



The Professional On-premise Wine Resource

WINEMETRICS

Virtual Brand Manager

On-Premise Wine Distribution Management

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Virtual Brand Manager (VBM)

- Provides brand distribution analysis by market for over 25 U.S. major metro markets.
- Database includes over 10,000 restaurant wine lists
- Competitive sets for every product in a client portfolio can be generated for each market.

Markets Available in VBM

- AZ – Phoenix, Tucson
- CA
 - North (SF Bay Area)
 - South (LA/Orange County/San Diego)
- CO – Denver Metro Area
- CT – All Markets
- DC
- FL – So. FL, Tampa, Orlando
- GA – Atlanta (Q3, 2007)
- IL – Greater Chicago (Q3,2007)
- MA – Greater Boston (Q3, 2007)
- MD – Greater Baltimore
- NJ -
- NY – NYC, Long Island, Westchester
- OR – Portland
- PA – Philadelphia (Q3, 2007)
- Texas – Dallas, Houston
- WA – Seattle-Tacoma

Brand Portfolio Manager Report Content

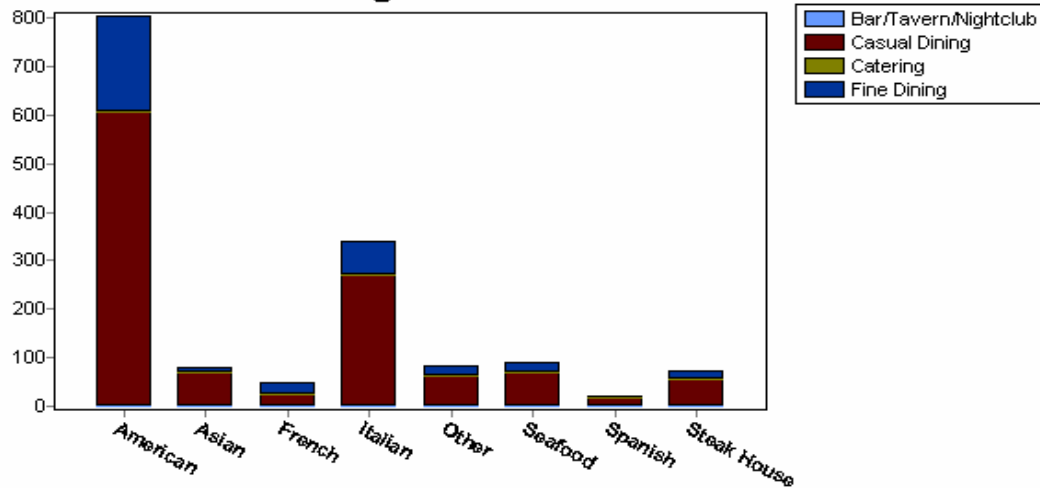
- Market Profile
- Brand Distribution by Account Type
- Brand Ranking: National vs. Market
- Portfolio Distribution By the Bottle
- Portfolio Distribution By the Glass
- Portfolio Quality Analysis
- Top 3 Products Competitive Set Analysis

Market Profile

Number of Listings	143548
Number of Accounts	1540
Number of Producers	6052
Number of Products	19899
Number of Wines	38990

	American	Asian	French	Italian	Other	Seafood	Spanish	Steak House
Bar/Tavern/Nightclub	1	0	0	0	0	0	0	0
Casual Dining	604	68	24	272	64	70	17	55
Catering	0	0	0	0	0	0	0	0
Fine Dining	199	11	26	67	20	20	4	18

