

## **SAMPLE REPORTS AND MEETING SUPPORT**

\* Data and insights provided may not be accurate and is for reporting examples only



# MONTHLY NIELSEN REPORTS

- Monthly reports are delivered every 4 weeks in accordance to the data delivery schedule
- The reports are provided in Excel format via email or data sharing portal
- The 3 provided reports:
  - Rankings Report (5 tabs)
    - Item
    - Brand
    - Supplier
    - Varietal
    - Price Tier
  - Category Review (4 tabs)
    - Overview
    - Varietal Summary
    - Price Tier Summary
    - Prioritized Items
  - Executive Summary (1 tab)

Data Delivery Schedule		
Nielsen Quad	Nielsen Data	Wine B.I. Delivery
Week Ending	Delivery	
12/01/18	12/08/18	12/15/18
12/29/18	01/05/19	01/12/19
01/26/19	02/02/19	02/09/19
02/23/19	03/02/19	03/09/19
03/23/19	03/30/19	04/06/19
04/20/19	04/27/19	05/04/19
05/18/19	05/25/19	06/01/19
06/15/19	06/22/19	06/29/19
07/13/19	07/20/19	07/27/19
08/10/19	08/17/19	08/24/19
09/07/19	09/14/19	09/21/19
10/05/19	10/12/19	10/19/19
11/02/19	11/09/19	11/16/19
11/30/19	12/07/19	12/14/19
12/28/19	01/04/20	01/11/20
01/25/20	02/01/20	02/08/20
02/22/20	02/29/20	03/07/20



# RANKING REPORT

---

## Ranking Report Summary

The Ranking Report is the most granular report offered by Wine B.I. This report is the Nielsen raw data organized into an easy to read, user-friendly format. The Ranking Report includes all items in the category and can be filtered to answer many different business questions about performance of your business, the competitive set, and your customer's business.

### Best Uses of the Ranking Report

- Health of business at the item, brand, varietal, or price tier level (your business, your competitor, or your customer)
- Changes in business performance over time
- Benchmarking against other items or suppliers
- Distribution loss or gains targeted down to items

This report includes your top markets and can be filtered to display different time periods, suppliers, brands, varietals, markets, country of origin, price tier, and package side.



# RANKING REPORT

## Item Tab

NIELSEN SCAN DATA										
52 WEEKS ENDING DEC0118.4										
ALB/SFY SO CAL DIV CEN TA		DOLLAR SALES			EQ VOLUME			ACV		
ITEM		\$ SALES	\$ SALES CHG	\$ % CHG	EQ SALES	EQ SALES CHG	EQ % CHG	ACV	ACV YA	
K-J CHRD CA V-R V WT DDT	750 ML	\$5,700,598	(\$205,612)	-3%	45,812	(885)	-2%	100	100	
LA CREMA CHRD SCS V WT DDT	750 ML	\$4,154,552	(\$579,671)	-12%	25,336	(4,497)	-15%	99	99	
BUTTER CHRD CA V WT DDT	750 ML	\$3,974,718	\$566,054	17%	24,064	3,926	19%	99	96	
JUSTIN CB-S PSR V RED DDT	750 ML	\$3,936,451	\$66,577	2%	14,206	(844)	-6%	55	49	
LAMARCA IM PRSCO XD SP	750 ML	\$3,738,256	\$367,139	11%	24,353	1,316	6%	100	100	
J-L-E 7 OAKS CB-S V RED DDT	750 ML	\$3,347,141	\$194,897	6%	23,170	479	2%	100	100	
VCP IM CHM WT BR SP	750 ML	\$3,182,186	(\$209,741)	-6%	5,902	(493)	-8%	86	89	
MEIOMI P-N MCSBC SC V RED DDT	750 ML	\$3,015,363	(\$113,211)	-4%	14,186	(965)	-6%	99	99	
J-L-E RVSTN CHRD V WT DDT	750 ML	\$2,614,915	(\$121,138)	-4%	22,053	(2,190)	-9%	99	99	
CDB CHRD V WT DDT	750 ML	\$2,555,242	\$24,202	1%	30,795	3,483	13%	100	100	
KM-CRWFD NZ SV-B WT IDT	750 ML	\$2,477,612	\$167,236	7%	17,432	1,227	8%	98	98	
WBRM CHRD V WT DDT	1.5LITER	\$2,359,064	\$79,828	4%	45,162	4,766	12%	100	100	
MNG-AT RED CA G RED DDT	750 ML	\$2,211,663	\$30,379	1%	25,413	1,258	5%	100	100	
KRBL DM CHM BR SP	750 ML	\$2,188,261	(\$161,021)	-7%	17,678	(1,590)	-8%	100	100	
CHNDN DM WT WT BR CLS SP	750 ML	\$2,084,952	(\$78,158)	-4%	11,965	117	1%	98	98	
MRDN CHRD SBC V WT DDT	750 ML	\$2,033,722	\$286,520	16%	49,130	7,749	19%	100	100	
JOSH CB-S CA V RED DDT	750 ML	\$2,021,306	\$391,228	24%	14,539	2,363	19%	99	98	

