

## Wine Industry Metrics - Flash Resellers - October 2012

Wines Vines Analytics

### Flash Offers for Less Than \$20 on the Rise

In the past 12 months, the number of domestic wines offered by wine flash sites for less than \$20 steadily increased to nearly 60% of all offers. Compared to the same 12-month period in 2011, total offers are up 40% from 3,242 to 5,252, but offers for wines less than \$20 are up by 84%.

#### Flash Reseller Offers »

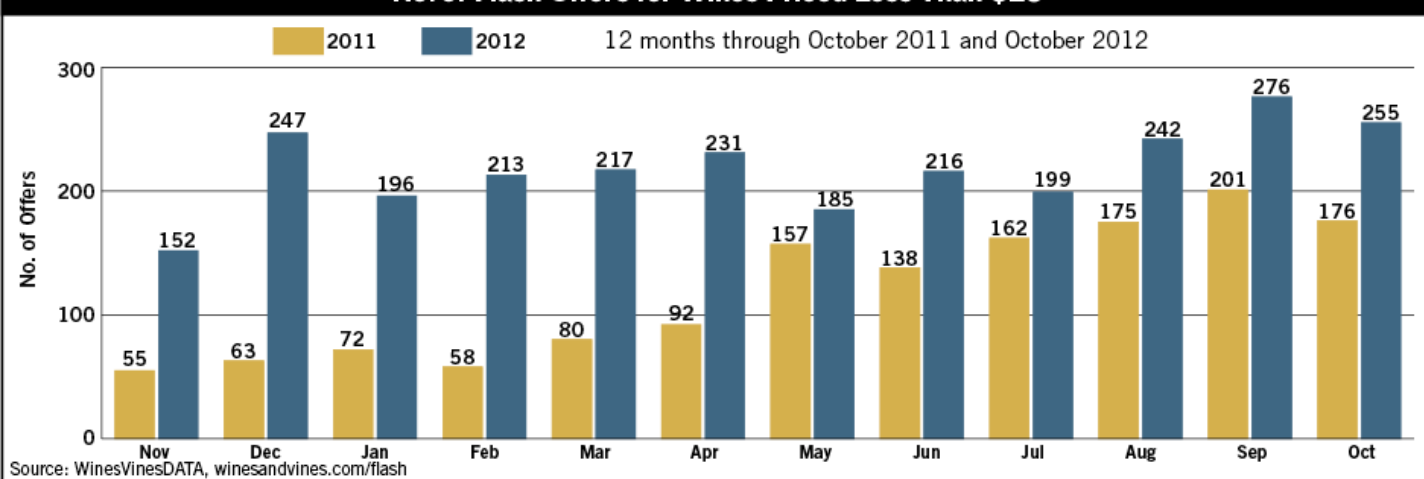
	Month	12 Months
October 2012	440	5,290
October 2011	403	

#### FLASH SITES COMPARED FOR OCTOBER

Flash Reseller	No. of Domestic October Offers	Average Flash Price (750ml)	Average Discount	Pageviews* (000)
CellarThief	11	\$22.51	41%	NA
Cinderella Wine	7	\$29.06	40%	23
Invino	79	\$30.70	33%	124
Last Bottle Wines	11	\$21.82	49%	13
Last Call Wines	73	\$25.59	40%	22
Lot18	23	\$25.85	25%	1,881
Wine Spies	25	\$25.81	30%	32
Wine Woot	75	\$18.67	38%	353
Wines Til Sold Out	52	\$23.32	53%	208
WineShopper	30	\$19.65	40%	73

Source: WinesVinesDATA, winesandvines.com/flash \*Source: Compete.com, Sept. 2012

#### No. of Flash Offers for Wines Priced Less Than \$20



#### FLASH DISCOUNTS FOR A SAMPLE OF MENDOCINO COUNTY WINES OFFERED IN OCTOBER

Discount	Winery/Brand	Region/Vineyard	Varietal	Vintage	Winery Retail	Flash Price	Winery Size In Cases	Flash Site
20%	Blue Quail	Mendocino	Chardonnay	2010	\$15.00	\$12.00	4,000	Lot18
23%	Truett Hurst	Mendocino	Blend - Red	2011	\$12.99	\$9.99	100,000	Wine Spies
32%	Anthill Farms Winery	Mendocino	Pinot Noir	2009	\$65.00	\$43.95	2,000	Prince of Wine
34%	Halcon Vineyards	Mendocino	Syrah	2010	\$38.00	\$25.00	200	Last Bottle Wines
38%	Migration	Anderson Valley	Pinot Noir	2009	\$39.99	\$24.99	20,000	Wines Til Sold Out
40%	Jim Ball Vineyards	Anderson Valley	Pinot Noir	2009	\$45.00	\$27.00	2,000	Winestyr
48%	Diablita	Mendocino	Blend - White	2010	\$22.48	\$11.66	10,000	Wine Woot
53%	Paul Dolan Vineyards	Mendocino	Pinot Noir	2007	\$30.00	\$13.99	150,000	WineShopper

Source: WinesVinesDATA

In other flash news, the new Prince of Wine flash site debuted in October. Former wine blogger Walid Romaya turned his blog, Prince of Wine at princeofwine.com, into a daily discount site that offered 11 wines in October.

Wine Spies appointed an advisory board to help it "dramatically evolve the site and grow sales." Board members are linked by involvement in related

wine businesses: Bill Hambrecht, a wine industry veteran and founder of the tech investment firm WR Hambrecht; Phil Hurst and Paul Dolan, the owners of Truett Hurst winery; and Dan Carroll, a former partner with the investment banking giant TPG.

### Flash Methodology

Wines Vines Analytics' research team captures flash offer details for hundreds of domestic wine offers each week. The team monitors offers presented through 17 flash reseller sites every day of the year. Each offer is reviewed and tied to the source winery, and the specific details are recorded in a database of flash offers.

When flash websites hold special events with a high number of offers, Wines Vines Analytics monitors the site closely, often capturing a new offer every few minutes. At the close of each month, the offers are reviewed for accuracy, and the findings are reported by *Wines & Vines*' editorial staff for the current month along with time-series comparisons of pricing, winery size and wine types.

# WINES & VINES

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

[info@winesandvines.com](mailto:info@winesandvines.com)

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