Market/Region Profile



Market Profile

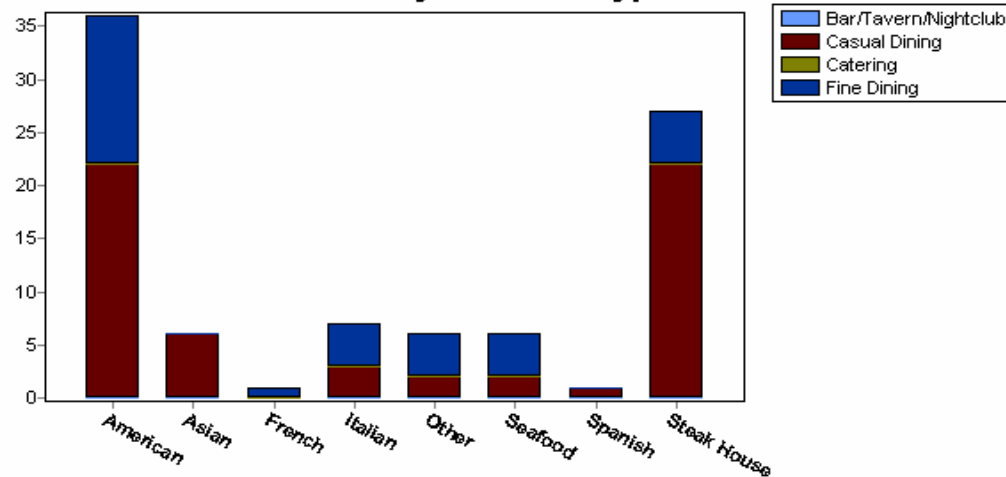
- Provides the characteristics of the market sample used in creating the reports.
- Sample size is usually 20 – 40% of the wine-oriented restaurant universe.
- Account detail provides cuisine type (American, Asian etc.) and account type (fine dining, casual dining etc.)
- Further analysis by unit type (chain, multi-unit, independent) is available.

Brand Distribution Profile

Number of Listings	156
Number of Accounts	90
Number of Producers	1
Number of Products	8
Number of Wines	15

	American	Asian	French	Italian	Other	Seafood	Spanish	Steak House
Bar/Tavern/Nightclub	0	0	0	0	0	0	0	0
Casual Dining	22	6	0	3	2	2	1	22
Catering	0	0	0	0	0	0	0	0
Fine Dining	14	0	1	4	4	4	0	5

Brand Distribution by Account Type



Brand Distribution Profile

- Identifies segments of account base where brand is the strongest and where there are distribution opportunities.
- The Brand Distribution Profile (BDP) may be compared with the Market Profile as well as the BDP data from other markets to determine the brand's strength by account category.

National vs. Market Ranking

<u>Producer</u>	<u>Listings</u>	<u>Rank</u>	<u>Producer</u>	<u>Listings</u>	<u>Rank</u>
Beringer	10585	1	Beringer	1546	1
Kendall-Jackson	7615	2	Beaulieu Vineyard	1181	2
Mondavi, Robert	7570	3	Kenwood	1065	3
Beaulieu Vineyard	6478	4	Mondavi, Robert	879	4
Chateau Ste. Michelle	5859	5	Clos du Bois	872	5
Sterling	5126	6	Kendall-Jackson	801	6
Clos du Bois	5059	7	Ferrari-Carano	799	7
Caymus	4935	8	Antinori	653	8
Penfolds	4686	9	Fetzer	646	9
Cakebread	4665	10	Silver Oak	641	10
Brancott	1156	127	Brancott	94	240
Chateau Souverain	1154	128	Cuvaison	94	241
Sutter Home	1147	129	Plumpjack	94	242
Lindemans	1134	130	Firestone	93	243
Haut-Brion, Chateau	1133	131	Galante	93	244
Chiarlo, Michele	1126	132	Lynch-Bages, Chateau	93	245
Krug	1118	133	Biale, Robert	92	246
Norman Estates, Greg	1081	134	Littorai	92	247
Pahlmeyer	1078	135	Ventana	92	248
Rutherford Hill	1076	136	Alban	91	249
Seghesio	1075	137	Ceretto	91	250

National vs. Market Ranking

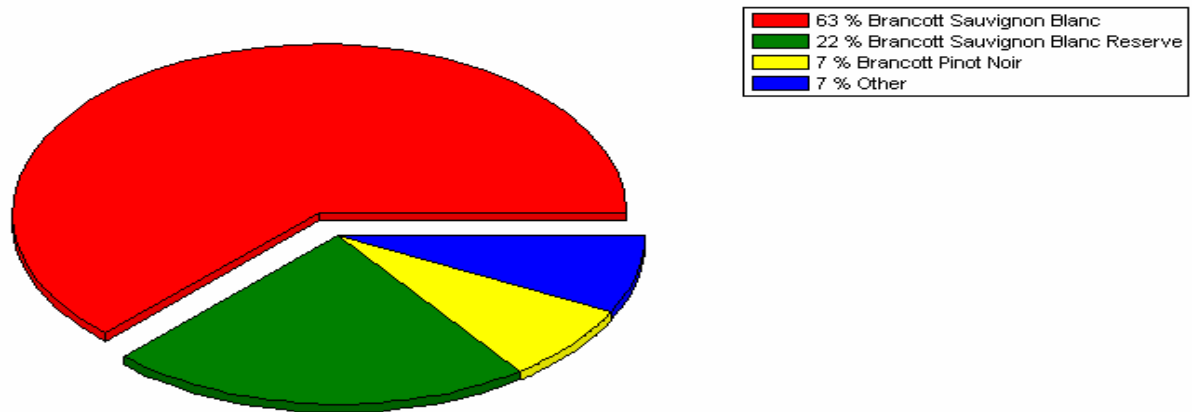
- This report shows the spread between the market ranking of a brand and its position across all 30+ markets in our database.
- Such a ranking comparison is a valid indicator of an individual market's performance with the brand.
- Additional analysis can be supplied to supplement the ranking reports

