

Virtual Brand Manager

Winery X

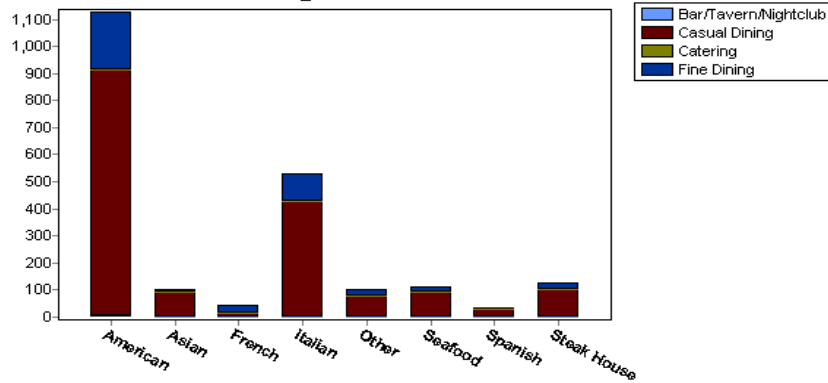
(Actual Report - Name Changed)

Market/Region Profile

State/Distributor	California
Division	All
Number of Listings	192623
Number of Accounts	2177
Number of Producers	6963
Number of Products	22457
Number of Wines	45627

	American	Asian	French	Italian	Other	Seafood	Spanish	Steak House
Bar/Tavern/Nightclub	3	0	0	0	0	0	0	0
Casual Dining	910	92	15	427	77	94	31	101
Catering	2	0	0	0	0	0	0	0
Fine Dining	212	11	27	102	26	18	2	27

Market/Region Profile

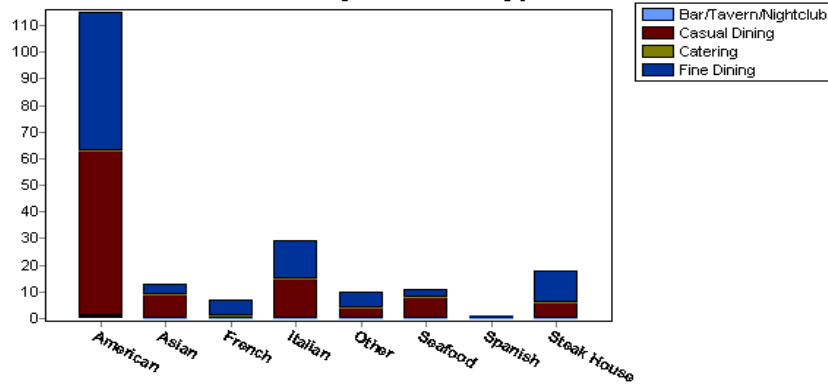


Brand Distribution by Account Type

Producer	Winery X
State/Distributor	California
Division	All
Number of Listings	305
Number of Accounts	204
Number of Producers	1
Number of Products	11
Number of Wines	50

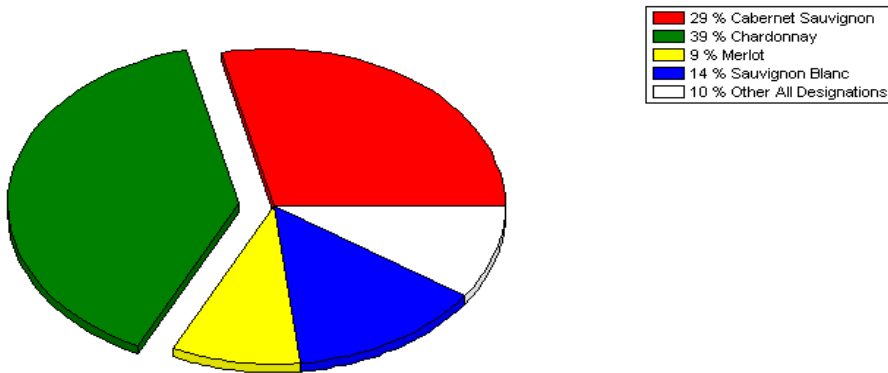
	American	Asian	French	Italian	Other	Seafood	Spanish	Steak House
Bar/Tavern/Nightclub	1	0	0	0	0	0	0	0
Casual Dining	62	9	1	15	4	8	1	6
Catering	0	0	0	0	0	0	0	0
Fine Dining	52	4	6	14	6	3	0	12

