Wine Industry Metrics - Winery Database - November 2012

Wines Vines Analytics

Modest Increase in Wineries Utilizing the Flash Reseller Channel in 2012

Our research shows that more than 1,300 U.S. wineries presented offers via flash resellers over the past two years. We track 1,005 unique wineries with offers so far in 2012; up slightly from 960 wineries participating in this channel in 2011.

Confirming the largest wineries cultivate every channel, we note a strong majority of large wineries have entered this channel so far. Medium size wineries are also turning to flash resellers.

Winery Database »	Month
November 2012	7,435
November 2011	7,306

U.S. Producers Using Flash Channel
By Winery Size
2011 - 2012

Winery Size	US Wineries	With Offer via Flash	% Present in Flash Channel
Large (500,000+)	49	32	65%
Medium (50,000 - 499,000)	239	136	57%
Small (5,000 - 49,000)	1,372	442	32%
Very Small (1,000 - 5000)	3,018	474	16%
Limited Production (< 1000)	2,757	268	10%
All Wineries	7,435	1352	18%

Flash channel participants include producers across the pricing spectrum, but wineries with higher bottle prices are more active. 37% of wineries with average bottle price at or above $50 are using this channel.

U.S. Producers Using Flash Channel
By Winery Average Bottle Price
2011 - 2012

Winery Average Bottle Price	US Wineries	With Offer via Flash	% Present in Flash Channel
$ 50 and over	642	238	37%
$ 30 - 49.99	1469	549	37%
$ 20 - 29.99	2328	380	16%

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$ 1 - 19.99	2996	185	6%
All Wineries	7,435	1352	18%

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