Portfolio Distribution By the Bottle

Number of Listings	94
Number of Accounts	85
Number of Producers	1
Number of Products	8
Number of Wines	15

<u>Product</u>	<u># Listings</u>
Brancott Sauvignon Blanc - Marlborough	59
Brancott Sauvignon Blanc Reserve - Marlborough	21
Brancott Pinot Noir - Marlborough	7
Brancott Gewurztraminer Patutahi Estate 'P' - Gisborne	2
Brancott Pinot Noir Terraces Estate - Marlborough	2
Brancott Chardonnay Renwick Estate 'R' - Marlborough	1
Brancott Chardonnay Reserve - Gisborne	1
Brancott Pinot Noir Reserve - Marlborough	1

Brancott Portfolio BTB Distribution

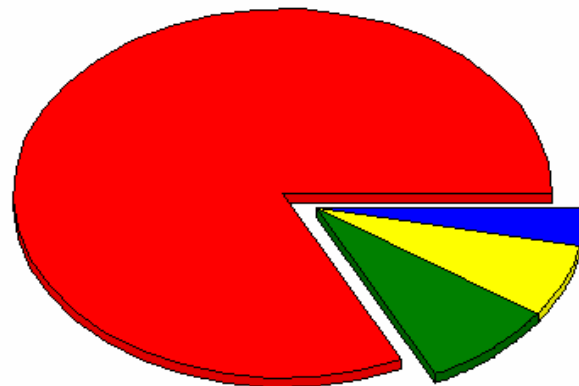


Portfolio Distribution By the Glass

Number of Listings	62
Number of Accounts	61
Number of Producers	1
Number of Products	5
Number of Wines	7

<u>Product</u>	<u># Listings</u>
Brancott Sauvignon Blanc - Marlborough	51
Brancott Sauvignon Blanc Reserve - Marlborough	5
Brancott Pinot Noir - Marlborough	4
Brancott Gewurztraminer Patutahi Estate 'P' - Gisborne	1
Brancott Pinot Noir Reserve - Marlborough	1

