

Monthly Sales Calendar

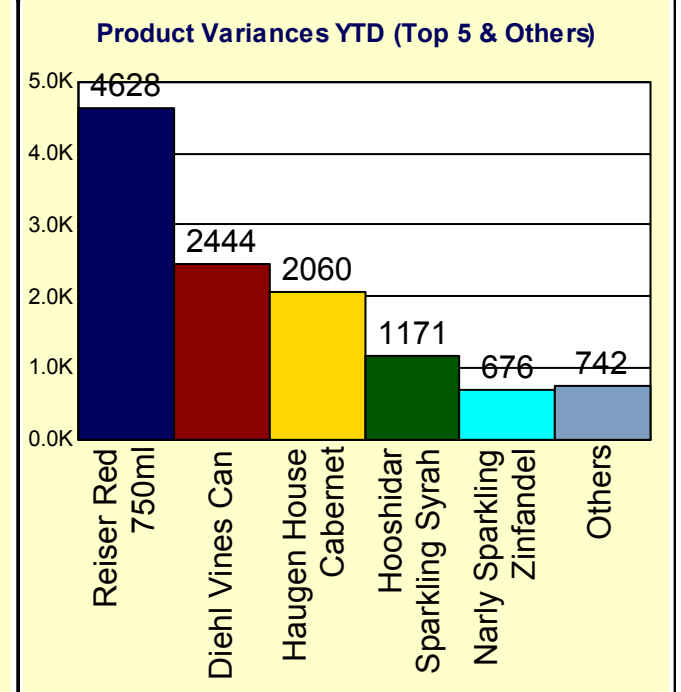
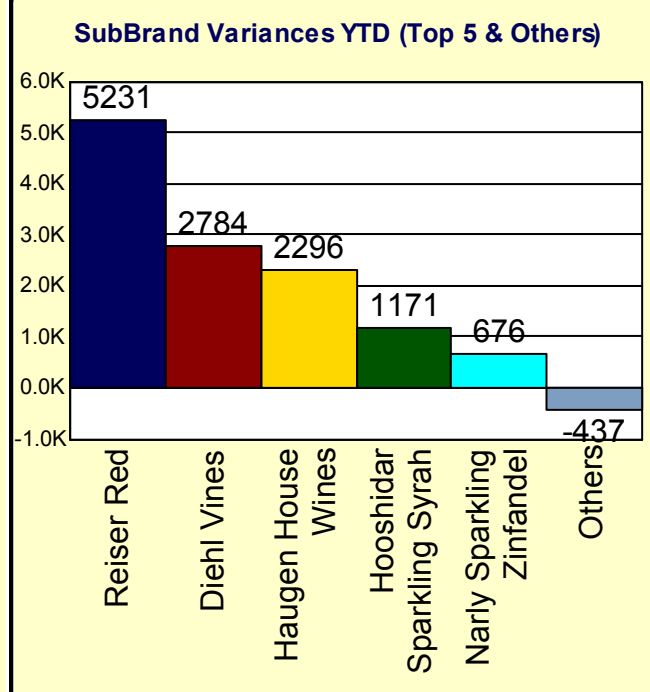
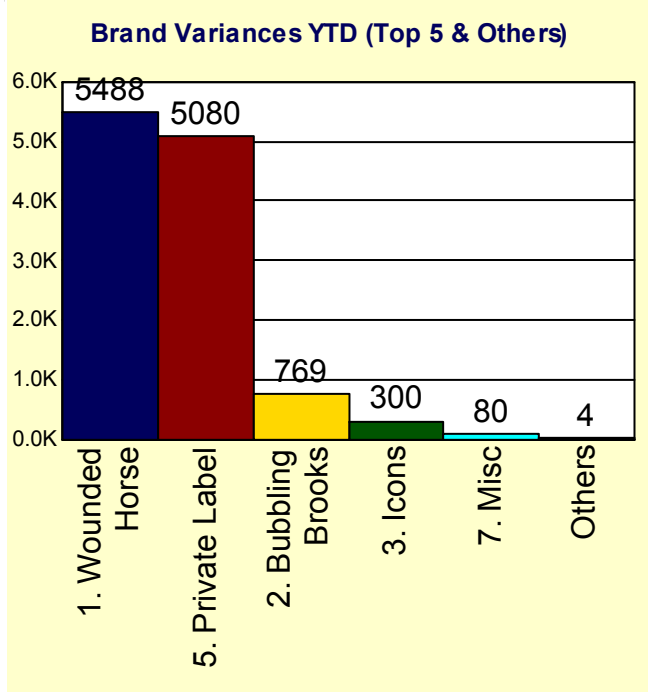
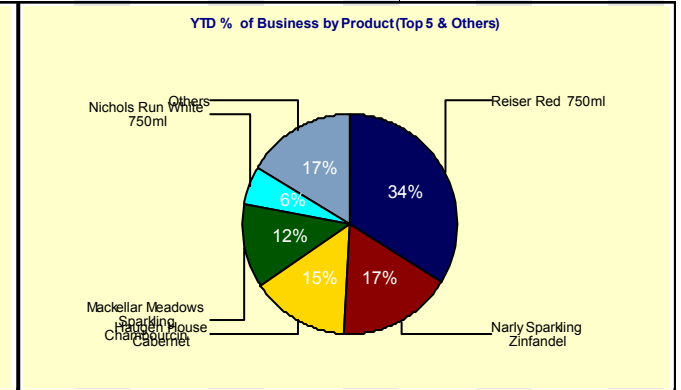
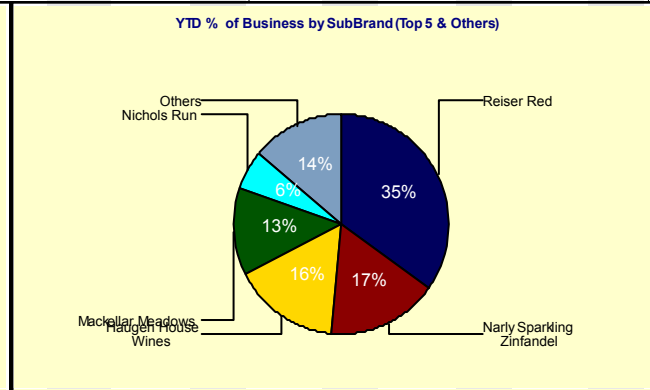
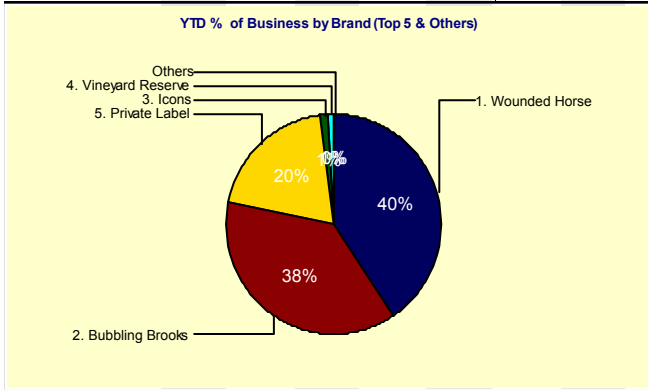
Fantasy Farms - CA - SWS - North

Rounded Original Cases

Report Date: December

	JAN		FEB		MAR		APR		MAY		JUN		JUL		AUG		SEP		OCT		NOV		DEC		YTD		FULL	
	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct

Fantasy Farms - CA - SWS - North																													
Calendar Year	05	4459	577	7112	598	7496	656	4593	634	5371	689	6996	768	5242	600	6376	698	6682	728	11144	665	8512	701	8438	811	82420	2057	82420	2057
	04	3362	523	7374	549	4724	654	4560	627	5126	736	6632	677	4782	619	5206	564	5359	665	8040	650	6733	659	8800	831	70699	2340	70699	2340
	+or-	1097	54	-262	49	2771	2	33	7	244	-47	364	91	460	-19	1170	134	1322	63	3104	15	1779	42	-362	-20	11721	-283	11721	-283
	%	33%	10%	-4%	9%	59%	-%	1%	1%	5%	-6%	5%	13%	10%	-3%	22%	24%	25%	9%	39%	2%	26%	6%	-4%	-2%	17%	-12%	17%	-12%
	03	3579	527	4571	553	4686	545	5464	594	7478	582	5487	588	7233	526	6715	556	4215	493	9461	680	6437	598	8444	766	73769	1788	73769	1788
	Goal	4221		5390		5699		6927		5377		5308		5397		4836		6389		8135		8338		13558		79576		79576	
	Var	238		1722		1796		-2334		-7		1688		-155		1540		293		3009		174		-5120		2844		2844	
	%Var	26%		32%		32%		-34%		-%		32%		-3%		32%		5%		37%		2%		-38%		4%		4%	



