Wine Industry Metrics - Flash Resellers - December 2013

Wines Vines Analytics

Offers up in December, More Wineries Making Offers

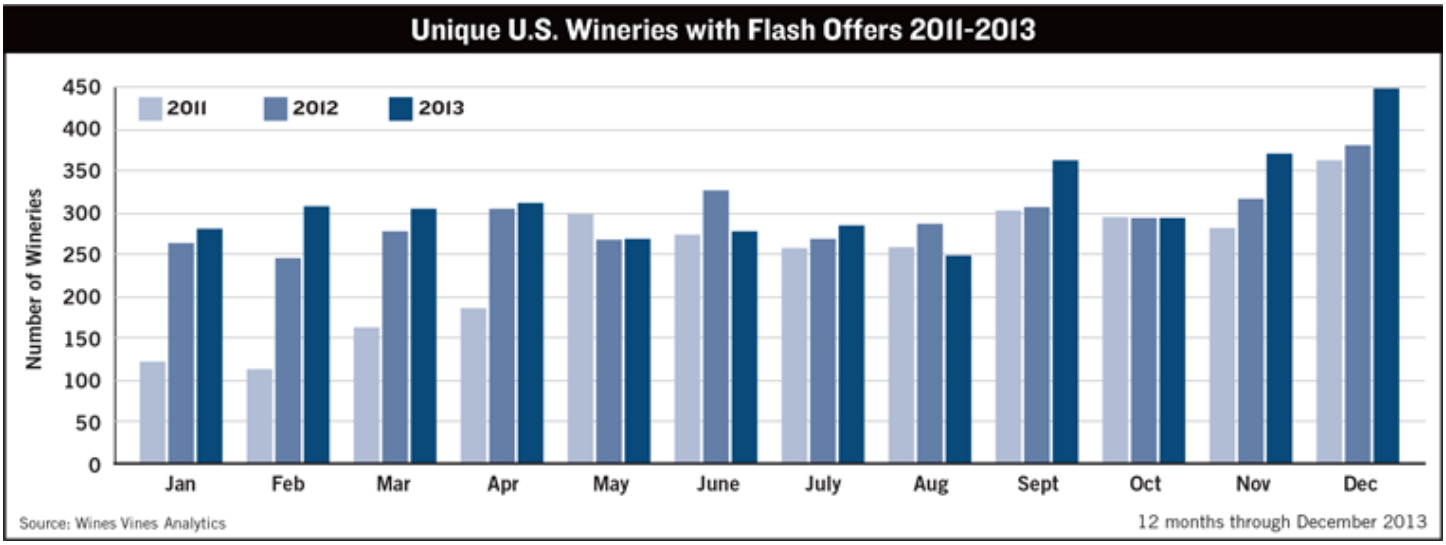
Flash offers continued to climb as 2013 came to an end. In December, flash websites made 722 offers for domestic wines. That total was 26% higher than in December of 2012 and brought the 12-month total to virtually the same level as 2012 as well.

Flash Reseller Offers »	Month	12 Months
December 2013	722	5,403
December 2012	573	5,402

The monthly totals of flash offers stayed below the previous year from January through September 2013, when that trend reversed and offer counts stayed up through the end of the year. Invino led the surge in offers with 244 in December, which is more than double the 90 offers by Wired For Wine and 84 offers by Last Call Wines, which had the second-highest offer counts.

Number of Wineries with Flash Offers

The monthly average of U.S. wineries offering wines through flash sites has increased each year since Wines Vines Analytics first started tracking offers. In 2011 the average was 244, which grew to 296 in 2012 and 315 during the past year.



December was the most active month from the past three years, with 450 different wineries making flash offers. In February 2011, only 114 wineries offered wines on flash sites, the lowest total in the past three years.

The total number of wineries with offers through flash sites in 2013 was 1,062, or 14% of all U.S. wineries. In 2011 the total was 960, and in 2012 it was 1,048.

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FLASH SITES COMPARED FOR DECEMBER

Flash Reseller	No. of Domestic December Offers	Average Flash Price (750ml)	Average Discount	Pageviews* (000)
Cinderella Wine	11	$34.12	45%	5
Invino	244	$25.79	37%	58
Last Bottle Wines	14	$31.57	42%	135
Last Call Wines	84	$23.31	47%	56
Lot18	68	$38.47	28%	321
Wine Spies	28	$29.59	31%	49
Wine Woot	33	$19.30	36%	516
Wines Til Sold Out	57	$21.94	52%	807
WineShopper	34	$16.54	36%	202

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

FLASH DISCOUNTS FOR A SAMPLE OF WASHINGTON WINES OFFERED IN DECEMBER

Discount	Winery/Brand	Region/Vineyard	Varietal	Vintage	Winery Retail	Flash Price	Winery Size In Cases	Flash Site
21%	Dunham Cellars	Columbia Valley	Cabernet Sauvignon	2009	$70.00	$54.99	25,000	Good Juice Direct
21%	Amavi Cellars	Walla Walla	Cabernet Sauvignon	2011	$29.00	$22.99	8,600	Lot18
22%	Barnard Griffin Winery	Columbia Valley	Riesling	2012	$14.00	$10.97	60,000	Wired For Wine
29%	Long Shadows Vintners	Columbia Valley	Merlot	2010	$69.99	$49.99	28,000	Last Call Wines
41%	Gilbert Cellars	Wahluke Slope	Syrah	2010	$29.75	$17.50	7,000	Wine Woot
53%	Waterbrook Winery	Columbia Valley	Cabernet Sauvignon	2010	$32.00	$14.99	80,000	Wines Til Sold Out
56%	Cougar Crest Estate Winery	Walla Walla	Syrah	2007	$45.00	$19.99	12,000	Wines Til Sold Out
60%	Basel Cellars Estate Winery	Walla Walla	Syrah	2008	$40.00	$16.00	4,500	Last Bottle Wines

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

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