

WINEMETRICS

# Wine List Analyzer (WLA) Report

Using WLA To Improve Wine List  
Profitability and Quality

# Wine List Analyzer

- Allows a restaurant to compare its wine list against others of the same type and style in its market.
  - Indicates how large list is compared to its peers using an index number (100 is average)
- Supplies ratings summaries from major wine publications and an overall score for the list.
- Provides analysis of wine origin, variety and price showing where there are gaps.

# WLA Report: Account Identification

- Type and Style indicate what accounts the wine list will be compared to, in this case all Casual Dining American restaurants in California (in our database)
- Wine List Score is an average of all ratings for wines (87 is considered very good overall quality) in this case 54% of the wines on the list are rated in top U.S. wine publications.
- List size is an index – 100 is the group average, an index of 189 would be 89% larger than average.

Account Name	<b>Restaurant X</b>
Account Number	<b>CA 12345</b>
Type	<b>Casual Dining</b>
Style	<b>American</b>
Market	<b>CA</b>
Quantity	<b>By The Bottle</b>
Wine List Score	<b>87.4</b>
% Wines Rated	<b>54%</b>
List Size vs. Average	<b>189</b>

# Wine List Data:

- The WLA Report provides wine listings in the order they appear on the list, but are organized in the format below.
- WM rating is an average of all published ratings from the top US wine publications which are monitored monthly.
- The Price is the actual cost of the wine on the list while the Average is the average price for the wine on all lists from that market (that have been entered in our database).

## This Month's Specials

<u>Producer</u>	<u>Appellation</u>	<u>Variety</u>	<u>Designation</u>	<u>Vintage</u>	<u>WM Rating</u>	<u>Price</u>	<u>Average</u>
Rock Rabbit	Central Coast	Sauvignon Blanc		2005		\$32.00	\$28.00
Rock Rabbit	Santa Barbara	Syrah/Shiraz		2003	84	\$32.00	\$25.00
Avalon	California	Cabernet Sauvignon		2004		\$39.00	\$31.74
Blue Jean	California	Cabernet Sauvignon Blend		NV		\$32.00	\$32.00

# Wine List Characteristics

- With an average of 87.4, the sample account has a fairly highly-rated list for a casual, American restaurant. Many rated wines have scores under 84 points
- Replacing wines with under 85 points may be a way to improve the list's average and overall quality.
- Keep in mind that WLA provides guidelines based largely on averages and is not meant to replace, but merely supplement, the beverage manager's decisions.

# Replacement Candidates

- The average rating of list could be improved with the replacement of wines below.
- Note that this restaurant charges more than the market average for its wines
- Account may be able to sell more wine replacing these products and charging slightly less.

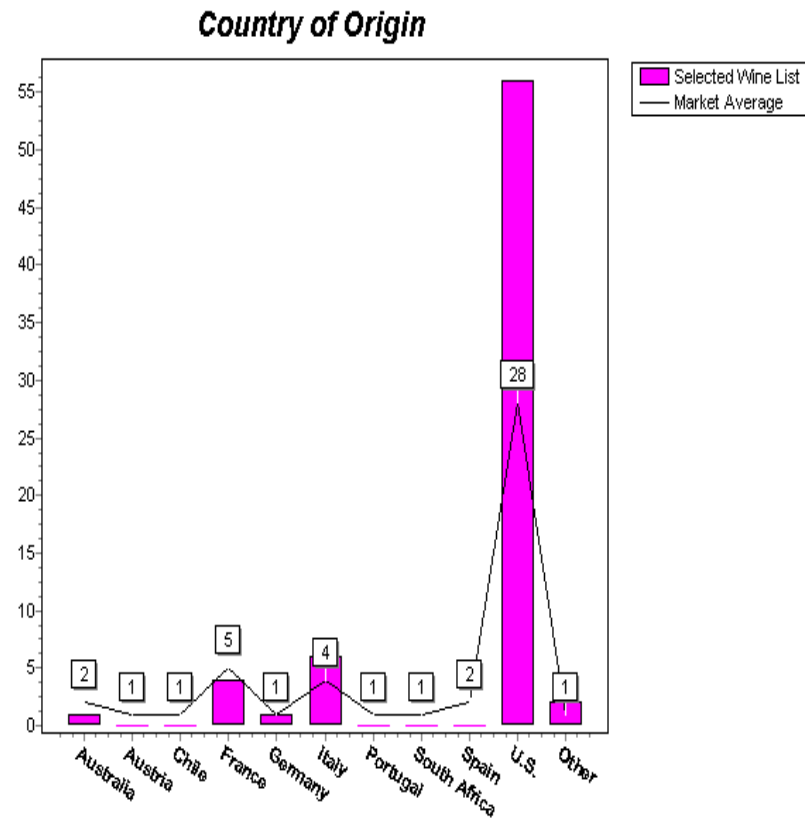
<u>Producer</u>	<u>Appellation</u>	<u>Variety</u>	<u>Designation</u>	<u>Vintage</u>	<u>WM Rating</u>	<u>Price</u>	<u>Average</u>
Firestone	Santa Ynez Valley	Sauvignon Blanc		2005	81	\$26.00	\$24.76
Sterling	Central Coast	Cabernet Sauvignon	Vintner's Collection	2003	82	\$30.00	\$32.00
Jacob's Creek	Barossa Valley	Syrah/Shiraz		2003	83	\$24.00	\$23.17
San Felice	Chianti Classico	Sangiovese		2002	83	\$37.00	\$37.00
Kenwood	Sonoma Valley	Zinfandel	Jack London Vyd.	2003	84	\$45.00	\$39.50