Monthly Sales Calendar

Fantasy Farms - CA - SWS - North

Rounded Original Cases

Report Date: December

	JAN		FEB		MAR		APR		MAY		JUN		JUL		AUG		SEP		OCT		NOV		DEC		YTD		FULL			
	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct		
Brand	1. Wounded Horse																													
	05	2153	155	3131	127	3402	127	1754	183	2151	147	2925	227	2148	128	2452	179	2476	215	3575	161	3580	194	3606	216	33354	690	33354	690	
	04	1396	124	3540	119	1537	119	1664	145	2415	316	3179	166	1743	155	2364	132	2279	242	2047	135	2685	237	3014	184	27865	928	27865	928	
	+or-	757	31	-409	8	1865	8	90	38	-265	-169	-254	61	405	-27	88	47	197	-27	1528	26	895	-43	592	32	5488	-238	5488	-238	
	%	54%	25%	-12%	7%	121%	7%	5%	26%	-11%	-53%	-8%	37%	23%	-17%	4%	36%	9%	-11%	75%	19%	33%	-18%	20%	17%	20%	-26%	20%	-26%	
	03	1115	143	1362	194	1177	194	2975	226	3251	164	2350	176	4558	182	3222	135	1740	126	2907	197	2665	173	2599	202	29921	728	29921	728	
	Goal	1600		1852		2371		2879		2087		2054		1985		1708		2385		3097		2753		5179		29950		29950		
	Var	553		1279		1031		-1126		63		871		164		745		91		878		478		828		-1573		3404		
%Var	35%		69%		43%		-39%		3%		42%		8%		44%		4%		15%		30%		-30%		11%		11%			
Sub Brand	Nichols Run																													
	05	437	80	427	59	332	59	467	99	383	60	460	108	479	56	428	93	175	85	500	54	65	71	648	88	4799	388	4799	388	
	04	302	51	341	51	124	39	76	43	795	258	695	85	352	81	458	65	241	81	298	86	336	99	524	86	4542	590	4542	590	
	+or-	134	29	86	8	208	20	391	56	-412	-198	-235	23	127	-25	-30	28	-66	4	202	-32	-271	-28	124	2	258	-202	258	-202	
	%	44%	57%	25%	16%	168%	51%	514%	130%	-52%	-77%	-34%	27%	36%	-31%	-7%	43%	-27%	5%	68%	-37%	-81%	-28%	24%	2%	6%	-34%	6%	-34%	
	03	353	50	326	75	377	75	214	83	459	67	398	82	915	82	518	59	112	51	251	81	225	84	675	114	4824	399	4824	399	
	Goal	260		298		623		772		592		594		553		466		716		756		665		1154		7450		7450		
	Var	176		129		-291		-305		-209		-134		-74		-38		-541		-257		-600		-507		-2651		-2651		
%Var	68%		43%		-47%		-39%		-35%		-23%		-13%		-8%		-76%		-34%		-90%		-44%		-36%		-36%			
Product	Nichols Run White 3L																													
	05	2	2	-	-	1	1	4	-	4	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11	4	11	4	
	04	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	+or-	2	2	-	-	1	1	4	-	4	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11	4	11	4	
	%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	100%
	03	-	-	-	-	-	-	-	-	-	-	-	176	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	Goal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	Var	2	-	-	-	1	-	4	-	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11	-	11	-	
%Var	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Product	Nichols Run White 750ml																													
	05	435	80	427	59	331	55	463	99	379	59	460	108	479	56	428	93	175	85	500	54	65	71	648	88	4788	386	4788	386	
	04	302	51	341	39	124	79	76	39	795	258	695	85	352	81	458	65	241	81	298	86	336	99	524	86	4542	590	4542	590	
	+or-	132	29	86	20	207	-24	387	20	-416	-199	-235	23	127	-25	-30	28	-66	4	202	-32	-271	-28	124	2	247	-204	247	-204	
	%	44%	57%	25%	51%	167%	-30%	509%	51%	-52%	-77%	-34%	27%	36%	-31%	-7%	43%	-27%	5%	68%	-37%	-81%	-28%	24%	2%	5%	-35%	5%	-35%	
	03	353	50	326	75	377	75	214	75	459	67	398	176	915	82	518	59	112	51	251	81	225	84	675	114	4824	399	4824	399	
	Goal	260		298		623		772		592		594		553		466		716		756		665		1154		7450		7450		
	Var	174		129		-292		-309		-213		-134		-74		-38		-541		-257		-600		-507		-2662		-2662		
%Var	67%		43%		-47%		-40%		-36%		-23%		-13%		-8%		-76%		-34%		-90%		-44%		-36%		-36%			
Sub Brand	Reiser Red																													
	05	1716	121	2704	107	3070	107	1287	138	1768	120	2466	188	1670	106	2025	144	2301	197	3075	138	3516	171	2959	194	28554	612	28554	612	
	04	1094	109	3199	109	1413	110	1588	125	1620	188	2485	126	1391	112	1906	94	2038	208	1750	96	2350	192	2490	153	23324	758	23324	758	
	+or-	623	12	-495	-2	1657	-3	-301	13	148	-68	-19	62	278	-6	118	50	263	-11	1326	42	1166	-21	468	41	5231	-146	5231	-146	
	%	57%	11%	-15%	-2%	117%	-3%	-19%	10%	9%	-36%	-1%	49%	20%	-5%	6%	53%	13%	-5%	76%	44%	50%	-11%	19%	27%	22%	-19%	22%	-19%	
	03	762	126	1036	172	799	172	2761	192	2792	144	1952	155	3643	152	2703	117	1628	109	2656	180	2440	150	1924	166	25097	646	25097	646	
	Goal	1340		1554		1747		2108		1495		1460		1432		1242		1669		2341		2088		4025		22500		22500		
	Var	377		1149		1323		-821		272		1006		238		783		633		734		1428		-1067		6054		6054		
%Var	28%		74%		76%		-39%		18%		69%		17%		63%		38%		31%		68%		-26%		27%		27%			
Product	Reiser Red 3L																													
	05	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	04	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	+or-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-100%	-100%	-100%	-100%	-100%
	03	-	-	-	-	-	-	-	-	-	-	-	176	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	Goal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	Var	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
%Var	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		

Monthly Sales Calendar

Fantasy Farms - CA - SWS - North

Rounded Original Cases

Report Date: December

Product	JAN		FEB		MAR		APR		MAY		JUN		JUL		AUG		SEP		OCT		NOV		DEC		YTD		FULL		
	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	
Reiser Red 750ml																													
05	1716	121	2704	107	3070	94	1287	107	1768	120	2466	188	1670	94	106	2024	144	2078	127	3045	120	3344	158	2781	151	27950	528	27950	528
04	1094	109	3199	110	1413	170	1588	110	1620	188	2485	126	1391	112	1906	94	2038	208	1750	96	2350	192	2489	153	23323	758	23323	758	
+or-	623	12	-495	-3	1657	-76	-301	-3	148	-68	-19	62	278	-6	117	50	40	-81	1296	24	994	-34	291	-2	4628	-230	4628	-230	
%	57%	11%	-15%	-3%	117%	-45%	-19%	-3%	9%	-36%	-1%	49%	20%	-5%	6%	53%	2%	-39%	74%	25%	42%	-18%	12%	-1%	20%	-30%	20%	-30%	
03	762	126	1036	172	799	172	2761	172	2792	144	1952	176	3643	152	2703	117	1628	109	2656	180	2440	150	1924	166	25097	646	25097	646	
Goal	1340		1554		1747		2108		1495		1460		1432		1242		1669		2341		2088		4025		22500		22500		
Var	377		1149		1323		-821		272		1006		238		782		410		704		1256		-1245		5450		5450		
%Var	28%		74%		76%		-39%		18%		69%		17%		63%		25%		30%		60%		-31%		24%		24%		
Reiser Red Shiraz 750ml																													
05	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	223	91	30	31	172	49	178	95	604	221	604	221	
04	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
+or-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	223	91	30	31	172	49	178	95	604	221	604	221	
%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	
03	-	-	-	-	-	-	-	-	-	-	-	176	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Goal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Var	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	223	-	-	30	-	172	-	178	-	604	-	604	-	
%Var	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

