, Underground Cellar made four domestic wine offers.

FLASH SITES COMPARED FOR OCTOBER

| Flash Reseller | No. of Domestic October Offers | Average Flash Price (750ml) | Average Discount | Pageviews* (000) |
|---|---|---|---|---|
| Cinderella Wine | 12 | $43.18 | 32% | 5 |
| Invino | 64 | $23.94 | 39% | 78 |
| Last Bottle Wines | 19 | $30.12 | 44% | 114 |
| Last Call Wines | 102 | $22.38 | 46% | 74 |
| Lot18 | 34 | $19.91 | 33% | 172 |
| Wine Spies | 28 | $28.91 | 33% | <1 |
| Wine Woot | 30 | $20.01 | 39% | 325 |
| Wines Til Sold Out | 53 | $21.89 | 53% | 456 |
| WineShopper | 31 | $16.13 | 33% | 75 |

Source: Wines Vines Analytics, winesandvines.com/flash *Source: Compete.com, Oct. 2013

FLASH DISCOUNTS FOR A SAMPLE OF CHARDONNAYS OFFERED IN OCTOBER

| Discount | Winery/ Brand | Region/ Vineyard | Winery State | Vintage | Winery Retail | Flash Price | Winery Size In Cases | Flash Site |
|---|---|---|---|---|---|---|---|---|
| 20% | Miner Family Winery | Napa Valley | CA | 2009 | $56.00 | $44.99 | 30,000 | Good Juice Direct |
| 29% | Iron Horse Vineyards | Russian River Valley | CA | 2011 | $28.00 | $19.99 | 30,000 | WineShopper |
| 33% | Chateau Ste. Michelle | Indian Wells | WA | 2011 | $18.00 | $11.99 | 1,500,000 | WineShopper |
| 40% | Olabisi Wines | Carneros | CA | 2010 | $40.00 | $23.99 | 1,000 | Wine Spies |
| 48% | Au Bon Climat | Santa Maria Valley | CA | 2010 | $59.99 | $30.99 | 50,000 | Last Call Wines |
| 50% | Foppoli Wines | Russian River Valley | CA | 2010 | $50.00 | $24.99 | 500 | Wine Spies |
| 53% | Keller Estate | Sonoma | CA | 2010 | $32.00 | $14.99 | 10,000 | Wines Til Sold Out |
| 58% | Alderbrook Winery | Russian River Valley | CA | 2011 | $39.99 | $16.99 | 20,000 | Last Call Wines |

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