# WLA Graphs

- Compare key elements of wine list to average for category (e.g. casual, American)
- Graphically illustrates distribution opportunities
  - Space between line (category average) and bar (target account) indicates extent of potential list expansion
- Offers unique competitive analysis

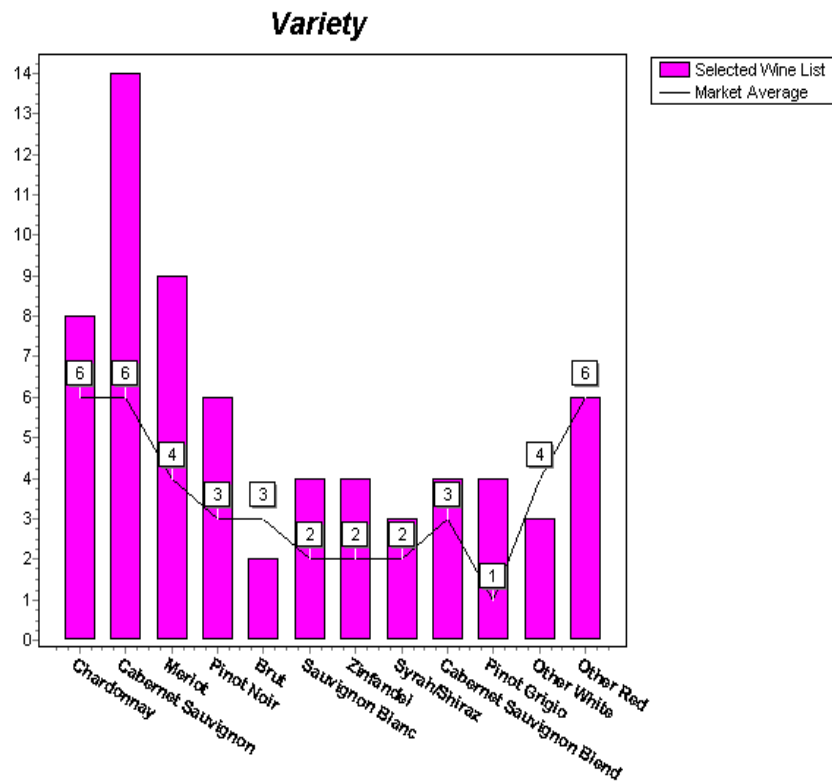
# Country of Origin Graph

- Despite being nearly twice the size of the average casual, American list, it lacks diversity
- Fewer wines from Australia, Austria Chile, South Africa and Spain than average
- Has twice the number of U.S. offerings.



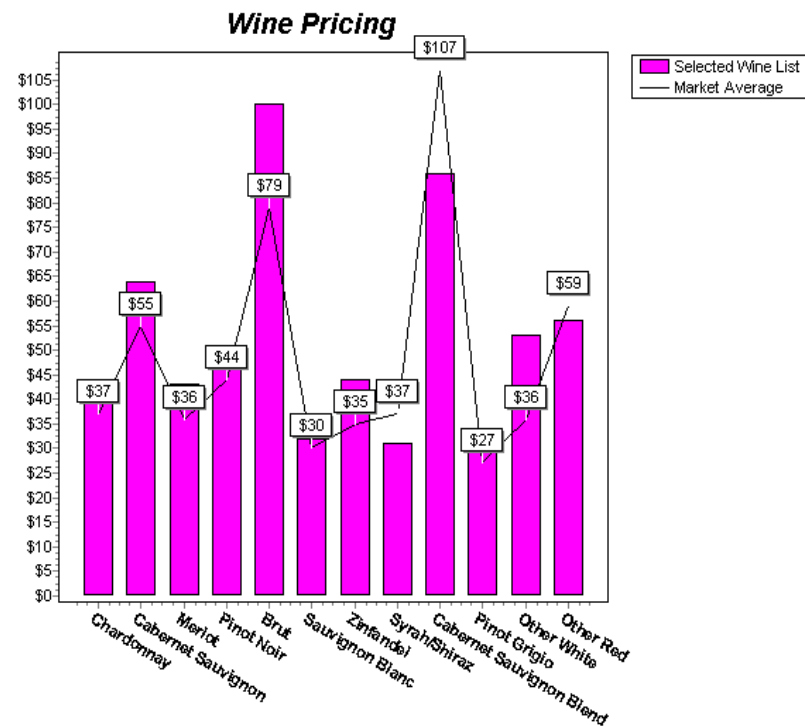
# Variety Graph

- Given the size of the list, there are few gaps in its varietal selection
- More sparkling wines, other white and other reds varietal wines can be recommended