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	JAN		FEB		MAR		APR		MAY		JUN		JUL		AUG		SEP		OCT		NOV		DEC		YTD		FULL	
	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct
Brand	2. Bubblina Brooks																											
05	1382	460	2641	518	2749	518	1935	465	2088	551	2433	540	1917	441	2436	540	2771	522	4940	505	3151	483	2736	554	31178	1454	31178	1454
04	1430	459	2728	456	2018	456	2152	528	1954	487	2520	561	2327	475	1850	459	2148	467	4575	520	2704	459	4005	700	30409	1739	30409	1739
+or-	-48	1	-87	62	730	62	-217	-63	134	64	-87	-21	-410	-34	586	81	623	55	365	-15	447	24	-1269	-146	769	-285	769	-285
%	-3%	-%	-3%	14%	36%	14%	-10%	-12%	7%	13%	-3%	-4%	-18%	-7%	32%	18%	29%	12%	8%	-3%	17%	5%	-32%	-21%	3%	-16%	3%	-16%
03	1749	449	2410	447	2468	447	1554	425	2808	482	2169	463	1995	406	2494	472	1765	414	4688	563	2593	484	3809	642	30503	1401	30503	1401
Goal	1813		2456		2309		2907		2329		2302		2472		2261		2898		3694		4067		5957		35465		35465	
Var	-431		185		439		-972		-241		131		-555		176		-127		1246		-916		-3222		-4288		-4288	
%Var	-24%		8%		19%		-33%		-10%		6%		-22%		8%		-4%		34%		-23%		-54%		-12%		-12%	
Sub Brand	Cefalu Champagne																											
05	74	58	146	64	303	64	213	49	276	60	206	65	181	57	217	62	216	60	516	56	311	50	276	93	2935	275	2935	275
04	89	45	96	45	118	43	183	49	80	48	136	55	207	51	72	46	191	42	521	62	123	62	484	108	2302	322	2302	322
+or-	-15	13	50	19	185	21	30	-	196	12	70	10	-26	6	145	16	25	18	-5	-14	188	-12	-208	-15	633	-47	633	-47
%	-17%	29%	51%	42%	156%	49%	17%	-	244%	25%	52%	18%	-13%	12%	200%	35%	13%	43%	-1%	-20%	152%	-19%	-43%	-14%	28%	-15%	28%	-15%
03	97	62	232	68	398	68	90	59	156	54	198	52	129	56	155	54	94	53	418	82	194	55	412	80	2573	235	2573	235
Goal	282		303		343		387		287		268		278		257		402		492		511		846		4655		4655	
Var	-207		-157		-40		-174		-11		-62		-97		-40		-186		24		-200		-570		-1720		-1720	
%Var	-74%		-52%		-12%		-45%		-4%		-23%		-35%		-16%		-46%		5%		-39%		-67%		-37%		-37%	
Product	Cefalu Brut 1.5L																											
05	74	58	146	64	280	104	110	64	156	60	168	65	156	57	197	62	183	60	469	56	222	50	229	93	2390	275	2390	275
04	89	45	96	43	118	48	183	43	80	48	136	55	207	51	72	46	191	42	521	70	123	62	484	108	2302	322	2302	322
+or-	-15	13	50	21	162	56	-73	21	76	12	32	10	-51	6	125	16	-8	18	-52	-14	99	-12	-255	-15	88	-47	88	-47
%	-17%	29%	51%	49%	136%	117%	-40%	49%	94%	25%	24%	18%	-25%	12%	172%	35%	-4%	43%	-10%	-20%	80%	-19%	-53%	-14%	4%	-15%	4%	-15%
03	97	62	232	68	398	68	90	68	156	54	198	463	129	56	155	54	94	53	418	82	194	55	412	80	2573	235	2573	235
Goal	181		209		238		209		152		153		165		159		237		289		333		525		2850		2850	
Var	-107		-63		42		-99		4		15		-9		38		-54		180		-111		-296		-460		-460	
%Var	-59%		-30%		18%		-47%		3%		10%		-5%		24%		-23%		62%		-33%		-56%		-16%		-16%	
Product	Cefalu Brut 750ml																											
05	-	-	-	-	23	1	103	-	120	65	38	23	25	17	20	14	33	19	47	22	89	13	47	18	545	153	545	153
04	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
+or-	-	-	-	-	23	1	103	-	120	65	38	23	25	17	20	14	33	19	47	22	89	13	47	18	545	153	545	153
%	-	-	-	-	100%	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%
03	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Goal	101		94		105		178		135		115		113		98		165		203		178		321		1805		1805	
Var	-101		-94		-82		-75		-15		-77		-88		-78		-132		-156		-89		-274		-1260		-1260	
%Var	-100%		-100%		-78%		-42%		-11%		-67%		-78%		-80%		-80%		-77%		-50%		-85%		-70%		-70%	
Sub Brand	Grahams Cider																											
05	80	45	172	83	121	83	119	46	110	49	127	53	139	37	107	46	143	47	523	69	197	57	163	70	1999	268	1999	268
04	125	61	180	61	130	59	152	57	82	46	195	65	126	48	112	47	123	55	386	41	157	57	377	82	2143	305	2143	305
+or-	-46	-16	-8	22	-9	24	-33	-11	27	3	-68	-12	13	-11	-5	-1	20	-8	137	28	40	-	-213	-12	-145	-37	-145	-37
%	-37%	-26%	-4%	36%	-7%	41%	-22%	-19%	33%	7%	-35%	-18%	10%	-23%	-5%	-2%	16%	-15%	36%	68%	26%	-	-57%	-15%	-7%	-12%	-7%	-12%
03	92	50	152	51	115	51	91	44	114	58	138	49	92	41	148	43	79	43	301	65	140	68	485	145	1946	291	1946	291
Goal	181		226		210		270		233		201		199		180		270		375		422		583		3350		3350	
Var	-101		-54		-89		-152		-123		-75		-60		-73		-127		147		-225		-419		-1351		-1351	
%Var	-56%		-24%		-42%		-56%		-53%		-37%		-30%		-41%		-47%		39%		-53%		-72%		-40%		-40%	
Product	Grahams Cider																											
05	80	45	172	83	121	50	119	83	110	49	127	53	139	37	107	46	143	47	523	69	197	57	163	70	1999	268	1999	268
04	125	61	180	59	130	40	152	59	82	46	195	65	126	48	112	47	123	55	386	41	157	57	377	82	2143	305	2143	305
+or-	-46	-16	-8	24	-9	10	-33	24	27	3	-68	-12	13	-11	-5	-1	20	-8	137	28	40	-	-213	-12	-145	-37	-145	-37
%	-37%	-26%	-4%	41%	-7%	25%	-22%	41%	33%	7%	-35%	-18%	10%	-23%	-5%	-2%	16%	-15%	36%	68%	26%	-	-57%	-15%	-7%	-12%	-7%	-12%
03	92	50	152	51	115	51	91	51	114	58	138	463	92	41	148	43	79	43	301	65	140	68	485	145	1946	291	1946	291
Goal	181		226		210		270		233		201		199		180		270		375		422		583		3350		3350	
Var	-101		-54		-89		-152		-123		-75		-60		-73		-127		147		-225		-419		-1351		-1351	
%Var	-56%		-24%		-42%		-56%		-53%		-37%		-30%		-41%		-47%		39%		-53%		-72%		-40%		-40%	

Monthly Sales Calendar

Fantasy Farms - CA - SWS - North

Rounded Original Cases

Report Date: December

	JAN		FEB		MAR		APR		MAY		JUN		JUL		AUG		SEP		OCT		NOV		DEC		YTD		FULL		
	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	
Sub Brand	Hooshidar Sparkling Syrah																												
	05	42	16	237	82	224	82	120	35	116	31	98	45	101	19	200	38	161	28	82	26	223	35	150	50	1754	171	1754	171
	04	29	16	18	16	41	7	29	14	48	19	63	26	34	18	46	19	39	13	66	27	84	23	85	30	583	108	583	108
	+or-	13	-	219	66	183	75	91	21	68	12	35	19	67	1	154	19	122	15	16	-1	139	12	65	20	1171	63	1171	63
	%	44%	-%	1217%	413%	443%	1071%	314%	150%	142%	63%	55%	73%	197%	6%	335%	100%	313%	115%	24%	-4%	165%	52%	76%	67%	201%	58%	201%	58%
	03	-	0	-	-	-	-	-	-	-	-	-	-	-	-	-	10	6	27	16	32	11	28	13	97	33	97	33	
	Goal	50		133		99		152		142		114		138		121		204		301		326		573		2350		2350	
Var	-8		104		125		-32		-26		-16		-37		79		-43		-219		-103		-423		-596		-596		
%Var	-15%		78%		127%		-21%		-18%		-14%		-27%		65%		-21%		-73%		-32%		-74%		-25%		-25%		
Product	Hooshidar Sparkling Syrah																												
	05	42	16	237	82	224	28	120	82	116	31	98	45	101	19	200	38	161	28	82	26	223	35	150	50	1754	171	1754	171
	04	29	16	18	7	41	18	29	7	48	19	63	26	34	18	46	19	39	13	66	27	84	23	85	30	583	108	583	108
	+or-	13	-	219	75	183	10	91	75	68	12	35	19	67	1	154	19	122	15	16	-1	139	12	65	20	1171	63	1171	63
	%	44%	-%	1217%	1071%	443%	56%	314%	1071%	142%	63%	55%	73%	197%	6%	335%	100%	313%	115%	24%	-4%	165%	52%	76%	67%	201%	58%	201%	58%
	03	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	463	-	-	-	-	-	-	-	-	-	-	-	-
	Goal	50		133		99		152		142		114		138		121		204		301		326		573		2350		2350	
Var	-8		104		125		-32		-26		-16		-37		79		-43		-219		-103		-423		-596		-596		
%Var	-15%		78%		127%		-21%		-18%		-14%		-27%		65%		-21%		-73%		-32%		-74%		-25%		-25%		
Sub Brand	Mackellar Meadows																												
	05	531	161	846	197	1026	197	755	172	820	222	1102	246	781	181	758	224	967	212	1345	191	930	164	725	176	10584	702	10584	702
	04	566	169	1008	169	964	164	872	206	893	203	1164	255	996	215	760	203	915	178	1731	229	921	171	1362	296	12151	888	12151	888
	+or-	-35	-8	-162	28	61	33	-117	-34	-73	19	-61	-9	-215	-34	-2	21	52	34	-386	-38	9	-7	-637	-120	-1567	-186	-1567	-186
	%	-6%	-5%	-16%	17%	6%	20%	-13%	-17%	-8%	9%	-5%	-4%	-22%	-16%	-%	10%	6%	19%	-22%	-17%	1%	-4%	-47%	-41%	-13%	-21%	-13%	
	03	793	180	949	185	1127	185	752	167	1538	211	1169	209	1009	193	1205	222	833	172	1781	262	1223	190	1149	240	13530	687	13530	687
	Goal	604		791		761		1001		828		882		974		884		1083		1220		1311		1770		12110		12110	
Var	-74		54		264		-246		-8		220		-193		-126		-116		-125		-381		-1046		-1526		-1526		
%Var	-12%		7%		35%		-25%		-1%		25%		-20%		-14%		-11%		10%		-29%		-59%		-13%		-13%		
Product	Mackellar Meadows Brut																												
	05	21	11	26	12	26	13	29	12	41	14	51	16	66	19	25	13	49	27	28	11	41	17	41	15	443	78	443	78
	04	21	15	32	20	19	11	33	20	25	20	35	18	53	22	27	17	36	17	44	21	34	18	33	19	392	96	392	96
	+or-	-	-4	-6	-8	7	2	-4	-8	16	-6	16	-2	13	-3	-2	-4	13	10	-16	-10	7	-1	8	-4	52	-18	52	-18
	%	-%	-27%	-19%	-40%	37%	18%	-13%	-40%	65%	-30%	47%	-11%	24%	-14%	-8%	-24%	36%	59%	-37%	-48%	20%	-6%	24%	-21%	13%	-19%	13%	
	03	29	17	27	23	54	23	16	23	45	23	41	463	19	17	50	25	20	17	47	27	22	13	39	22	409	109	409	109
	Goal	17		25		31		26		32		35		37		40		38		44		32		43		400		400	
Var	4		1		-5		3		9		16		29		-15		11		-16		9		-2		43		43		
%Var	27%		4%		-16%		11%		28%		47%		76%		-38%		29%		-37%		28%		-5%		11%		11%		
Product	Mackellar Meadows Sparkling Chambourcin																												
	05	487	147	805	178	980	181	723	178	779	211	1051	233	715	167	733	215	918	191	1317	181	889	152	684	165	10079	653	10079	653
	04	545	159	976	149	945	165	839	149	866	191	1128	243	943	201	733	193	879	165	1687	217	887	159	1329	283	11756	844	11756	844
	+or-	-58	-12	-171	29	34	16	-116	29	-88	20	-77	-10	-227	-34	-	22	39	26	-370	-36	2	-7	-645	-118	-1677	-191	-1677	-191
	%	-11%	-8%	-18%	19%	4%	10%	-14%	19%	-10%	10%	-7%	-4%	-24%	-17%	-%	11%	4%	16%	-22%	-17%	-%	-4%	-49%	-42%	-14%	-23%	-14%	
	03	764	169	922	171	1074	171	736	171	1493	196	1128	463	990	183	1155	203	813	161	1734	245	1201	181	1110	225	13121	641	13121	641
	Goal	588		766		730		975		796		847		937		844		1045		1175		1279		1727		11710		11710	
Var	-101		38		249		-252		-17		204		-222		-111		-127		-142		-390		-1043		-1631		-1631		
%Var	-17%		5%		34%		-26%		-2%		24%		-24%		-13%		-12%		12%		-30%		-60%		-14%		-14%		
Product	Mackellar Meadows Sparkling Shiraz																												
	05	23	9	15	13	20	12	3	13	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	61	26	61	26
	04	-	-	-	-	-	-	-	-	2	1	1	1	-	-	-	-	-	-	-	-	-	-	-	-	3	2	3	2
	+or-	23	9	15	13	20	12	3	13	-2	-1	-1	-1	-	-	-	-	-	-	-	-	-	-	-	-	58	24	58	24
	%	-%	100%	-%	100%	-%	100%	-%	100%	-100%	-100%	-100%	-100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	1933%	1200%	1933%	1200%
	03	-	-	-	-	-	-	-	-	-	-	-	463	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Goal	23		15		20		3		-		-	-	-	-	-	-	-	-	-	-	-	-	-	-	61		61	
Var	-		-		-		-		-		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
%Var	-%		-%		-%		-%		-%		-%		-%		-%		-%		-%		-%		-%		-%	-%		-%	