Brand Distribution by Account Type



Winery X Producer Volume Profile

<u>Variety</u>	<u>Designation</u>	<u>Appellation</u>	<u>Annual Cs. Prod.</u>
Cabernet Sauvignon		Alexander Valley	95,000
Cabernet Sauvignon	Vineyard A	Alexander Valley	8,000
Cabernet Sauvignon	Reserve	Alexander Valley	6,000
Chardonnay		Sonoma County	130,000
Chardonnay	Vineyard B Reserve	Russian Rivver Valley	8,000
Merlot		Sonoma County	30,000
Sauvignon Blanc		Sonoma County	45,000
Sauvignon Blanc	Special Blend	Sonoma Coast	2,000
Syrah/Shiraz		Sonoma County	3,000
Zinfandel		Dry Creek Valley	5,000



Producer Ranking Profile

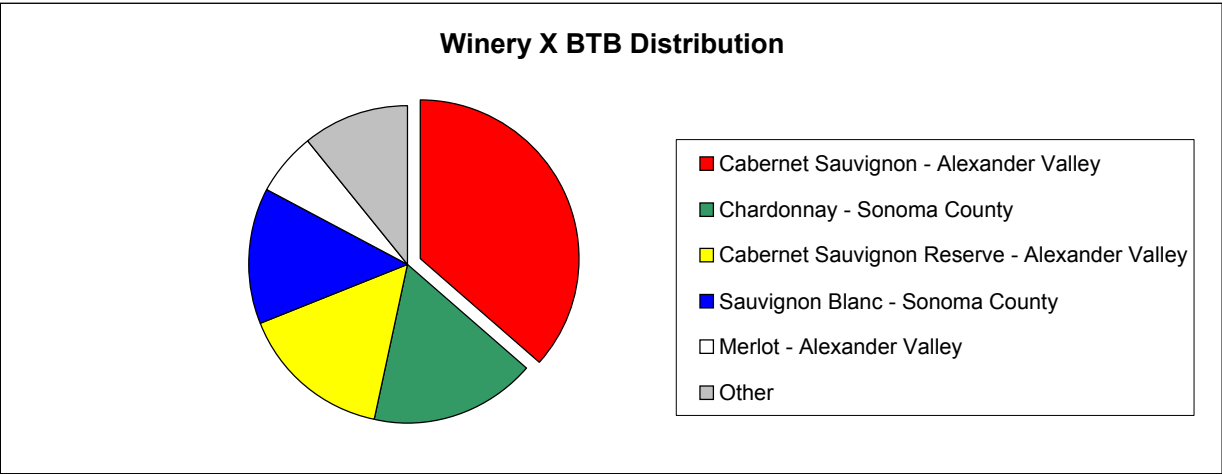
State/Distributor Division	All		State/Distributor Division	California	
	All			All	
Number of Listings		1077	Number of Listings		251
Number of Accounts		763	Number of Accounts		202
Number of Producers		1	Number of Producers		1
Number of Products		11	Number of Products		11
Number of Wines		63	Number of Wines		50

<u>Producer</u>	<u>Listings</u>	<u>Rank</u>	<u>Producer</u>	<u>Listings</u>	<u>Rank</u>
Merryvale		1204	44 Santa Margherita		287
Romanee Conti, Domaine de la		1198	45 Rancho Zabaco		284
Grgich Hills		1167	46 Pahlmeyer		274
Domaine Chandon		1158	47 Ornellaia, Tenuta dell'		272
Ecco Domani		1143	48 Hobbs, Paul		272
Gaja, Angelo		1142	49 Roederer Estate		266
Drouhin, Joseph		1125	50 Clos du Val		261
Heitz		1125	51 Edna Valley		258
Lohr, J.		1109	52 Wild Horse		258
Roederer, Louis		1085	53 Bolla		253
Winery X		1077	54 Winery X		251
Perrier-Jouet		1029	55 Rochioli		249
Chalk Hill		1013	56 J		249
Benziger		1005	57 Turley		245
Guigal, E.		999	58 Lewis		243
Columbia Crest		989	59 Dominus Estate		241
Blackstone		983	60 Au Bon Climat		241
Taittinger		972	61 Domaine Carneros		240
Silverado Vineyards		970	62 Mumm Cuvee Napa		240
Latour, Louis		966	63 Guigal, E.		237
Mondavi Coastal, Robert		962	64 Jekel		235

Brand Distribution by Product by Bottle (BTB)

