

**BRAND/SIZE/SKU REPORT**  
 Market: Total U.S. Over \$2 MM - Food  
 Reporting Period to: 09/22/2007  
 Ranked by: \$ Vol. 13 Weeks

Case Volume in Equivalent 9 ltr cases.  
 Version : 4 Weeks & 13 Weeks  
 Reporting Period: 12-October-2007



Rank	BRAND	M #	SKU	4 Weeks Ending 09/22/2007					Latest 13 Weeks Period Ending 09/22/2007					Prod	List			
				\$ Volume (000)	% Chg vs YAG	Case Volume	% Chg vs. YAG	Bus %	Promo %	Avg Unit Price	Pr Chg vs. YAG	\$ Volume (000)	% Chg vs. YAG			Case Volume	% Chg vs. YAG	
1	BERINGER		94	\$13,193.2	3.0%	186,484	2.9%	4.0%	50%	\$5.90	-\$0.03	\$43,499.5	4.7%	614,527	5%	D	+	+
2	YELLOW TAIL		26	\$11,679.5	-1.8%	148,952	-2.9%	3.6%	53%	\$6.50	\$0.06	\$39,210.7	2.2%	502,987	1%	I	+	+
3	SUTTER HOME		66	\$11,183.3	3.4%	201,145	2.1%	3.4%	37%	\$4.53	\$0.01	\$37,490.1	5.1%	690,292	5%	D	+	+
4	FRANZIA		42	\$10,815.9	3.6%	501,635	2.9%	3.2%	35%	\$1.80	\$0.01	\$34,932.2	3.7%	1,618,795	3%	D	+	+
5	WOODBIDGE	*	47	\$9,990.6	1.7%	140,826	0.2%	3.1%	46%	\$5.85	\$0.04	\$33,272.9	5.1%	473,700	4%	M	+	+
6	KENDALL-JACKSON		42	\$9,314.9	-11.7%	59,210	-21.0%	2.8%	59%	\$13.04	\$1.22	\$30,662.5	-6.5%	196,000	-15%	D	+	+
7	BAREFOOT		37	\$7,414.9	41.9%	113,448	37.1%	2.2%	59%	\$5.42	\$0.15	\$23,488.0	38.2%	361,080	34%	D	+	+
8	CLOS DU BOIS		30	\$6,699.5	21.5%	51,627	23.7%	2.0%	68%	\$10.68	\$0.02	\$21,863.7	15.6%	170,596	15%	D	+	+
9	GALLO FAMILY VINEYARDS		86	\$6,866.7	-4.8%	135,785	-4.3%	2.0%	44%	\$4.21	-\$0.02	\$21,863.0	-1.8%	432,842	-1%	M	+	+
10	LIVINGSTON CELLARS		45	\$6,581.4	-1.0%	207,400	-1.0%	1.9%	30%	\$2.64	\$0.02	\$20,872.5	-3.0%	657,842	-4%	D	+	+
11	ROBERT MONDAVI WINERY	*	63	\$6,584.9	8.0%	55,929	10.2%	1.9%	65%	\$9.91	-\$0.16	\$20,232.0	9.4%	170,206	11%	D	+	+
12	CARLO ROSSI		50	\$5,711.5	3.3%	220,780	1.5%	1.7%	32%	\$2.16	\$0.05	\$18,234.7	2.3%	705,102	-%	D	+	+
13	FETZER		53	\$4,842.2	3.0%	57,472	2.7%	1.5%	46%	\$7.01	-\$0.02	\$16,026.1	5.2%	190,511	6%	M	+	+
14	CHATEAU STE MICHELLE		44	\$4,580.1	29.7%	39,995	28.7%	1.4%	62%	\$9.53	\$0.11	\$14,841.7	33.5%	129,775	32%	D	+	+
15	LINDEMANS		46	\$4,485.3	11.2%	62,169	12.5%	1.4%	50%	\$5.98	-\$0.09	\$14,754.8	11.1%	205,720	13%	I	+	+
16	COLUMBIA CREST		41	\$4,465.0	6.9%	50,247	5.6%	1.3%	58%	\$7.38	\$0.08	\$14,466.8	12.9%	163,339	12%	D	+	+
17	VENDANGE	*	52	\$4,335.1	-11.5%	92,283	-13.1%	1.3%	41%	\$3.91	\$0.16	\$14,271.0	-10.7%	304,200	-14%	D	+	+