Monthly Sales Calendar

Fantasy Farms - CA - SWS - North

Rounded Original Cases

Report Date: December

	JAN		FEB		MAR		APR		MAY		JUN		JUL		AUG		SEP		OCT		NOV		DEC		YTD		FULL		
	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	
Sub Brand	Narly Sparkling Zinfandel																												
	05	655	163	1240	182	1075	182	729	167	767	199	900	173	715	170	1155	215	1285	208	2475	207	1491	197	1422	238	13906	674	13906	674
	04	620	179	1425	179	765	184	917	193	850	189	962	196	964	177	860	165	879	183	1871	213	1419	179	1697	291	13230	838	13230	838
	+or-	35	-16	-185	3	310	-2	-188	-26	-83	10	-62	-23	-249	-7	295	50	405	25	603	-6	71	18	-276	-53	676	-164	676	-164
	%	6%	-9%	-13%	2%	41%	-1%	-20%	-13%	-10%	5%	-6%	-12%	-26%	-4%	34%	30%	46%	14%	32%	-3%	5%	10%	-16%	-18%	5%	-20%	5%	-20%
	03	767	167	1077	146	828	146	620	143	1001	167	664	157	766	139	986	188	748	149	2161	205	1005	194	1735	251	12356	637	12356	637
	Goal	697		1003		896		1097		840		837		883		818		939		1306		1497		2186		13000		13000	
Var	-41		237		179		-368		-73		63		-169		336		345		1168		-7		-764		906		906		
%Var	-6%		24%		20%		-34%		-9%		7%		-19%		41%		37%		89%		-%		-35%		7%		7%		
Product	Narly Sparkling Zinfandel																												
	05	655	163	1240	182	1075	184	729	182	767	199	900	173	715	170	1155	215	1285	208	2475	207	1491	197	1422	238	13906	674	13906	674
	04	620	179	1425	184	765	157	917	184	850	189	962	196	964	177	860	165	879	183	1871	213	1419	179	1697	291	13230	838	13230	838
	+or-	35	-16	-185	-2	310	27	-188	-2	-83	10	-62	-23	-249	-7	295	50	405	25	603	-6	71	18	-276	-53	676	-164	676	-164
	%	6%	-9%	-13%	-1%	41%	17%	-20%	-1%	-10%	5%	-6%	-12%	-26%	-4%	34%	30%	46%	14%	32%	-3%	5%	10%	-16%	-18%	5%	-20%	5%	-20%
	03	767	167	1077	146	828	146	620	146	1001	167	664	463	766	139	986	188	748	149	2161	205	1005	194	1735	251	12356	637	12356	637
	Goal	697		1003		896		1097		840		837		883		818		939		1306		1497		2186		13000		13000	
Var	-41		237		179		-368		-73		63		-169		336		345		1168		-7		-764		906		906		
%Var	-6%		24%		20%		-34%		-9%		7%		-19%		41%		37%		89%		-%		-35%		7%		7%		

Monthly Sales Calendar

Fantasy Farms - CA - SWS - North

Rounded Original Cases

Report Date: December

	JAN		FEB		MAR		APR		MAY		JUN		JUL		AUG		SEP		OCT		NOV		DEC		YTD		FULL		
	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	
Brand	3. Icons																												
	05	38	21	7	4	179	4	85	47	110	39	103	29	91	59	67	29	99	34	102	24	56	27	47	20	983	229	983	229
	04	7	7	9	8	131	8	54	33	84	52	48	21	50	23	58	28	46	23	74	50	64	43	59	33	684	270	684	270
	+or-	31	14	-2	-4	48	-4	31	14	26	-13	55	8	41	36	9	1	54	11	28	-26	-8	-16	-13	-13	300	-41	300	-41
	%	452%	200%	-26%	-50%	37%	-50%	57%	42%	31%	-25%	115%	38%	82%	157%	15%	4%	117%	48%	38%	-52%	-12%	-37%	-21%	-39%	44%	-15%	44%	-15%
	03	1	3	3	4	1	4	28	19	24	14	29	11	16	10	20	12	20	15	13	12	16	9	22	14	194	85	194	85
	Goal																												
Var	38		7		179		85		110		103		91		67		99		102		56		47		983		983		
%Var	-%		-%		-%		-%		-%		-%		-%		-%		-%		-%		-%		-%		100%		-%		
Sub Brand	Chateau Byron																												
	05	35	20	7	4	129	4	66	44	90	34	65	20	73	51	44	21	84	26	95	22	45	23	47	20	780	213	780	213
	04	5	6	4	6	122	4	46	30	78	47	31	13	30	19	50	23	34	20	61	42	48	39	59	32	567	253	567	253
	+or-	30	14	2	-2	8		20	14	11	-13	35	7	43	32	-6	-2	50	6	35	-20	-2	-16	-12	-12	213	-40	213	-40
	%	612%	233%	59%	-33%	6%	-%	43%	47%	15%	-28%	112%	54%	144%	168%	-13%	-9%	145%	30%	57%	-48%	-5%	-41%	-20%	-38%	38%	-16%	38%	-16%
	03	1	3	3	4	1	4	13	11	16	10	21	6	6	4	1	1	11	8	7	8	7	4	10	7	98	52	98	52
	Goal																												
Var	35		7		129		66		90		65		73		44		84		95		45		47		780		780		
%Var	-%		-%		-%		-%		-%		-%		-%		-%		-%		-%		-%		-%		100%		-%		
Product	Byron Select 1.5L 00																												
	05																								1	1	1	1	1
	04																												
	+or-																								1	1	1	1	1
	%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%
	03												11																
	Goal																												
Var																								1	1	1	1	1	
%Var	-%		-%		-%		-%		-%		-%		-%		-%		-%		-%		-%		-%	-%	-%	-%	-%	-%	
Product	Byron Select 1.5L 99																												
	05									1	1	4	2	1	1							2	2	3	3	12	6	12	6
	04																												
	+or-										1	1	4	2	1	1						2	2	3	3	12	6	12	6
	%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%
	03												11																
	Goal																												
Var										1	4	2	1	1							2	2	3	3	12	6	12	6	
%Var	-%		-%		-%		-%		-%	-%	-%	-%	-%	-%	-%		-%		-%		-%	-%	-%	-%	-%	-%	-%	-%	
Product	Byron Select 375ml 00																												
	05				1	1	4			1	1	4	4		1					3	3					13	10	13	10
	04																												
	+or-				1	1	4			1	1	4	4		1					3	3					13	10	13	10
	%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%
	03												11																
	Goal																												
Var				1	1	4			1	4	4	4		1					3	3					13	10	13	10	
%Var	-%		-%	-%	-%	-%			-%	-%	-%	-%	-%	-%					-%	-%	-%				-%	-%	-%	-%	
Product	Byron Select 750ml 00																												
	05				127	58	59		47	29	63	19	65	46	23	16	49	21	75	13	43	22	33	17	582	182	582	182	
	04																												
	+or-				127	58	59		47	29	63	19	65	46	23	16	49	21	75	13	43	22	33	17	582	182	582	182	
	%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%
	03												11																
	Goal																												
Var				127	58	59		47	29	63	19	65	46	23	16	49	21	75	13	43	22	33	17	582	182	582	182		
%Var	-%		-%	-%	-%	-%		-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%		