Producer	Winery X
State/Distributor	California
Division	All
Quantity	Bottle
Number of Listings	251
Number of Accounts	202
Number of Producers	1
Number of Products	11
Number of Wines	50

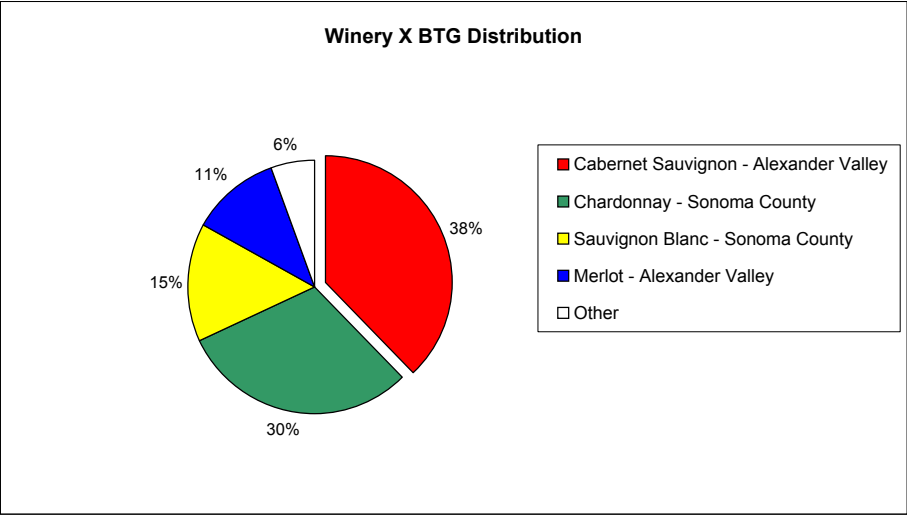
<u>Product</u>	<u># Listings</u>
Cabernet Sauvignon - Alexander Valley	91
Chardonnay - Sonoma County	43
Cabernet Sauvignon Reserve - Alexander Valley	39
Sauvignon Blanc - Sonoma County	35
Merlot - Alexander Valley	16
Cabernet Sauvignon Vineyard A - Alexander Valley	9
Chardonnay Vineyard B Reserve - Russian River Valley	9
Zinfandel - Dry Creek Valley	4
Sauvignon Blanc Special Blend - Sonoma County	2
Syrah/Shiraz - Sonoma County	2
Muscat Blanc - Sonoma Valley	1



Brand Distribution by Product by Glass (BTG)

Producer	Winery X	
State/Distributor	California	
Division	All	
Quantity	Glass	
Number of Listings		53
Number of Accounts		47
Number of Producers		1
Number of Products		7
Number of Wines		15

<u>Product</u>	<u># Listings</u>
Cabernet Sauvignon - Alexander Valley	20
Chardonnay - Sonoma County	16
Sauvignon Blanc - Sonoma County	8
Merlot - Alexander Valley	6
Chardonnay Vineyard B Reserve - Russian River Valley	1
Syrah/Shiraz - Sonoma County	1
Zinfandel - Dry Creek Valley	1



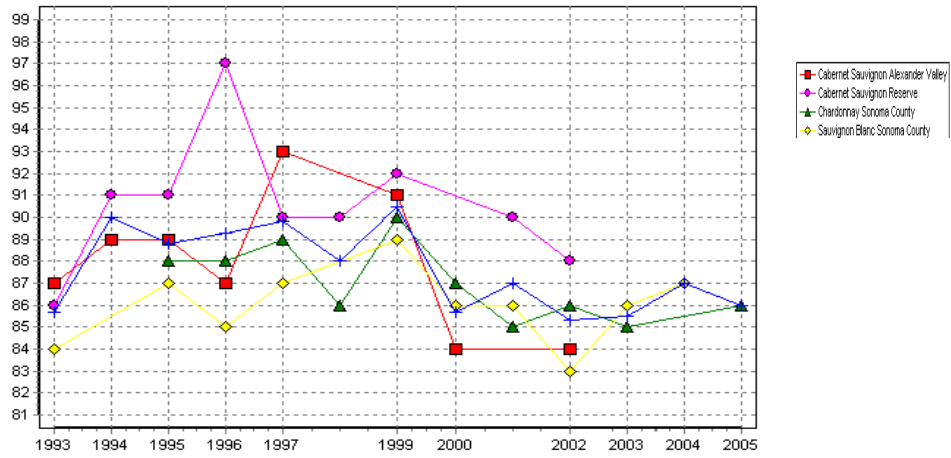
Quality History of Producer and Top 4 Products

