



COMPETITIVE SET REPORT FOR JORDAN CABERNET SAUVIGNON AND CHARDONNAY BTB

1. Cabernet Sauvignon

Jordan maintains its #1 ranking in the \$100-\$125 segment despite losing 30% of its distribution in 2010. Like most of its competition, Jordan Cabernet Sauvignon featured a lower average price in 2010

Top 10 Cabernet Sauvignon BTB \$100-\$125 Segment

2009				2010		
Producer	# Listings	Average Price	Rank	Producer	# Listings	Average Price
Jordan	121	\$110.96	1	Jordan	84	\$103.42
Stag's Leap Wine Cellars	52	\$104.21	2	Stag's Leap Wine Cellars	78	\$112.13
Chimney Rock	45	\$114.56	3	Chimney Rock	50	\$108.40
Heitz	45	\$134.04	4	Groth	45	\$118.66
Phelps, Joseph	43	\$115.33	5	Clos du Val Chateau	36	\$102.78
Groth	35	\$127.51	6	Montelena	28	\$106.82
La Jota	30	\$109.40	7	Pine Ridge	25	\$116.36
Veraison	29	\$109.93	8	Heitz	17	\$118.12
Stags' Leap Winery	26	\$106.04	9	Rubicon Estate	16	\$102.56
Frog's Leap	24	\$100.67	10	Freemark Abbey	16	\$103.75

2. Chardonnay

Jordan Chardonnay rose to the #2 position behind Cakebread, although its distribution declined by 11%. Grgich Hills, which was # 1 in the segment in 2009, saw its price increase to an average \$91.94 (out of the designated segment) and its # Listings fall to 34 in 2010.

Top 10 Chardonnay BTB \$60-\$85 Segment

Producer	# Listings	Average Price	Rank	Producer	# Listings	Average Price
Grgich Hills	138	\$65.36	1	Cakebread	162	\$76.26
Cakebread	112	\$83.39	2	Jordan	77	\$70.96
Jordan	87	\$65.66	3	Ferrari-Carano	63	\$63.35
Latour, Louis	55	\$83.85	4	Mer Soleil	35	\$65.37
Mer Soleil	37	\$78.76	5	Rombauer	33	\$72.13
				Jadot, Domaine		
Chalk Hill	33	\$79.67	6	Louis	31	\$73.93
Rombauer	25	\$70.81	7	Newton	31	\$79.19
Newton	24	\$64.42	8	Mondavi, Robert	30	\$67.40
Matanzas Creek	23	\$63.52	9	Latour, Louis	28	\$78.54
				Stags' Leap		
Stags' Leap Winery	21	\$63.24	10	Winery	27	\$61.96

3. Normally we would include BTG Competitive Set Analysis in these brand reports but Jordan does not have sufficient BTG distribution in our sample to generate these reports.

Note: The above sample report is based on arbitrary price segments. Actual reports are created based on client-designated price ranges. For more information on these reports please contact us at info@winemetrics.com