Monthly Sales Calendar

Fantasy Farms - CA - SWS - North

Rounded Original Cases

Report Date: December

	JAN		FEB		MAR		APR		MAY		JUN		JUL		AUG		SEP		OCT		NOV		DEC		YTD		FULL			
	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct		
Product	Byron Select 750ml 97																													
	05	-	-	-	-	-	-	-	-	43	4	-	-	-	18	1	35	5	18	5	-	-	10	1	124	7	124	7		
	04	1	1	-	-	-	-	-	-	-	-	-	-	-	25	5	-	-	16	14	1	1	-	-	43	20	43	20		
	+or-	-1	-1	-	-	-	-	-	-	-	43	4	-	-	-	-4	-4	35	5	2	-9	-1	-1	10	1	81	-13	81	-13	
	%	-100%	-100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-28%	-80%	-%	100%	13%	-64%	-100%	-100%	-%	100%	189%	-65%	189%	-65%	
	03	-	1	1	3	-	3	-	3	1	2	-	11	1	1	-	-	-	-	-	1	-	1	-	5	9	5	9		
	Goal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Var	-	-	-	-	-	-	-	-	-	43	-	-	-	-	18	-	35	-	18	-	-	-	10	-	124	-	124	-		
%Var	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-		
Product	Byron Select Back Vintage																													
	05	35	20	7	4	2	2	3	4	-	1	-	-	-	2	2	-	-	-	1	-	-	-	-	49	30	49	30		
	04	4	5	4	4	122	76	46	4	78	47	31	13	30	19	25	18	34	20	45	29	47	39	59	32	524	234	524	234	
	+or-	31	15	2	-	-120	-74	-43	-	-78	-46	-31	-13	-30	-19	-23	-16	-34	-20	-44	-28	-47	-39	-59	-32	-475	-204	-475	-204	
	%	757%	300%	59%	-%	-98%	-97%	-93%	-%	-100%	-98%	-100%	-100%	-100%	-100%	-93%	-89%	-100%	-100%	-99%	-97%	-100%	-100%	-100%	-100%	-91%	-87%	-91%	-87%	
	03	-	2	1	3	-	3	-	13	3	15	10	21	11	5	3	1	1	11	8	6	8	6	4	10	7	92	49	92	49
	Goal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Var	35	-	7	-	2	-	3	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	49	-	49	-		
%Var	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-		
Sub Brand	Chateau Sreeni																													
	05	3	1	-	-	50	-	19	5	20	6	37	12	18	11	23	9	16	9	7	2	11	4	-	-	204	41	204	41	
	04	2	1	5	1	9	4	8	5	6	5	17	8	20	6	8	6	12	4	14	11	16	6	1	1	117	36	117	36	
	+or-	1	-	-5	-1	41	-4	11	-	14	1	20	4	-2	5	15	3	4	5	-7	-9	-5	-2	-1	-1	87	5	87	5	
	%	59%	-%	-100%	-100%	450%	-100%	138%	-%	239%	20%	120%	50%	-11%	83%	190%	50%	33%	125%	-49%	-82%	-31%	-33%	-100%	-100%	74%	14%	74%	14%	
	03	-	0	-	-	-	-	15	8	8	4	8	5	10	7	19	11	9	7	6	5	9	5	12	8	97	36	97	36	
	Goal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Var	3	-	-	-	50	-	19	-	20	-	37	-	18	-	23	-	16	-	7	-	11	-	-	-	204	-	204	-		
%Var	-%	-	-	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	100%	-	100%	-		
Product	Chat. Sreeni Select 750ml 00																													
	05	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	04	2	1	5	4	-	-	-	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7	5	7	5	
	+or-	-2	-1	-5	-4	-	-	-	-4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-7	-5	-7	-5	
	%	-100%	-100%	-100%	-100%	-%	100%	-%	-100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-100%	-100%	-100%	-100%	
	03	-	-	-	-	-	-	15	-	8	4	8	11	10	7	19	11	9	7	6	5	9	5	12	8	97	36	97	36	
	Goal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Var	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
%Var	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-		
Product	Chat. Sreeni Select 750ml 01																													
	05	3	1	-	-	50	13	5	-	6	4	1	1	-	-	-	-	-	-	-	-	-	-	-	-	65	19	65	19	
	04	-	-	-	-	9	7	8	-	6	5	17	8	20	6	8	6	12	4	14	11	16	6	1	1	110	33	110	33	
	+or-	3	1	-	-	41	6	-3	-	-1	-16	-7	-20	-6	-8	-6	-12	-4	-14	-11	-16	-6	-1	-1	-1	-45	-14	-45	-14	
	%	-%	100%	-%	100%	450%	86%	-38%	100%	6%	-20%	-94%	-88%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-41%	-42%	-41%	-42%
	03	-	-	-	-	-	-	-	-	-	-	-	11	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	Goal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Var	3	-	-	-	50	-	5	-	6	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	65	-	65	-		
%Var	-%	-	-	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-		
Product	Sreeni Select 750ml 02																													
	05	-	-	-	-	-	-	14	-	14	4	36	11	18	11	23	9	16	9	7	2	11	4	-	-	139	31	139	31	
	04	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	+or-	-	-	-	-	-	-	14	-	14	4	36	11	18	11	23	9	16	9	7	2	11	4	-	-	139	31	139	31	
	%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	
	03	-	-	-	-	-	-	-	-	-	-	-	11	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	Goal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Var	-	-	-	-	-	-	14	-	14	-	36	-	18	-	23	-	16	-	7	-	11	-	-	-	139	-	139	-		
%Var	-%	-	-	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-		

Monthly Sales Calendar

Fantasy Farms - CA - SWS - North

Rounded Original Cases

Report Date: December

	JAN		FEB		MAR		APR		MAY		JUN		JUL		AUG		SEP		OCT		NOV		DEC		YTD		FULL			
	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct		
Brand	4. Vineyard Reserve																													
	05	28	22	27	24	82	24	41	26	51	38	61	46	53	34	25	22	29	13	48	27	59	39	51	32	555	208	555	208	
	04	19	21	82	64	54	64	20	16	29	20	25	23	67	56	59	45	45	28	61	50	44	35	47	36	551	265	551	265	
	+or-	10	1	-55	-40	28	-40	22	10	23	18	36	23	-14	-22	-34	-23	-16	-15	-13	-23	15	4	4	-4	4	-57	4	-57	
	%	52%	5%	-67%	-63%	51%	-63%	110%	63%	78%	90%	146%	100%	-22%	-39%	-58%	-51%	-36%	-54%	-22%	-46%	33%	11%	10%	-11%	1%	-22%	1%	-22%	
	03	31	28	49	35	37	35	76	51	112	78	99	59	26	26	76	31	16	16	47	31	34	32	90	69	694	277	694	277	
	Goal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Var	28	-	27	-	82	-	41	-	51	-	61	-	53	-	25	-	29	-	48	-	59	-	51	-	555	-	555	-		
%Var	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	100%	-	-%	-		
Sub Brand	Belt Vineyards																													
	05	6	6	8	9	13	9	6	7	8	8	12	10	12	7	-	2	3	4	5	5	13	9	8	6	94	61	94	61	
	04	2	3	15	3	4	13	4	2	7	6	2	3	9	8	14	14	15	13	12	13	10	12	11	10	105	76	105	76	
	+or-	4	3	-7	6	8	-4	2	5	1	2	9	7	4	-1	-14	-12	-12	-9	-6	-8	3	-3	-3	-4	-10	-15	-10	-15	
	%	260%	100%	-45%	200%	194%	-31%	50%	250%	19%	33%	411%	233%	41%	-13%	-100%	-86%	-80%	-69%	-54%	-62%	32%	-25%	-25%	-40%	-10%	-20%	-10%	-20%	
	03	6	7	10	11	5	11	14	12	5	7	5	5	2	2	-	4	4	4	9	9	4	7	11	13	75	53	75	53	
	Goal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Var	6	-	8	-	13	-	6	-	8	-	12	-	12	-	-	3	-	-	5	-	13	-	8	-	94	-	94	-		
%Var	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	100%	-	-%	-		
Product	Belt Vineyard Cabernet 750ml 00																													
	05	-	-	1	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	1	1	
	04	2	3	15	13	4	5	4	13	7	6	2	3	9	8	14	14	15	13	6	9	4	6	-	-	82	67	82	67	
	+or-	-2	-3	-14	-12	-5	-5	-4	-12	-7	-6	-2	-3	-9	-8	-14	-14	-15	-13	-6	-9	-4	-6	-	-	-81	-66	-81	-66	
	%	-100%	-100%	-94%	-92%	-106%	-100%	-100%	-92%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-	100%	-99%	-99%	-99%	-99%
	03	-	-	-	-	-	-	-	-	-	-	-	59	-	-	-	-	4	4	9	9	4	7	11	13	28	30	28	30	
	Goal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Var	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-		
%Var	-%	-%	-	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-%	-	-%		
Product	Belt Vineyard Cabernet 750ml 01																													
	05	6	6	8	8	13	10	6	8	8	8	12	10	12	7	-	2	-	-	-	-	-	-	-	-	64	45	64	45	
	04	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	5	6	6	11	10	23	19	23	19	
	+or-	6	6	8	8	13	10	6	8	8	8	12	10	12	7	-	2	-	-	-6	-5	-6	-6	-11	-10	41	26	41	26	
	%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-100%	-100%	-100%	-100%	-100%	-100%	-	178%	137%	178%	137%
	03	-	-	-	-	-	-	-	-	-	-	-	59	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	Goal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Var	6	-	8	-	13	-	6	-	8	-	12	-	12	-	-	-	-	-	-	-	-	-	-	-	64	-	64	-		
%Var	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-%	-	-%		
Product	Belt Vineyard Cabernet 750ml 02																													
	05	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	4	5	5	13	9	8	6	30	23	30	23		
	04	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	+or-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	4	5	5	13	9	8	6	30	23	30	23	
	%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	100%
	03	-	-	-	-	-	-	-	-	-	-	-	59	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	Goal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Var	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	4	5	5	13	9	8	6	30	23	30	23	23		
%Var	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-%	-	-%		
Sub Brand	Chaney's Corner Gate																													
	05	2	2	-	-	12	-	9	4	1	1	2	1	5	4	6	2	-	-	2	3	10	5	6	3	54	19	54	19	
	04	-	-	-	-	-	-	-	-	-	-	4	3	10	3	6	5	9	7	11	5	-	-	2	1	43	21	43	21	
	+or-	2	2	-	-	12	-	9	4	1	1	-2	-2	-6	1	-	-3	-9	-7	-9	-2	10	5	4	2	11	-2	11	-2	
	%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-42%	-67%	-55%	33%	-3%	-60%	-100%	-100%	-79%	-40%	-%	100%	150%	200%	26%	-10%	26%	-10%	
	03	-	0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	Goal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Var	2	-	-	-	12	-	9	-	1	-	2	-	5	-	6	-	-	-	2	-	10	-	6	-	54	-	54	-		
%Var	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	100%	-	-%	-		