Producer	Winery X	
State/Distributor	California	
Division	All	
Quantity	Bottle	
Number of Listings		251
Number of Accounts		202
Number of Producers		1
Number of Products		11
Number of Wines		50

	Winery X	Cabernet Sauvignon Alexander Valley	Cabernet Sauvignon Reserve	Chardonnay Sonoma County	Sauvignon Blanc Sonoma County
Type	All	red	red	white	white
S/S/F/D	All	still	still	still	still
Origin	All	U.S.	U.S.	U.S.	U.S.
Region	All	California	California	California	California
Appellation	All	Alexander Valley	Alexander Valley	Sonoma County	Sonoma County
Producer	Winery X	Winery X	Winery X	Winery X	Winery X
Variety	All	Cabernet Sauvignon	Cabernet Sauvignon	Chardonnay	Sauvignon Blanc
Designation	All		Reserve		
Wines in Group	208	91	39	43	35

Vintage	Average Rating				
1993	85.7	87	86	0	84
1994	90	89	91	0	0
1995	88.8	89	91	88	87
1996	89.3	87	97	88	85
1997	89.8	93	90	89	87
1998	88	0	90	86	0
1999	90.5	91	92	90	89
2000	85.7	84	0	87	86
2001	87	0	90	85	86
2002	85.3	84	88	86	83
2003	85.5	0	0	85	86
2004	87	0	0	0	87
2005	86	0	0	86	0

Quality History of Producer and Top 4 Products



Competitive Set of Top 3 Products

Competitive Set - Winery X Cabernet Sauvignon Alexander Valley

<u>Producer</u>	<u>Variety</u>	<u>Designation</u>	<u>Region</u>	<u>Appellation</u>	<u>Avg. Rating</u>	<u>Distributor</u>	<u>Avg. Price</u>	<u># of Listings</u>
Mondavi, Robert	Cabernet Sauvignon		California	Napa Valley	88.3	Southern	46.6	347
Franciscan Oakville Estate	Cabernet Sauvignon		California	Napa Valley	88.1	Southern	46.9	240
Beringer	Cabernet Sauvignon	Appellation Collection	California	Knights Valley	87.2	Southern	48.8	168
Merryvale	Cabernet Sauvignon	Starmont	California	Napa Valley	86.4	Southern	42.5	142
Beaulieu Vineyard	Cabernet Sauvignon		California	Rutherford	87.8	Southern	42.2	126
Hess Collection, The	Cabernet Sauvignon	Hess Estate	California	Napa Valley	87.5	Estates Group	43.7	109
Justin	Cabernet Sauvignon		California	Paso Robles	84.3	Henry Wine Group	47.1	107
Sterling	Cabernet Sauvignon		California	Napa Valley	85.4	Southern	44	104
Winery X	Cabernet Sauvignon		California	Alexander Valley	84.4	Southern	45.5	88