18	ALMADEN	*	69	\$4,213.7	-17.6%	152,395	-20.5%	1.3%	20%	\$2.29	\$0.07	\$13,956.8	-15.2%	508,561	-18%	D	+	+
19	TURNING LEAF		38	\$4,212.3	-10.6%	56,564	-7.7%	1.2%	55%	\$6.23	-\$0.20	\$13,293.4	-12.5%	177,812	-10%	D	+	+
20	CAVIT		27	\$4,004.3	3.0%	45,208	-4.2%	1.2%	44%	\$7.33	\$0.53	\$13,158.5	-0.5%	149,505	-8%	I	+	+
21	BEAULIEU VINEYARD BV		61	\$3,692.7	-0.8%	35,163	-0.9%	1.1%	59%	\$8.60	-\$0.06	\$12,173.7	2.4%	117,952	3%	D	+	+
22	STERLING VINEYARDS		25	\$3,618.1	6.1%	23,478	8.9%	1.1%	54%	\$12.68	-\$0.40	\$12,150.9	10.3%	79,853	14%	D	+	+
23	BELLA SERA		21	\$3,388.4	-6.0%	44,412	-7.1%	1.1%	41%	\$6.23	\$0.00	\$11,744.0	0.3%	157,166	-%	I	+	+
24	BLACKSTONE	*	32	\$3,608.9	2.4%	32,035	0.3%	1.1%	61%	\$9.26	-\$0.13	\$11,734.2	12.2%	105,648	14%	D	+	+
25	PETER VELLA		12	\$3,108.8	8.3%	148,175	11.3%	.9%	24%	\$1.75	-\$0.03	\$10,226.2	9.3%	485,846	11%	D	+	+
26	SMOKING LOON		9	\$3,145.4	2.7%	35,081	4.9%	.9%	58%	\$7.41	-\$0.23	\$10,117.7	9.5%	113,823	13%	D	+	+
27	REDWOOD CREEK		29	\$2,939.4	4.7%	44,771	7.5%	.9%	50%	\$5.39	-\$0.13	\$10,005.2	4.3%	154,765	7%	D	+	+
28	INGLENOOK	*	71	\$2,765.2	-12.1%	75,376	-13.4%	.8%	36%	\$3.03	\$0.05	\$9,074.3	-14.1%	249,624	-16%	D	+	+
29	GLEN ELLEN RESERVE		46	\$2,787.1	-2.0%	54,616	1.3%	.8%	39%	\$4.30	-\$0.11	\$8,813.0	-4.0%	170,973	-2%	M	+	+
30	BLACK SWAN		24	\$2,767.0	-10.2%	41,113	-6.6%	.8%	58%	\$5.61	-\$0.28	\$8,715.5	-5.4%	129,481	-1%	I	+	+
31	RODNEY STRONG		15	\$2,493.6	21.2%	15,081	15.2%	.8%	51%	\$13.45	\$0.27	\$8,677.8	34.3%	53,763	32%	D	+	+
32	CORBETT CANYON		40	\$2,661.4	11.1%	74,627	11.2%	.8%	30%	\$2.97	-\$0.01	\$8,494.8	12.0%	238,122	12%	M	+	+
33	CONCHA Y TORO		69	\$2,485.7	-2.2%	41,333	-8.2%	.7%	41%	\$5.00	\$0.30	\$8,099.7	4.1%	135,092	-2%	I	+	+
34	RAVENSWOOD	*	26	\$2,471.1	-4.7%	21,164	-7.2%	.7%	58%	\$9.75	\$0.31	\$8,061.4	-0.8%	68,919	-4%	M	+	+
35	MERIDIAN		24	\$2,196.4	-17.8%	24,017	-20.7%	.7%	52%	\$7.41	-\$0.15	\$7,819.3	-5.1%	87,908	-3%	D	+	+
36	BOGLE		11	\$2,392.5	23.8%	19,518	20.8%	.7%	37%	\$9.99	\$0.03	\$7,586.6	29.2%	63,259	29%	D	+	+
37	RIUNITE CLASSICS		34	\$2,299.6	4.6%	44,851	0.4%	.7%	27%	\$4.20	\$0.12	\$7,571.6	8.6%	150,336	6%	I	+	+
38	LA CREMA		11	\$2,379.3	28.2%	12,028	21.4%	.7%	62%	\$16.58	\$1.10	\$7,311.7	26.0%	36,756	18%	D	+	+
39	FOXHORN		18	\$2,180.6	-4.2%	60,139	-9.0%	.7%	33%	\$2.97	\$0.11	\$7,240.6	3.9%	202,954	-%	D	+	+