Monthly Sales Calendar

Fantasy Farms - CA - SWS - North



Rounded Original Cases

Report Date: December

	JAN		FEB		MAR		APR		MAY		JUN		JUL		AUG		SEP		OCT		NOV		DEC		YTD		FULL				
	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct			
Product	Corner Gate Chardonnay 750 ml 01																														
	05	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	2	10	5	6	3	17	6	17	6		
	04	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
	+or-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	2	10	5	6	3	17	6	17	6		
	%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%
	03	-	-	-	-	-	-	-	-	-	-	-	59	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
	Goal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Var	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
%Var	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%		
Product	Corner Gate Chardonnay 750ml 00																														
	05	2	2	-	-	12	3	9	-	1	1	2	1	5	4	6	2	-	-	1	1	-	-	-	-	37	15	37	15		
	04	-	-	-	-	-	-	-	-	-	4	3	10	3	6	5	9	7	11	5	-	-	-	-	2	1	43	21	43	21	
	+or-	2	2	-	-	12	3	9	-	1	1	-2	-2	-6	1	-	-3	-9	-7	-11	-4	-	-	-	-	-2	-1	-6	-6	-6	
	%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-42%	-67%	-55%	33%	-3%	-60%	-100%	-100%	-94%	-80%	-%	100%	-100%	-100%	-15%	-29%	-15%	-29%		
	03	-	-	-	-	-	-	-	-	-	-	-	59	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
	Goal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Var	2	-	-	-	12	3	9	-	1	1	-	-	5	4	6	-	-	-	1	1	-	-	-	-	37	15	37	15			
%Var	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%		
Sub Brand	Fabricius Vineyards																														
	05	14	6	9	7	36	7	23	14	34	22	21	12	26	17	10	10	20	7	30	15	28	21	36	21	287	99	287	99		
	04	13	13	38	13	16	27	8	8	14	11	11	11	22	14	17	14	4	2	15	15	14	10	13	11	186	99	186	99		
	+or-	1	-7	-29	-6	20	-20	15	6	20	11	10	1	4	3	-7	-4	16	5	15	-	14	11	23	10	101	-	101	-		
	%	5%	-54%	-76%	-46%	125%	-74%	188%	75%	143%	100%	85%	9%	16%	21%	-42%	-29%	400%	250%	100%	-%	100%	110%	177%	91%	54%	-%	54%	-%		
	03	11	10	19	12	16	12	37	22	82	61	83	46	11	14	57	16	-	-	11	8	15	14	30	21	372	149	372	149		
	Goal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Var	14	-	9	-	36	-	23	-	34	-	21	-	26	-	10	-	20	-	30	-	28	-	36	-	287	-	287	-			
%Var	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	100%	-%	100%	-%			
Product	Fabricius Family Merlot 750ml 00																														
	05	14	6	9	7	36	21	23	7	34	22	21	12	26	17	10	10	3	3	-	-	-	-	-	-	176	73	176	73		
	04	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	2	15	15	14	10	13	11	46	31	46	31		
	+or-	14	6	9	7	36	21	23	7	34	22	21	12	26	17	10	10	-1	1	-15	-15	-14	-10	-13	-11	130	42	130	42		
	%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-25%	50%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	283%	135%	283%	135%	
	03	-	-	-	-	-	-	-	-	-	-	-	59	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
	Goal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Var	14	-	9	-	36	-	23	-	34	-	21	-	26	-	10	-	3	-	-	-	-	-	-	-	-	176	-	176	-		
%Var	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%		
Product	Fabricius Family Merlot 750ml 01																														
	05	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	17	4	30	15	28	21	36	21	111	48	111	48		
	04	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
	+or-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
	%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%
	03	-	-	-	-	-	-	-	-	-	-	-	59	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
	Goal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Var	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	17	-	30	-	28	-	36	-	111	-	111	-			
%Var	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%		
Product	Fabricius Family Merlot 750ml 99																														
	05	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
	04	13	13	38	27	16	16	8	27	14	11	11	11	22	14	17	14	-	-	-	-	-	-	-	-	-	140	80	140	80	
	+or-	-13	-13	-38	-27	-16	-16	-8	-27	-14	-11	-11	-11	-22	-14	-17	-14	-	-	-	-	-	-	-	-	-	-140	-80	-140	-80	
	%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-%	100%	-%	100%	-%	100%	-%	100%	-100%	-100%	-100%	-100%	-100%	
	03	-	-	-	-	-	-	-	-	-	-	-	59	-	-	-	-	-	-	9	6	15	14	30	21	53	37	53	37		
	Goal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Var	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
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Monthly Sales Calendar

Fantasy Farms - CA - SWS - North



Rounded Original Cases

Report Date: December

	JAN		FEB		MAR		APR		MAY		JUN		JUL		AUG		SEP		OCT		NOV		DEC		YTD		FULL			
	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct		
Gostnell Gates																														
Sub Brand	05	-1	2	6	6	2	6	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	11	6	11		
	04	4	6	18	6	17	19	6	5	4	4	3	4	14	12	8	7	7	6	16	14	14	10	9	9	120	67	120	67	
	+or-	-5	-4	-13	-	-15	-13	-6	-4	-4	-4	-3	-4	-14	-12	-8	-7	-7	-6	-16	-14	-14	-10	-9	-9	-113	-56	-113	-56	
	%	-129%	-67%	-68%	-%	-89%	-68%	-101%	-80%	-102%	-100%	-103%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-95%	-84%	-95%	-84%	
	03	11	13	14	10	12	10	10	7	17	15	5	6	8	7	9	10	8	8	14	7	6	9	18	17	130	71	130	71	
	Goal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Var	-1		6		2		-		-		-		-		-		-		-		-		-		6		6			
%Var	-%		-%		-%		-%		-%		-%		-%		-%		-%		-%		-%		-%		100%		-%			
Gostnell Gate Merlot 750ml 00																														
Product	05	-1	2	6	6	2	6	-	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	11	6	11		
	04	4	4	17	18	18	18	6	18	3	3	3	4	14	12	8	7	7	6	16	14	14	10	9	9	119	65	119	65	
	+or-	-5	-2	-12	-12	-16	-12	-6	-12	-3	-3	-3	-4	-14	-12	-8	-7	-7	-6	-16	-14	-14	-10	-9	-9	-113	-54	-113	-54	
	%	-127%	-50%	-66%	-67%	-89%	-67%	-101%	-67%	-103%	-100%	-103%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-95%	-83%	-95%	-83%
	03	-	-	-	-	-	-	-	-	-	-	-	59	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	Goal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Var	-1		6		2		-		-		-		-		-		-		-		-		-		6		6			
%Var	-%		-%		-%		-%		-%		-%		-%		-%		-%		-%		-%		-%		-%	-%	-%	-%		
Gostnell Gate Merlot Back Vintage																														
Product	05	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
	04	-	2	1	1	-1	-	-	1	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	4	1	4	
	+or-	-	-2	-1	-1	1	-	-	-1	-1	-1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-1	-4	-1	-4	
	%	-100%	-100%	-100%	-100%	100%	100%	-%	-100%	-100%	-100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-100%	-100%	-100%	-100%	
	03	3	2	11	7	12	7	10	7	17	15	5	59	8	7	9	10	8	8	14	7	6	9	18	17	119	65	119	65	
	Goal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Var	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
%Var	-%		-%		-%		-%		-%		-%		-%		-%		-%		-%		-%		-%		-%	-%	-%	-%		
Luqtu Lane																														
Sub Brand	05	8	6	4	4	20	4	3	3	8	7	26	26	10	9	9	8	6	3	10	6	8	6	1	4	113	73	113	73	
	04	-	1	11	1	17	11	2	5	4	3	4	3	13	26	13	12	10	7	7	8	6	8	11	10	98	100	98	100	
	+or-	8	5	-7	3	3	-7	2	-2	4	4	22	23	-3	-17	-4	-4	-4	-4	-4	-2	2	-2	-10	-6	15	-27	15	-27	
	%	-%	500%	-65%	300%	17%	-64%	90%	-40%	102%	133%	550%	767%	-20%	-65%	-32%	-33%	-40%	-57%	53%	-25%	28%	-25%	-90%	-60%	16%	-27%	16%	-27%	
	03	3	5	7	8	4	8	14	17	8	9	6	5	5	4	11	9	4	4	13	9	9	9	32	29	117	97	117	97	
	Goal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Var	8		4		20		3		8		26		10		9		6		10		8		1		113		113			
%Var	-%		-%		-%		-%		-%		-%		-%		-%		-%		-%		-%		-%		100%		-%			
Luqtu Lane Merlot Back Vintage																														
Product	05	-	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-	1	1	-	-	2	2	2	2	
	04	-	-	-	-	-	-	-	-	-	-	-	1	7	2	9	-	-	-	-	-	-	-	-	-	2	16	2	16	
	+or-	-	-	-	-	-	-	-	-	-	-	-	-	-6	-2	-9	-	-	-	-	-	-	-	-	-	-	-14	-	-14	
	%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-14%	-86%	-100%	-100%	-100%	100%	-%	100%	-%	100%	-%	100%	-19%	-88%	-19%	-88%	
	03	-	-	-	-	-	-	-	-	-	-	-	59	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	Goal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Var	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	1	-	-	-	2	-	2	-		
%Var	-%		-%		-%		-%		-%		-%		-%		-%		-%		-%		-%		-%		-%	-%	-%	-%		
Luqtu Lane Merlot Zinfandel 750ml 00																														
Product	05	3	3	1	1	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	4	4	4	
	04	-	1	11	11	17	22	2	11	3	2	4	3	11	26	12	12	10	7	7	8	2	3	3	3	83	92	83	92	
	+or-	3	2	-10	-10	-17	-22	-2	-10	-3	-1	-4	-3	-11	-26	-12	-12	-10	-7	-7	-8	-2	-3	-3	-3	-79	-88	-79	-88	
	%	-%	200%	-92%	-91%	-100%	-100%	-100%	-91%	-97%	-50%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-95%	-96%	-95%	-96%	
	03	-	-	-	-	-	-	-	-	-	-	-	59	-	-	-	-	-	-	-	-	7	5	5	5	12	10	12	10	
	Goal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Var	3		1		-		-		-		-	-	-	-	-	-	-	-	-	-	-	-	-	-	4		4			
%Var	-%		-%		-%		-%		-%		-%		-%		-%		-%		-%		-%		-%		-%	-%	-%	-%		