Brancott Portfolio BTG Distribution

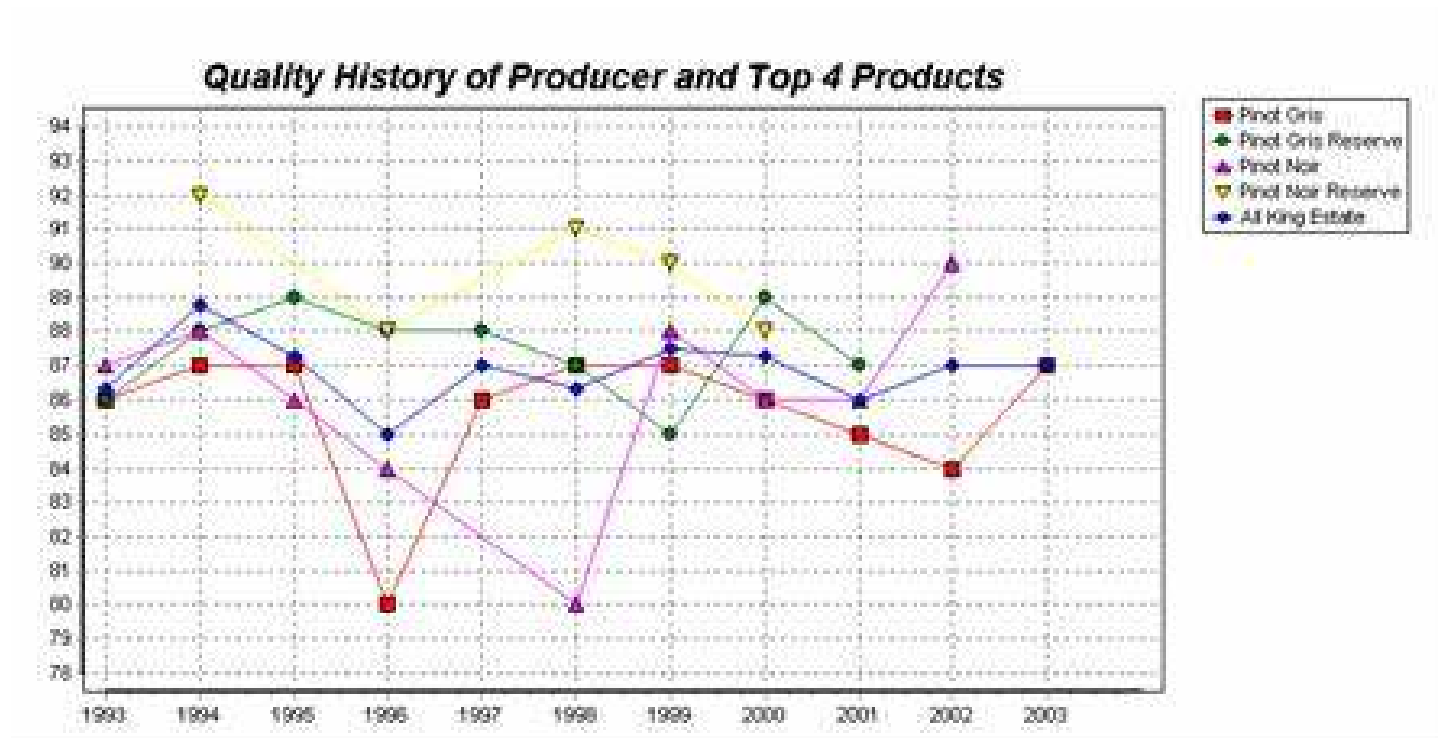


82 % Brancott Sauvignon Blanc
8 % Brancott Sauvignon Blanc Reserve
6 % Brancott Pinot Noir
3 % Other

Portfolio Distribution By the Bottle and Glass

- Reports provide a breakdown of distribution by product by bottle and glass placements.
- On-premise marketing standards for the brand can be easily tracked and compared with market volume.
- Distribution can be extrapolated to entire market.

Portfolio Quality Analysis



Portfolio Quality Analysis

- This unique report provides a 10-year quality curve of the overall brand and its 2 most popular products.
- Data is comprised of combined ratings from the 4 most prominent US wine publications.
- Our research has shown a direct correlation between ratings and distribution in numerous cases.

Competitive Set by Top Products

Competitive Set - Villa Maria Sauvignon Blanc Cellar Selection Marlborough

<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>
Crawford, Kim	Sauvignon Blanc		Marlborough	Marlborough	89.6	Apollo PAM	36.2	21
Brancott	Sauvignon Blanc	Reserve	Marlborough	Marlborough	88.3	SWL	38.8	11
Highfield	Sauvignon Blanc		Marlborough	Marlborough	89.2	T. Edward	38.9	9
Drylands	Sauvignon Blanc	Winemakers Reserve	Marlborough	Marlborough	83.5	Lauber	40.8	5
Framingham	Sauvignon Blanc		Marlborough	Marlborough	79.5	Pellonedo	41.2	5
Seresin	Sauvignon Blanc		Marlborough	Marlborough	90.8	Martin Scott	42.4	5
Fairhall Downs	Sauvignon Blanc		Marlborough	Marlborough	84.5	Unknown	43	4
Villa Maria	Sauvignon Blanc	Cellar Selection	Marlborough	Marlborough	88.8	Premier Beverage	39.9	4

Competitive Set by Top Products

- Each market may have a different competitive set for a target product, based on restaurant profiles, distributor strengths and regional preferences.
- Our reports will be able to define key competitive products at the market level offering a strategic competitive advantage to our clients.

Summary

- Winemetrics' Virtual Brand Manager permits our clients to monitor brand and product performance at the market level.
- Marketing standards can then be adapted to manage the brand based on specific market conditions.
- Our Virtual Brand Manager is unique in its detail and scope of on-premise wine distribution analysis.