Wine Industry Metrics - Flash Resellers - November 2013

Wines Vines Analytics

Flash offers up in November

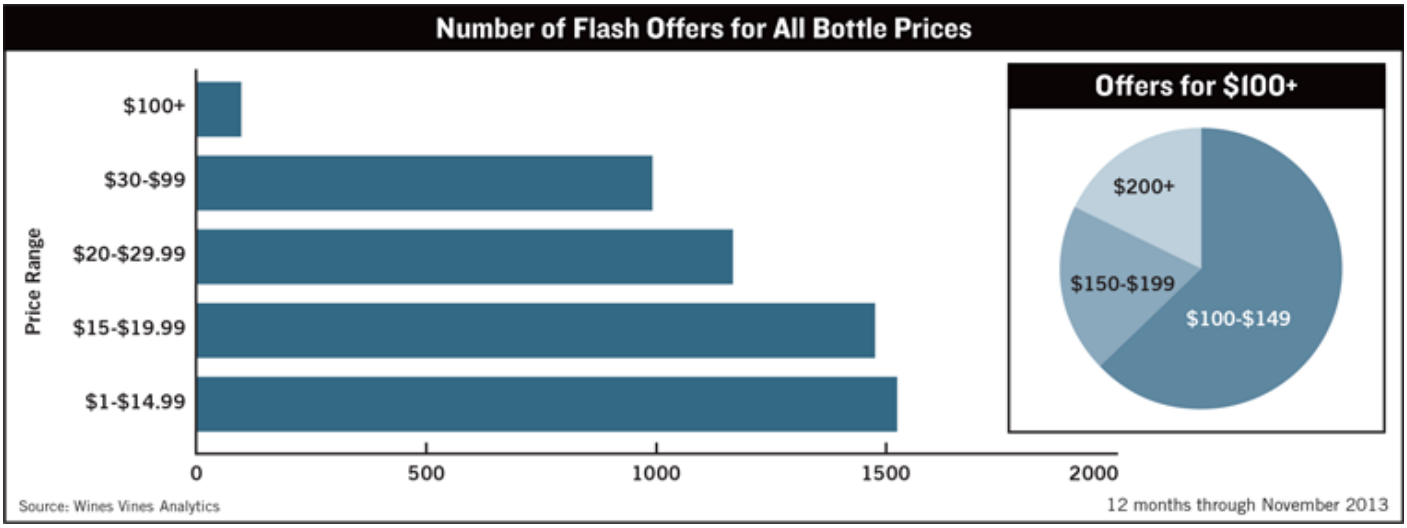
Flash Reseller Offers »	Month	12 Months
November 2013	552	5,254
November 2012	478	5,376

15% -2%

A Look at High-Priced Flash Offers

Flash websites have carved their niche in the wine market by offering discounts and not surprisingly nearly 60% of the domestic wines offered in the past 12 months were for less than $20 and 80% of the 5,252 domestic wines had a flash price of less than $30.

There is, however, a small selection of high-priced wines offered through flash websites. Wines Vines Analytics only tracks offers for domestic wines and the highest priced wines are almost exclusively from Napa Valley. In a recent flurry of high-priced flash offers in November, Invino appears to have made the most expensive flash offer recorded: a 1993 Screaming Eagle for $2,499. The wine was posted with a retail price of $4,425. On wine-searcher.com, the same wine had an average price of $3,674.



In the past 12 months, Wines Vines Analytics spotted 98 flash offers for domestic wines with flash prices of $100 or more. Of these wines, 85 are from vineyards in Napa County and the rest are from Sonoma County, California's Central Coast and one from Oregon's Willamette Valley.

Many of these offers are for magnums or multiple bottles, yet several are for smaller 375 ml splits. Last Bottle Wines offered a 375 ml bottle of 2002 Chardonnay by Sine Qua Non winery for $178, which was a 49% discount off its retail price of $350.

FLASH SITES COMPARED FOR NOVEMBER

Flash Reseller	No. of Domestic November Offers	Average Flash Price (750ml)	Average Discount	Pageviews* (000)
Cinderella Wine	10	$42.62	40%	22
Invino	159	$71.71	36%	110
Last Bottle Wines	20	$23.35	52%	178
Last Call Wines	101	$21.94	46%	84
Lot18	41	$24.89	31%	214
Wine Spies	24	$29.80	33%	24
Wine Woot	40	$18.58	45%	379
Wines Til Sold Out	60	$23.04	53%	468
WineShopper	32	$16.81	33%	102

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

Copyright © 2001-2015 by Wine Communications Group, Inc. All Rights Reserved.

FLASH DISCOUNTS FOR A SAMPLE OF HIGH-PRICED CALIFORNIA WINES OFFERED IN NOVEMBER

Discount	Winery	Region	Varietal	Vintage	Winery Retail	Flash Price	Winery Size In Cases	Site
8%	Caymus Vineyards	Napa Valley	Cabernet Sauvignon	2011	$130.00	$119.99	90,000	Cinderella Wine
18%	Cardinale	Napa Valley	Blend - Red	2009	$250.00	$204.99	1,000	Good Juice Direct
20%	Verite Winery	Sonoma	Blend - Red	2008	$500.00	$399.99	5,500	Good Juice Direct
20%	Wattle Creek Estate Winery	Mendocino	Blend - Red	2010	$150.00	$119.94	20,000	Lot18
25%	Tuck Beckstoffer Wines	Sonoma	Pinot Noir	2007	$265.00	$199.99	1,000	VinFormant
15%	Dominus Estate	Napa Valley	Cabernet Sauvignon	2009	$199.99	$169.97	10,000	Wired For Wine
22%	Joseph Phelps Vineyards	Napa Valley	Blend - Red	2010	$229.99	$179.09	81,000	Last Call Wines
24%	Beringer Vineyards	Napa Valley	Cabernet Sauvignon	2010	$164.00	$124.97	9,000,000	Wired For Wine

WINES & VINES

866.453.9701 | 415.453.9700 | Fax: 415.453.2517 | 65 Mitchell Blvd., Ste. A San Rafael, CA 94903

info@winesandvines.com

Copyright © 2001-2015 by Wine Communications Group, Inc. All Rights Reserved.
No material may be reproduced without written permission of the Publisher.