Monthly Sales Calendar

Fantasy Farms - CA - SWS - North

Rounded Original Cases

Report Date: December

Product	JAN		FEB		MAR		APR		MAY		JUN		JUL		AUG		SEP		OCT		NOV		DEC		YTD		FULL	
	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct
Luqtu Lane Merlot Zinfandel 750ml 01																												
05	5	3	3	4	20	15	3	4	8	6	26	26	9	8	9	8	6	3	10	6	2	3	3	4	104	69	104	69
04	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	5	8	7	12	11	12	11
+or-	5	3	3	4	20	15	3	4	8	6	26	26	9	8	9	8	6	3	10	6	-2	-2	-5	-3	92	58	92	58
%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-48%	-40%	-61%	-43%	770%	527%	770%	527%
03	-	-	-	-	-	-	-	-	-	-	59	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Goal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Var	5	3	3	4	20	15	3	4	8	6	26	26	9	8	9	8	6	3	10	6	2	3	4	104	69	104	69	
%Var	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
Luqtu Lane Merlot Zinfandel 750ml 02																												
05	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	2	-2	-	3	2	3	2
04	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
+or-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	2	-2	-	3	2	3	2
%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%
03	-	-	-	-	-	-	-	-	-	-	59	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Goal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Var	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	-2	-	-	3	2	3	2
%Var	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
Luqtu Lane Merlot Zinfandel 750ml 99																												
05	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
04	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	1	1
+or-	-	-	-	-	-	-	-	-	-1	-1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-1	-1	-1	-1
%	-%	100%	-%	100%	-%	100%	-%	100%	-100%	-100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-100%	-100%	-100%	-100%
03	3	5	7	8	4	8	14	8	8	9	6	59	5	4	11	9	3	3	13	9	2	4	27	25	105	88	105	88
Goal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Var	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
%Var	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%

Monthly Sales Calendar

Fantasy Farms - CA - SWS - North

Rounded Original Cases

Report Date: December

	JAN		FEB		MAR		APR		MAY		JUN		JUL		AUG		SEP		OCT		NOV		DEC		YTD		FULL			
	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct		
5. Private Label																														
Brand	05	858	16	1307	18	1085	18	778	48	970	48	1474	90	1033	60	1395	81	1306	83	2479	98	1666	116	1918	177	16270	404	16270	404	
	04	511	9	1015	5	984	5	671	6	644	-	860	19	595	17	874	23	842	22	1283	29	1236	25	1675	46	11190	112	11190	112	
	+or-	347	7	292	13	101	13	107	42	326	48	614	71	439	43	521	58	465	61	1197	69	430	91	243	131	5080	292	5080	292	
	%	68%	78%	29%	260%	10%	260%	16%	700%	51%	100%	71%	374%	74%	253%	60%	252%	55%	277%	93%	238%	35%	364%	14%	285%	45%	261%	45%	261%	
	03	683	1	747	-	1003	-	831	-	1283	-	839	6	637	10	904	7	673	8	1806	8	1128	7	1922	27	12456	54	12456	54	
	Goal	808		1083		1020		1140		961		952		941		867		1107		1345		1519		2421		14161		14161		
	Var	50		225		65		-362		10		522		92		528		200		1135		147		-503		2109		2109		
%Var	6%		21%		6%		-32%		1%		55%		10%		61%		18%		84%		10%		-21%		15%		15%			
Diehl Vines																														
Sub Brand	05	43	16	60	18	50	18	107	48	83	48	631	90	225	60	227	81	309	83	314	98	490	116	550	177	3088	404	3088	404	
	04	14	9	5	5	-	8	5	-	-	-	23	19	25	17	34	23	26	22	52	29	34	25	83	46	304	112	304	112	
	+or-	29	7	54	9	50	13	98	42	83	48	609	71	200	43	193	58	283	61	262	69	456	91	467	131	2784	292	2784	292	
	%	217%	78%	1070%	100%	-60353%	260%	1191%	700%	-%	100%	2675%	374%	791%	253%	561%	252%	1092%	277%	505%	238%	1348%	364%	564%	285%	917%	261%	917%	261%	
	03	-	1	-	-	-	-	-	-	-	-	11	6	15	10	12	7	9	8	10	8	9	7	74	27	140	54	140	54	
	Goal	88		87		94		154		118		102		102		93		152		186		168		308		1651		1651		
	Var	-45		-28		-44		-47		-35		530		123		134		157		128		322		242		1437		1437		
%Var	-51%		-32%		-47%		-31%		-30%		521%		121%		145%		103%		69%		192%		79%		87%		87%			
Diehl Vines 750ml																														
Product	05	43	16	40	11	6	6	50	11	30	26	53	41	45	34	44	41	52	41	62	37	84	52	136	77	645	194	645	194	
	04	14	9	5	5	-	8	5	-	-	-	23	19	25	17	34	23	26	22	52	29	34	25	83	46	304	112	304	112	
	+or-	29	7	35	6	6	6	42	6	30	26	30	22	20	17	10	18	26	19	10	8	50	27	53	31	341	82	341	82	
	%	217%	78%	687%	120%	-6931%	100%	506%	120%	-%	100%	133%	116%	78%	100%	28%	78%	101%	86%	19%	28%	148%	108%	64%	67%	112%	73%	112%	73%	
	03	-	1	-	-	-	-	-	-	-	-	11	6	15	10	12	7	9	8	10	8	9	7	74	27	140	54	140	54	
	Goal	50		45		53		87		67		57		55		49		84		102		90		163		900		900		
	Var	-8		-5		-47		-37		-37		-4		-10		-5		-32		-40		-6		-27		-256		-256		
%Var	-15%		-10%		-89%		-42%		-55%		-7%		-18%		-10%		-38%		-39%		-6%		-16%		-28%		-28%			
Diehl Vines Can																														
Product	05	-	-	20	7	44	7	57	7	53	25	578	62	180	36	183	53	257	50	252	70	406	78	414	124	2444	289	2444	289	
	04	-	-	20	7	44	7	57	7	53	25	578	62	180	36	183	53	257	50	252	70	406	78	414	124	2444	289	2444	289	
	+or-	-	-	20	7	44	7	57	7	53	25	578	62	180	36	183	53	257	50	252	70	406	78	414	124	2444	289	2444	289	
	%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	100%
	03	-	-	-	-	-	-	-	-	-	-	-	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	Goal	36		39		39		63		48		41		40		39		59		72		63		115		656		656		
	Var	-36		-20		5		-7		5		537		140		144		198		180		343		299		1788		1788		
%Var	-100%		-50%		13%		-11%		10%		1313%		348%		366%		337%		248%		542%		260%		273%		273%			
Diehl Vines Rose																														
Product	05	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
	04	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
	+or-	-	-	20	7	44	7	57	7	53	25	578	62	180	36	183	53	257	50	252	70	406	78	414	124	2444	289	2444	289	
	%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	100%
	03	-	-	-	-	-	-	-	-	-	-	-	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	Goal	2		3		2		3		3		4		7		5		10		11		15		30		95		95		
	Var	-2		-3		-2		-3		-3		-4		-7		-5		-10		-11		-15		-30		-95		-95		
%Var	-100%		-100%		-100%		-100%		-100%		-100%		-100%		-100%		-100%		-100%		-100%		-100%		-100%		-100%			
Haugen House Wines																														
Sub Brand	05	815	235	1248	231	1035	231	672	202	888	250	842	263	808	220	1168	254	997	239	2165	259	1176	247	1368	286	13182	774	13182	774	
	04	498	219	1010	219	984	223	662	260	644	236	837	250	570	223	840	216	816	215	1231	265	1202	239	1592	350	10886	939	10886	939	
	+or-	317	16	238	12	50	8	9	-58	244	14	5	13	239	-3	328	38	182	24	935	-6	-27	8	-224	-64	2296	-165	2296	-165	
	%	64%	7%	24%	5%	5%	4%	1%	-22%	38%	6%	1%	5%	42%	-1%	39%	18%	22%	11%	76%	-2%	-2%	3%	-14%	-18%	21%	-18%	21%	-18%	
	03	683	227	747	233	1003	233	831	241	1283	261	828	239	622	197	891	217	664	199	1796	276	1119	223	1849	335	12316	790	12316	790	
	Goal	720		995		925		987		843		850		839		774		954		1159		1351		2113		12510		12510		
	Var	96		252		109		-315		45		-8		-30		394		43		1006		-175		-745		672		672		
%Var	13%		25%		12%		-32%		5%		-1%		-4%		51%		4%		87%		-13%		-35%		5%		5%			

