Wine Industry Metrics - Flash Resellers - February 2013

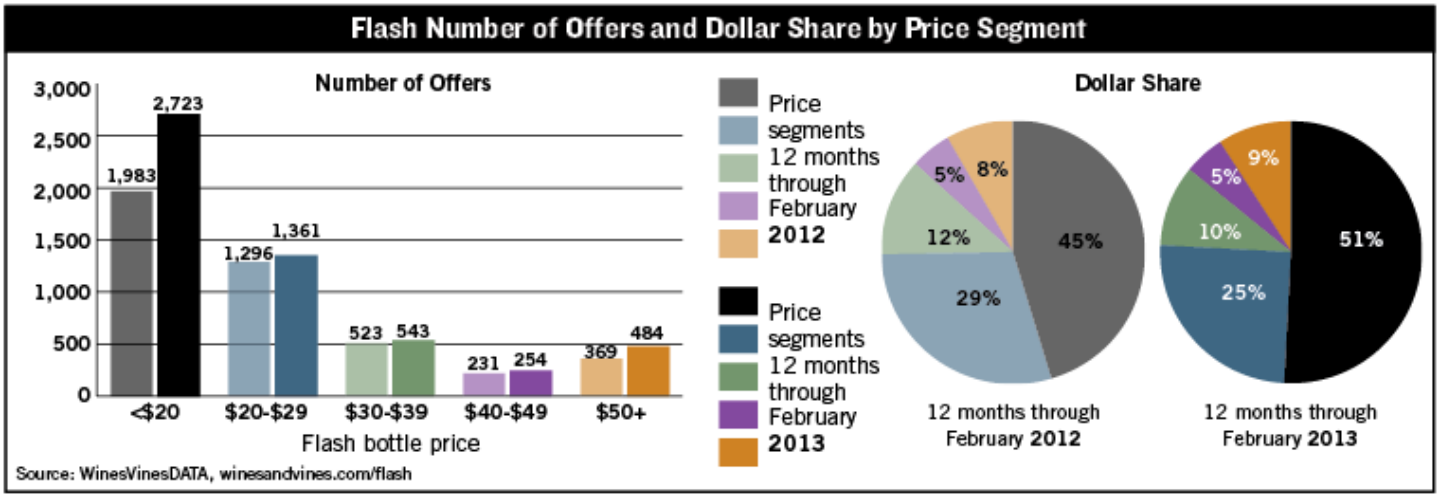
Wines Vines Analytics

Bargain Offers Lead Flash Segment

Flash retailers are living up to their claims of offering wines at discount prices. In the past 12 months through February, a quarter of the 5,366 wines offered had a flash price of less than $14.99. Adding in offers for wines less than $20; the share of value wines grew to 51%. The $20 to $30 segment accounted for 25% of all offers, but at prices higher than $30 the number of offers plummets.

Flash Reseller Offers »	Month	12 Months
February 2013	385	5,366
February 2012	416	4,494

Compared to the data for the 12 months through February of 2012, flash sites are offering more wines for less than $20. That segment's share of total offers grew from 45% to 51%. Only wines priced over $50 saw an increase of 369 to 484 offers that resulted in that segment's share growing from 8% to 9%. The number of offers for wines priced $30 to $50 stayed flat compared from 2012 to 2013.



FLASH DISCOUNTS FOR A SAMPLE OF ZINFANDELS OFFERED IN FEBRUARY

Discount	Winery/Brand	Region/ Vineyard	State	Varietal	Vintage	Winery Retail	Flash Price	Winery Size In Cases	Flash Site
21%	Cougar's Leap Winery	Lake County	CA	Zinfandel	2008	$28.00	$21.99	500	Wine Spies
23%	Mendocino Wine Co./ Parducci Wine Cellars	Mendocino	CA	Zinfandel	2010	$25.99	$19.99	150,000	Lot18
29%	Truett Hurst	Dry Creek Valley	CA	Zinfandel	2009	$21.00	$14.99	100,000	Wine Spies
32%	Alexander Valley Vineyards	Alexander Valley	CA	Zinfandel	2009	$22.00	$14.99	100,000	WineShopper
33%	Quivira Vineyards	Dry Creek Valley	CA	Zinfandel	2010	$29.99	$19.99	18,000	Last Call Wines
40%	Elyse Winery	Napa Valley	CA	Zinfandel	2007	$45.00	$26.95	9,500	Prince of Wine
48%	Pavilion Crossing	Lodi	CA	Zinfandel	2011	$24.99	$12.99	1,000	Last Call Wines
55%	Chumeia Vineyards	Paso Robles	CA	Zinfandel	2008	$38.00	$16.99	2,000	Wines Til Sold Out

Source: WinesVinesDATA

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FLASH SITES COMPARED FOR FEBRUARY

Flash Reseller	No. of Domestic February Offers	Average Flash Price (750ml)	Average Discount	Pageviews* (000)
Cinderella Wine	5	$40.05	33%	5
Invino	44	$24.30	44%	110
Last Bottle Wines	13	$29.46	48%	66
Last Call Wines	52	$32.64	37%	22
Lot18	34	$33.81	25%	208
Wine Spies	26	$25.99	29%	7
Wine Woot	36	$19.40	43%	672
Wines Til Sold Out	70	$20.92	52%	355
WineShopper	24	$15.38	40%	195

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

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.

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