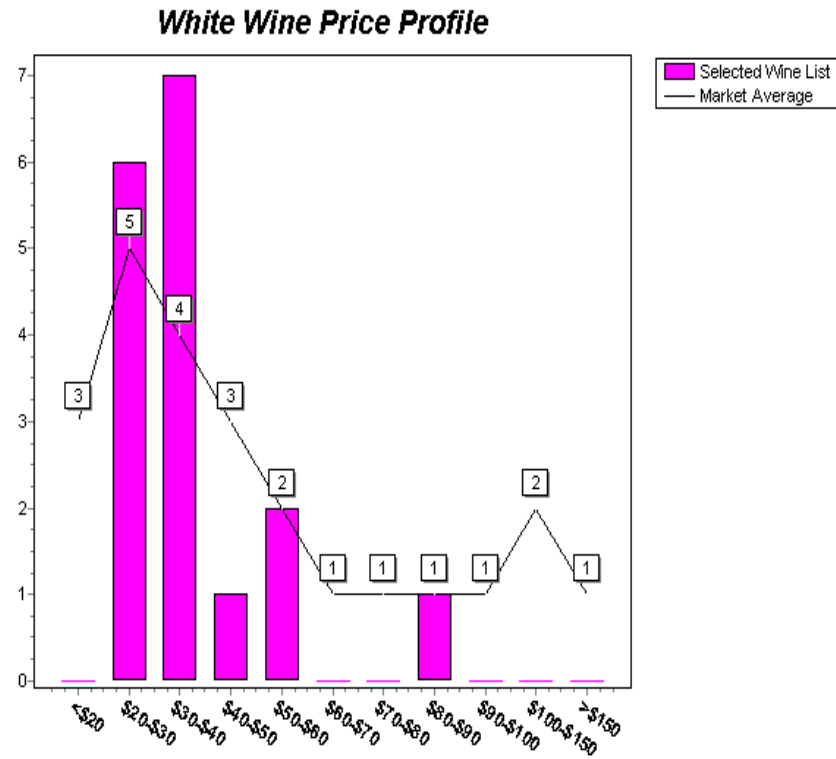
# Pricing by Variety

- Here space under the line would indicate that the account is pricing its varieties below the market average
  - Solution is to add ‘trade-up’ wines
- Account is at or near with every variety except Syrah and Cabernet Sauvignon Blends – very good coverage



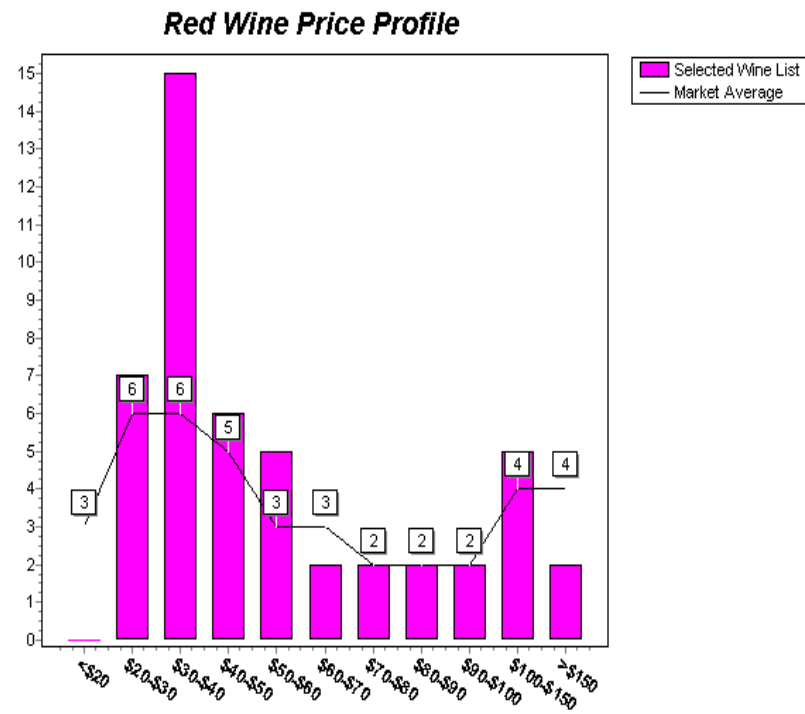
# White Wine Price Profile

- Graph shows breakdown in pricing for white wine in \$10 increments
  - Account has fewer than average selections \$40-\$50 and over \$60.
- List has a great deal of opportunities for higher priced whites



# Red Wine Pricing Profile

- Twice the average number of wines in \$30-40 segment – possibly shift selections to higher priced segments
- Opportunity for ‘trophy’ wine additions over \$150.



# Summary for WLA Report

- WLA report reveals lesser quality wines and distribution gaps on wine lists in a simple easy-to-understand format
- Report information can help improve overall wine quality, direct regional and varietal selection and enhance list profitability.