

VARIETAL/PRICING/SKU REPORT

Market: Total U.S. Over \$2 MM - Food

Reporting Period to: 03/10/2007

Ranked by: \$ Vol. 52 Weeks

Market: Total U.S. Over \$2 MM - Food

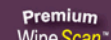
Case Volume in Equivalent 9 ltr cases.

Version : 13 Weeks & 52 Weeks

Reporting Period: 05-April-2007



BUILDING BRANDS WORLDWIDE



Rank	VARIETAL PRICING/SKU	M: SKU E: SKU #	13 Weeks Ending 03/10/2007						Latest 52 Weeks Period Ending 03/10/2007						3 Yr Trends	
			\$ Volume \$ Volume (000)	\$ % Chg \$ % Chg vs YAG	Case Case Volume	% Chg % Chg vs.YAG	Bus Bus %	Promo Promo %	Avg Unit Avg Unit Price	Pr Chg Pr Chg vs. YAG	\$ Volume \$ Volume (000)	\$ % Chg \$ % Chg vs. YAG	Case Case Volume	% Chg % Chg Vs. YAG	ACV %	M: P: %
CABERNET SAUVIGNON		* 1,736														M:
4. \$9-\$11.99		*														
1	R-M PR-S CB-S CC V RED DDT 750 ML	1	\$4,387.6	14.4%	40,045	14.2%	14.1%	61%	\$9.13	\$0.07	\$14,256.1	11.5%	130,118	10.6%	79%	D: +
2	K-J CB-S V-R V RED DDT 750 ML	1	\$2,861.9	-2.0%	14,688	-6.7%	10.1%	47%	\$15.65	\$0.35	\$10,239.7	4.0%	54,516	1.6%	66%	D: +
3	BLCKSTN CB-S CA V RED DDT 750 ML	1	\$2,566.1	6.5%	23,745	9.2%	8.8%	64%	\$9.02	-\$0.29	\$8,921.3	11.2%	82,442	14.8%	67%	D: +
4	STRLG V-CL CB-S CC V RED DDT 750 ML	1	\$2,448.2	12.3%	16,074	8.1%	8.3%	56%	\$12.60	\$0.62	\$8,446.1	16.8%	55,878	11.1%	58%	D: +
5	CL-C GR-E CB-S C-V V RED DDT 750 ML	1	\$1,908.9	54.2%	16,972	61.0%	5.8%	57%	\$9.54	-\$0.14	\$5,895.9	34.0%	51,496	35.9%	58%	D: +
6	GFVSR CB-S SC V RED DDT 750 ML	1	\$1,294.8	8.7%	10,662	8.5%	4.8%	52%	\$10.08	\$0.20	\$4,897.3	3%	40,491	-1.7%	54%	D: +
7	BOGLE CB-S V RED DDT 750 ML	1	\$1,017.4	67.7%	8,077	80.5%	2.9%	42%	\$10.76	-\$0.69	\$2,905.6	59.7%	22,503	70.0%	30%	D: +
8	RED DMND CB-S WSH V RED DDT 750 ML	1	\$966.7	84.7%	9,845	101.7%	2.8%	49%	\$8.36	-\$0.76	\$2,818.7	78.0%	28,110	94.3%	37%	D: +
9	3 BLND MSE CB-S CA V RED DDT 750 ML	1	\$755.6	6.2%	7,317	8.2%	2.7%	51%	\$8.47	-\$0.24	\$2,734.3	111.2%	26,896	117.2%	43%	D: +
10	5RVRS CB-S CA CC V RED DDT 750 ML	1	\$612.8	9.0%	5,668	10.4%	2.3%	45%	\$8.98	-\$0.21	\$2,299.6	14.8%	21,344	17.4%	34%	D: +
11	RSMT AS CB-S RED IDT 750 ML	1	\$536.6	15.6%	5,240	27.4%	1.8%	42%	\$8.65	-\$0.53	\$1,872.2	6.5%	18,042	13.0%	39%	I: +
12	TRNCH CB-S N-C SBC V RED DDT 750 ML	1	\$498.3	7.9%	4,038	10.7%	1.8%	55%	\$10.20	-\$0.53	\$1,832.8	13.0%	14,973	18.9%	30%	D: +
13	CLLR N8 CB-S CA NC V RED DDT 750 ML	1	\$528.8	53.1%	4,702	57.9%	1.8%	37%	\$9.34	-\$0.66	\$1,787.4	54.9%	15,941	65.8%	19%	D: +
14	LOS VSC CHL CB-S RED IDT 750 ML	1	\$376.2	15.8%	3,213	13.4%	1.3%	39%	\$9.60	\$0.16	\$1,338.8	11.1%	11,617	9.2%	13%	I: +
15	WNT CB-S L-V SFB V RED DDT 750 ML	1	\$449.6	22.3%	3,749	19.3%	1.3%	52%	\$10.05	\$0.11	\$1,323.7	18.4%	10,971	17.1%	15%	D: +
