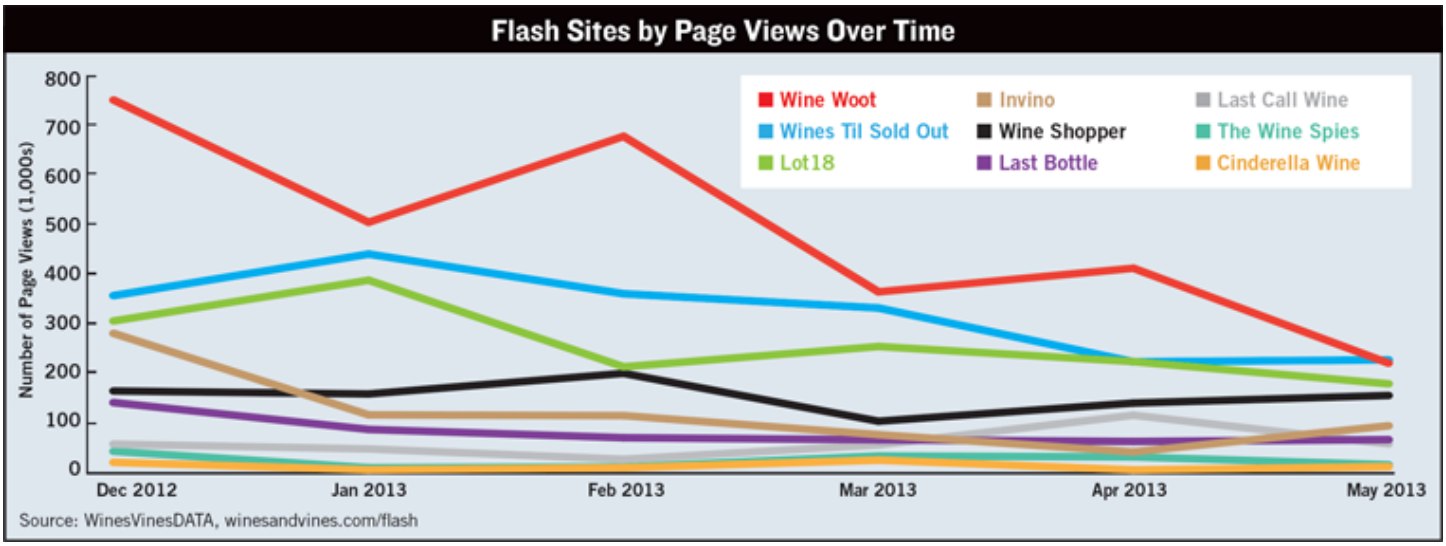
Wine Industry Metrics - Flash Resellers - June 2013

Wines Vines Analytics

Flash Offers Continue to Slip

Total flash offers for domestic wines fell 21% in June compared to June 2012. While the total number of offers in the past 12 months is still higher than the same period in 2012, that growth has become steadily smaller as the number of total offers has declined in recent months.

Flash Reseller Offers »	Month	12 Months
June 2013	387	5,173
June 2012	490	5,053



The total number of page views for the major flash websites declined from December to May. WinesVinesDATA receives page view numbers from the web data firm Compete. Wine Woot, a subsidiary of Amazon and part of the greater Woot retail site, attracted nearly 750,000 page views in December 2012 making it the most-visited flash site by far. Yet by May 2013, Wine Woot's total views had shrunk to 216,000, slightly less than WTSO's total of 222,000.

Page view totals, however, don't equate with the number of flash offers. While Invino is the leading site by number of offers, it accounts for a relatively low rate of page view traffic, with an average of 150,000 per month.

FLASH SITES COMPARED FOR JUNE

Flash Reseller	No. of Domestic June Offers	Average Flash Price (750ml)	Average Discount	Pageviews* (000)
Cinderella Wine	4	$22.41	35%	>1
Invino	81	$20.41	40%	130
Last Bottle Wines	15	$51.07	44%	125
Last Call Wines	46	$21.69	46%	149
Lot18	20	$42.77	24%	173
The Wine Spies	25	$23.81	27%	10
Wine Woot	35	$16.12	46%	313
Wines Til Sold Out	49	$20.36	53%	587
WineShopper	29	$20.64	36%	100

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

Copyright © 2001-2017 by Wine Communications Group, Inc. All Rights Reserved.

FLASH DISCOUNTS FOR A SAMPLE OF NAPA VALLEY WINES OFFERED IN JUNE

Discount	Winery/Brand	Winery State	Varietal/Type	Vintage	Winery Retail	Flash Price	Winery Size In Cases	Flash Site
16%	Dominus Estate	CA	Blend – Red	2009	$199.99	$169.00	10,000	Last Call Wines
20%	Merus Wines (Altvs)	CA	Cabernet Sauvignon	2009	$75.00	$59.99	1,000	Wine Spies
22%	Marketta Winery	CA	Chardonnay	2010	$36.00	$28.00	500	Cellar Angels
28%	Robert Mondavi Winery	CA	Cabernet Sauvignon	2009	$139.00	$99.97	325,000	Wired For Wine
36%	Beaulieu Vineyard	CA	Cabernet Sauvignon	2009	$125.00	$79.99	1,200,000	Wines Til Sold Out
43%	Rustridge Winery	CA	Zinfandel	2007	$35.00	$19.99	2,500	Lot18
44%	Dyer Vineyard	CA	Cabernet Sauvignon	2003	$90.00	$49.99	350	Wine Spies
53%	Black Stallion Estate Winery	CA	Chardonnay	2010	$32.00	$14.99	5,000	Wines Til Sold Out
65%	Nicolette Christopher Cellars	CA	Cabernet Sauvignon	2006	$75.00	$26.00	450	Last Bottle Wines

Source: WinesVinesDATA

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.

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

info@winesandvines.com

Copyright © 2001-2017 by Wine Communications Group, Inc. All Rights Reserved.
No material may be reproduced without written permission of the Publisher.