Monthly Sales Calendar

Fantasy Farms - CA - SWS - North

Rounded Original Cases

Report Date: December

Product	JAN		FEB		MAR		APR		MAY		JUN		JUL		AUG		SEP		OCT		NOV		DEC		YTD		FULL	
	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct
Haugen House Cabernet																												
05	729	211	1154	207	906	216	617	207	782	219	730	235	700	194	1063	226	921	206	2093	233	1087	225	1305	263	12087	730	12087	730
04	436	196	943	196	933	215	585	196	595	215	756	216	478	195	775	193	736	190	1140	230	1127	209	1521	313	10027	853	10027	853
+or-	293	15	211	11	-27	1	31	11	187	4	-27	19	221	-1	288	33	185	16	953	3	-40	16	-216	-50	2060	-123	2060	-123
%	67%	8%	22%	6%	-3%	-%	5%	6%	31%	2%	-4%	9%	46%	-1%	37%	17%	25%	8%	84%	1%	-4%	8%	-14%	-16%	21%	-14%	21%	-14%
03	624	206	685	211	929	211	776	211	1198	236	752	463	572	179	831	194	607	177	1721	247	1060	202	1788	311	11542	731	11542	731
Goal	663		922		870		919		777		790		770		712		881		1070		1276		2025		11675		11675	
Var	66		232		36		-302		5		-61		-70		351		41		1023		-189		-720		412		412	
%Var	10%		25%		4%		-33%		1%		-8%		-9%		49%		5%		96%		-15%		-36%		4%		4%	
Haugen House Chardonnay																												
05	64	32	74	34	97	36	55	34	106	42	113	39	109	32	105	41	76	40	72	35	89	31	63	31	1021	106	1021	106
04	62	37	67	46	51	35	77	46	49	27	81	45	91	42	65	32	79	38	90	46	75	38	71	45	859	169	859	169
+or-	2	-5	7	-12	46	1	-22	-12	57	15	32	-6	18	-10	40	9	-4	2	-19	-11	13	-7	-9	-14	162	-63	162	-63
%	4%	-14%	10%	-26%	90%	3%	-29%	-26%	117%	56%	40%	-13%	19%	-24%	61%	28%	-4%	5%	-20%	-24%	17%	-18%	-12%	-31%	19%	-37%	19%	-37%
03	59	38	62	39	74	39	55	39	85	45	76	463	50	30	60	36	57	33	75	46	59	33	61	41	773	140	773	140
Goal	57		73		55		68		66		60		69		62		74		89		75		87		835		835	
Var	7		1		42		-13		40		53		40		43		2		-17		14		-25		186		186	
%Var	13%		1%		75%		-19%		60%		89%		57%		69%		3%		-19%		19%		-28%		22%		22%	
Haugen House Merlot																												
05	22	11	20	16	32	17	-	16	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	74	34	74	34
04	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
+or-	22	11	20	16	32	17	-	16	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	74	34	74	34
%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%
03	-	-	-	-	-	-	-	-	-	-	-	463	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Goal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Var	22		20		32		-		-		-		-		-		-		-		-		-		74		74	
%Var	-		-		-		-		-		-		-		-		-		-		-		-		-	-	-	-

Monthly Sales Calendar

Fantasy Farms - CA - SWS - North

Rounded Original Cases

Report Date: December

	JAN		FEB		MAR		APR		MAY		JUN		JUL		AUG		SEP		OCT		NOV		DEC		YTD		FULL		
	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	case	acct	
Brand	7. Misc																												
05	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	80	6	80	6	80	6
04	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
+or-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	
03	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Goal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Var	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	80	-	80	-	80	-	
%Var	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	100%	-	-%	-	
Sub Brand	Misc																												
05	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	80	6	80	6	80	6
04	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
+or-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	100%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	
03	0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Goal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Var	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	80	-	80	-	80	-	
%Var	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	-%	-	100%	-	-%	-	
Product	Miscellaneous																												
05	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	80	6	80	6	80	6
04	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
+or-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	
03	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Goal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Var	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	80	-	80	-	80	-	
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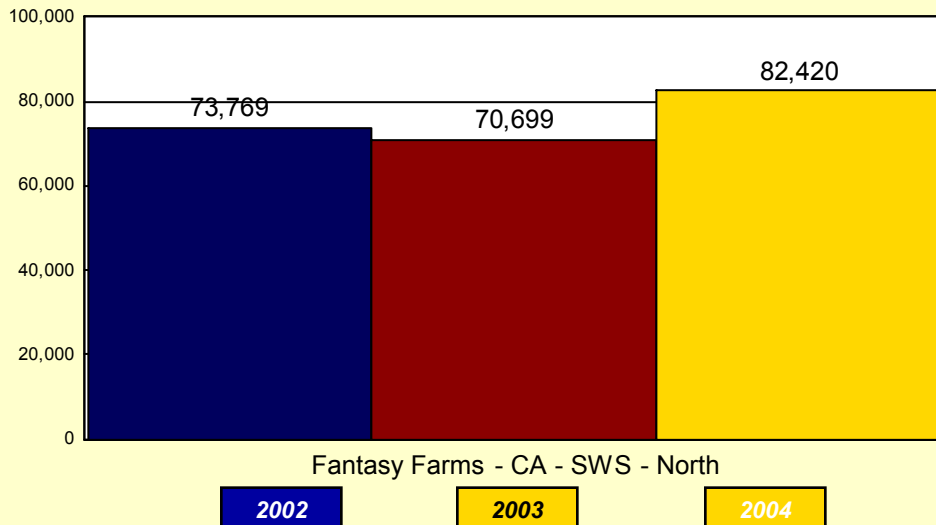
Monthly Sales Calendar

Fantasy Farms - CA - SWS - North

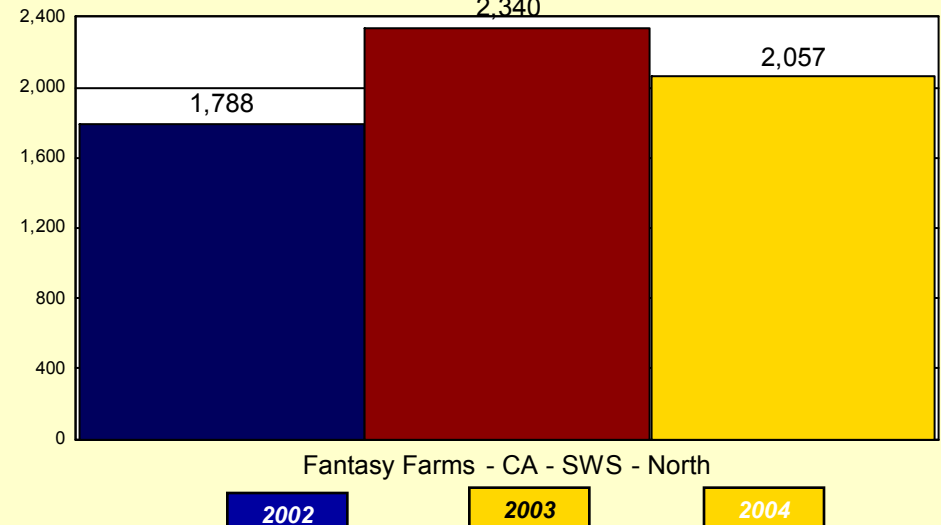
Rounded Original Cases

Report Date: December

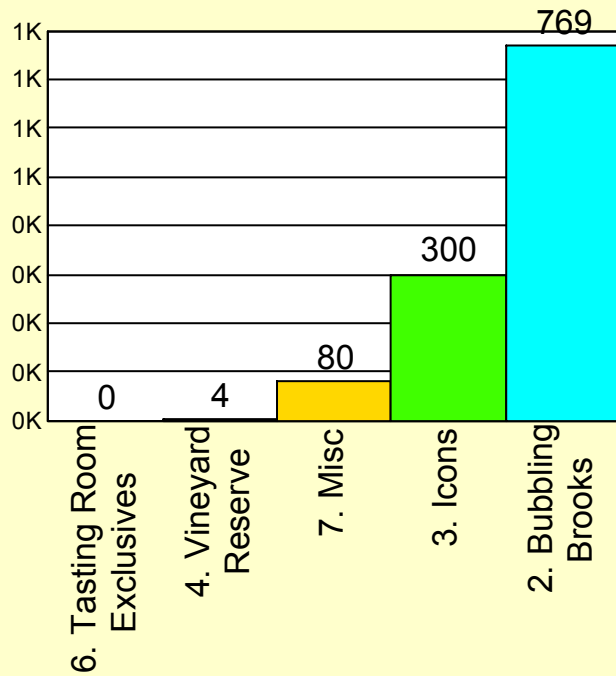
Cases Sold YTD



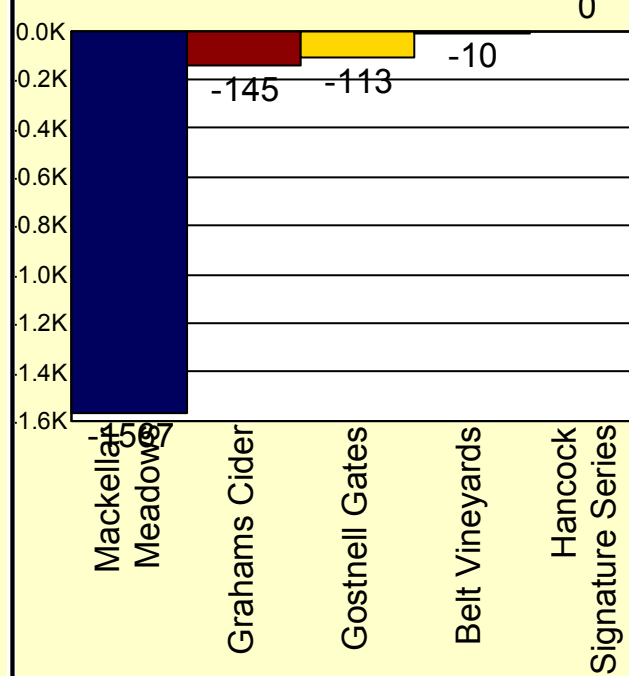
Accounts Sold YTD



Brand Variances YTD (Bottom 5)



SubBrand Variances YTD (Top 5 & Others)



Product Variances YTD (Top 5 & Others)