Competitive Set - Winery X Chardonnay Sonoma County

<u>Producer</u>	<u>Variety</u>	<u>Designation</u>	<u>Region</u>	<u>Appellation</u>	<u>Avg. Rating</u>	<u>Distributor</u>	<u>Avg. Price</u>	<u># of Listings</u>
La Crema	Chardonnay		California	Sonoma Coast	88	Regal	31.6	336
Mondavi, Robert	Chardonnay		California	Napa Valley	85.4	Southern	37.8	155
Sterling	Chardonnay		California	Napa Valley	84	Southern	30.3	145
Toasted Head	Chardonnay		California	Dunnigan Hills	86.7	Young's Market	28.7	134
Cambria	Chardonnay	Katherine's Vineyard	California	Santa Maria Valley	89	Henry Wine Group	35	119
Edna Valley	Chardonnay	Paragon	California	Edna Valley	85.7	American	30.8	114
St. Francis	Chardonnay		California	Sonoma County	86	Estates Group	29.5	110
Acacia	Chardonnay		California	Carneros	87.4	American	38	105
Strong, Rodney	Chardonnay	Chalk Hill Vineyard	California	Chalk Hill	86.1	Southern	33.9	87
Mondavi Coastal, Robert	Chardonnay		California	Central Coast	84.8	Southern	28.5	85
Benziger	Chardonnay		California	Carneros	85.2	Estates Group	30.4	83
Mondavi, Robert	Chardonnay		California	Carneros	84.8	Southern	34.9	75
Lohr, J.	Chardonnay	Riverstone	California	Monterey	86.3	Warehouse	28.9	73
Beaulieu Vineyard	Chardonnay		California	Carneros	89	Southern	31.3	62
Beringer	Chardonnay		California	Napa Valley	86.1	Southern	29.7	60
Niebaum-Coppola	Chardonnay	Diamond Series Gold Label	California	California	83	American	30.4	60
Raymond	Chardonnay	Reserve	California	Napa Valley	86.3	Wine Warehouse	35.8	57
Merryvale	Chardonnay	Starmont	California	Napa Valley	86.5	Southern	37.5	53
Wente	Chardonnay	Riva Ranch Reserve	California	Arroyo Seco	87.2	Southern	31.8	51
Franciscan Oakville Estate	Chardonnay		California	Napa Valley	84.7	Southern	36.1	50
Bernardus	Chardonnay		California	Monterey	88.4	Southern	36.3	45
Macrostie	Chardonnay		California	Carneros	89.4	Henry Wine Group	37.4	42
Winery X	Chardonnay		California	Sonoma County	85.6	Southern	34	41
De Loach	Chardonnay		California	Russian River Valley	83.7	Young's Market	30.3	40
Strong, Rodney	Chardonnay		California	Sonoma County	86.7	Southern	30	39
Clos du Val	Chardonnay		California	Carneros	86.6	Southern	36.2	38
Chateau Souverain	Chardonnay		California	Sonoma County	86.4	Southern	30.4	37
Jekel	Chardonnay	Gravelstone	California	Monterey	84.5	Estates Group	30.5	34

Competitive Set - Winery X Cabernet Sauvignon Reserve Alexander Valley

<u>Producer</u>	<u>Variety</u>	<u>Designation</u>	<u>Region</u>	<u>Appellation</u>	<u>Avg. Rating</u>	<u>Distributor</u>	<u>Avg. Price</u>	<u># of Listings</u>
Silver Oak	Cabernet Sauvignon		California	Alexander Valley	89.5	Golden West	111	268
Cakebread	Cabernet Sauvignon		California	Napa Valley	87.7	Estates Group	106.5	162
Chateau Montelena	Cabernet Sauvignon		California	Napa Valley	88.4	Estates Group	102.4	145
Chimney Rock	Cabernet Sauvignon		California	Stags Leap District	88.8	Southern	96.4	98
Duckhorn	Cabernet Sauvignon		California	Napa Valley	86.3	Direct	109.2	95
Grgich Hills	Cabernet Sauvignon		California	Napa Valley	87.2	Direct	94	87
Forman	Cabernet Sauvignon		California	Napa Valley	90	Unknown	114	60
Plumpjack	Cabernet Sauvignon		California	Oakville	88.7	Vinifera	112.5	59
Shafer	Cabernet Sauvignon		California	Napa Valley	92	Henry Wine Group	91.2	55
Hobbs, Paul	Cabernet Sauvignon		California	Napa Valley	91.9	Henry Wine Group	115.6	54
Chalk Hill	Cabernet Sauvignon		California	Chalk Hill	89	Wine Warehouse	96.9	53
Heitz	Cabernet Sauvignon	Bella Oaks Vineyard	California	Napa Valley	85	Wine Warehouse	114.1	43
Altamura	Cabernet Sauvignon		California	Napa Valley	90.6	Weimax	104.6	37
Fisher	Cabernet Sauvignon	Coach Insignia	California	Napa Valley	89	Estates Group	117.4	36
Paradigm	Cabernet Sauvignon		California	Oakville	88.7	Kysela	101.9	32
Pine Ridge	Cabernet Sauvignon		California	Stags Leap District	91.5	American Southern	116.2	30
Miner Family	Cabernet Sauvignon		California	Oakville	87.7	Grapevine	91.9	28
Sterling	Cabernet Sauvignon	Reserve	California	Napa Valley	86.6	Southern	119.6	25
Winery X	Cabernet Sauvignon	Reserve	California	Alexander Valley	90.1	Southern	110.1	24
Kenwood	Cabernet Sauvignon	Artist Series	California	Sonoma County	88	Young's Market	111.7	23
Hall, Kathryn	Cabernet Sauvignon	Sacrashe Vineyard	California	Rutherford	89.4	Young's Market	98.5	21
Seavey	Cabernet Sauvignon		California	Napa Valley	91.1	Epic Torrey	119.1	20
Vine Cliff	Cabernet Sauvignon		California	Oakville	90.7	Southern	98.2	20