

# In a Trying Economy, 2008 Wine Shipments to the U.S. Edged Up Just 1%

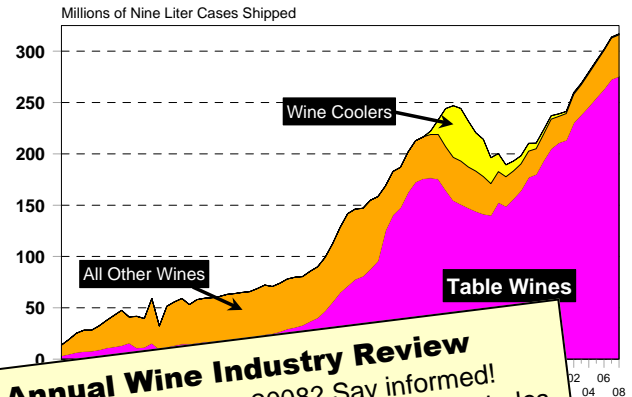
## Large California Wineries Dominated Industry Growth as Consumers Shifted to Value Wines

In the midst of the worst economic downturn in decades, 2008 wine shipments to the U.S. wine market edged up just 1% to 317 million cases, an increase of 3 million cases from 2007.

California wine shipments to the U.S. home grew by 3.9 million cases, up 2.1%. After price in the weak dollar, bottled imports fell by cases, or 5%, but bulk imports jumped. Producers stepped up foreign wine. Decline in imports was just 1.4. Shipments from other states cases.

With forward into main- wine industry sales any other busi-

The U.S. Wine Market, 1934 to 2008  
2008 Wine Volume Grew to 317 Million Cases



**The Gomberg-Fredrikson 2008 Annual Wine Industry Review**  
How did the economic meltdown affect the U.S. wine industry in 2008? Say informed! Purchase the Gomberg-Fredrikson 2008 annual review for just \$295. This vital report includes leading winery shipments, historical comparisons, growth by price segment and other informed analyses of the complex market conditions facing U.S. wine marketers today.

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