16	WOLF BLS AS CB-S RED IDT 750 ML	1	\$353.2	4.7%	2,892	10.0%	1.2%	43%	\$10.23	-\$0.60	\$1,252.3	11.5%	10,201	18.0%	25%	I: +
17	MWHE AS CB-S RED IDT 750 ML	1	\$359.6	26.6%	3,295	27.1%	1.2%	52%	\$9.02	\$0	\$1,182.1	30.6%	10,921	30.6%	27%	I: +
18	BGR F-E CB-S CA V RED DDT 1.5LITER	1	\$355.5	21.9%	3,367	30.5%	1.1%	43%	\$9.07	-\$0.21	\$1,140.5	4.8%	10,484	7.2%	15%	D: +
19	SAGELANDS CB-S V RED DDT 750 ML	1	\$334.1	118.5%	2,924	138.9%	1.0%	76%	\$9.77	-\$1.07	\$1,034.5	132.1%	8,820	157.6%	4%	D: +
20	CLMBA CB-S YV V RED DDT 750 ML	1	\$285.0	25.8%	2,083	21.7%	1.0%	52%	\$11.24	\$0.40	\$1,034.1	27.2%	7,669	22.7%	7%	D: +
21	FRFLY RDGE CB-S CC V RED DDT 750 ML	1	\$218.2	2.0%	2,038	-3%	9%	63%	\$8.60	-\$0.74	\$957.6	50.7%	9,277	63.8%	9%	D: +
22	GUENOC CB-S V RED DDT 750 ML	1	\$230.1	-9.1%	1,987	-6.5%	9%	26%	\$9.60	-\$0.22	\$905.3	-7.9%	7,856	-5.7%	13%	D: +
23	AVALON CB-S V RED DDT 750 ML	1	\$270.9	26.5%	1,838	23.5%	8%	71%	\$12.49	\$0.73	\$823.3	97.4%	5,494	85.9%	4%	D: +
24	R-M PR-S CB-S CC V RED DDT 1.5LITER	1	\$235.4	11.0%	1,949	10.4%	8%	23%	\$10.01	\$0.25	\$823.1	-2.4%	6,851	-4.8%	9%	D: +
25	C-R CB-S AV V RED DDT 750 ML	1	\$357.6	181.2%	3,234	210.4%	8%	64%	\$9.66	-\$0.44	\$797.9	230.6%	6,881	245.8%	9%	D: +
26	MCMANIS CB-S V RED DDT 750 ML	1	\$270.7	107.6%	2,363	107.6%	8%	59%	\$9.71	\$0.06	\$786.4	90.1%	6,747	88.8%	6%	D: +
27	AQUINAS CB-S NV V RED DDT 750 ML	1	\$228.1	12.3%	1,940	11.1%	8%	43%	\$9.78	-\$0.11	\$769.6	12.0%	6,555	13.3%	18%	D: +
28	PRKR-E CB-S PV-R SC V RED DDT 750 ML	* 1	\$240.0	49.0%	1,596	41.0%	7%	40%	\$12.20	\$0.73	\$687.5	22.3%	4,696	15.0%	10%	D: +
29	SCRW-KP-NP CB-S NV V RED DDT 750 ML	1	\$218.1	37.8%	1,691	51.4%	7%	50%	\$10.99	-\$0.52	\$665.2	55.3%	5,045	62.6%	12%	D: +
30	SNT-R CHL CB-S RS RED IDT 750 ML	1	\$229.7	25.9%	1,783	23.3%	6%	47%	\$10.78	\$0.18	\$620.4	6.8%	4,794	5.0%	9%	I: +
31	RED TRUCK CB-S CA V RED DDT 750 ML	1	\$260.3	-%	2,143	-%	6%	40%	\$10.07	\$10.07	\$609.3	-%	5,041	-%	16%	D: +
32	TRNR-RD CB-S PS-RBL V RED DDT 750 ML	1	\$126.8	-37.7%	1,346	-33.4%	5%	35%	\$8.13	-\$0.53	\$528.9	-28.9%	5,419	-24.3%	12%	D: +
33	BCKR-V CB-S V RED DDT 750 ML	1	\$151.6	61.8%	1,368	67.9%	5%	58%	\$9.36	-\$0.03	\$521.1	38.7%	4,642	39.1%	3%	D: +
34	FRSTN CB-S CC V RED DDT 750 ML	1	\$151.3	87.2%	1,412	94.5%	5%	43%	\$8.81	-\$0.23	\$502.5	51.3%	4,754	55.2%	6%	D: +
35	E-V VNYD CB-S V RED DDT 750 ML	1	\$205.3	60,288.5%	1,359	67,850.0%	5%	60%	\$12.28	-\$1.88	\$492.3	44,697.1%	3,340	66,900.0%	9%	D: +
36	JCB-CK AS CB-S RS RED IDT 750 ML	1	\$147.2	-3.1%	1,062	3%	5%	25%	\$11.57	-\$0.17	\$482.8	-10.4%	3,477	-9.0%	10%	I: +
37	YLW TL AS CB-S THE RS RED IDT 750 ML	1	\$169.9	34.9%	1,375	38.7%	5%	42%	\$10.32	-\$0.28	\$474.2	99.1%	3,830	104.4%	12%	I: +