DATA SELECTION		
TIME	52 WEEKS ENDING DEC0118.4	↕
MARKET	ALB/SFY SO CAL DIV CEN TA	↕
SUPPLIER	(All)	▼
BRAND	(All)	▼
VARIETAL	(All)	▼
SIZE	(All)	▼
ORIGIN	(All)	▼
PRICE	(All)	▼

## The Ranking Report Includes

- \$ Sales
- \$ Sales actual change vs year ago
- \$ Sales % change
- 9 Liter equivalent sales
- 9 Liter equivalent sales actual change vs YA
- 9 Liter equivalent sales % change
- All commodity volume
- All commodity volume YA



# RANKING REPORT

**DATA SELECTION**

TIME 52 WEEKS ENDING DEC0118.4

MARKET ALB/SFY SO CAL DIV CEN TA

SUPPLIER (All)

Search

(All)

- ACCOLADE WINES
- ADLER FELS
- ALL OTHER COMPANIES
- AVENIU BRANDS
- BACARDI
- BANFI VINTNERS
- BEAM SUNTORY

☐ Select Multiple Items

OK Cancel

## Available Data Selections

Use the search boxes to easily find and filter for desired data

- Time (L4W, L13W, L26W, L52W)
- Market
- Supplier
- Brand
- Size
- Country of Origin
- Price Tier
- Varietal

## Available Summary Tabs

The report includes 5 different tabs to provide a quick data summary

- Item
- Brand
- Supplier
- Varietal
- Price Tier

IELSEN SCAN DATA

2 WEEKS ENDING DEC0118.4

LB/SFY SO CAL DIV CEN TA

ITEM	\$ SALES	\$
J CHRD CA V-R V WT DDT 750 ML	\$5,700,598	
A CREMA CHRD SCS V WT DDT 750 ML	\$4,154,552	
JTTER CHRD CA V WT DDT 750 ML	\$3,974,718	
JSTIN CB-S PSR V RED DDT 750 ML	\$3,936,451	
AMARCA IM PRSCO XD SP 750 ML	\$3,738,256	
L-E 7 OAKS CB-S V RED DDT 750 ML	\$3,347,141	
CP IM CHM WT BR SP 750 ML	\$3,182,186	
IEIOMI P-N MCSBC SC V RED DDT 750 ML	\$3,015,363	
L-E RVSTN CHRD V WT DDT 750 ML	\$2,614,915	
DB CHRD V WT DDT 750 ML	\$2,555,242	
M-CRWFD NZ SV-B WT IDT 750 ML	\$2,477,612	
/BRM CHRD V WT DDT 1.5LITER	\$2,359,064	
ING-AT RED CA G RED DDT 750 ML	\$2,211,663	
RBL DM CHM BR SP 750 ML	\$2,188,261	
HNDN DM WT WT BR CLS SP 750 ML	\$2,084,952	
IRDN CHRD SBC V WT DDT 750 ML	\$2,033,722	
DSH CB-S CA V RED DDT 750 ML	\$2,021,306	
ITEM	BRAND	SUPPLIER
	VARIETAL	PRICE TIER

nielsen  
CONNECTED  
PARTNER



WINE B.I.  
Business Intelligence, focused.

# RANKING REPORT

## Brand Tab

NIELSEN SCAN DATA 52 WEEKS ENDING DEC0118.4 (All)										
BRAND	DOLLAR SALES			EQ VOLUME			ACV			
	\$ SALES	\$ SALES CHG	\$ % CHG	EQ SALES	EQ SALES CHG	EQ % CHG	ACV	ACV YA		
BAREFOOT	\$722,366,389	\$1,471,561	0%	10,788,508	(12,961)	0%	44	43		
WOODBIDGE	\$362,242,639	\$2,387,757	1%	5,776,079	68,332	1%	41	41		
FRANZIA	\$356,732,866	\$3,825,819	1%	13,050,951	116,740	1%	32	32		
SUTTER HOME	\$303,115,906	\$4,147,007	1%	4,921,126	17,476	0%	37	38		
YELLOW TAIL	\$278,828,286	\$4,538,504	2%	4,339,956	95,476	2%	49	47		
KENDALL-JACKSON	\$245,477,734	\$12,024,869	5%	1,697,783	96,431	6%	36	36		
BLACK BOX	\$244,580,600	\$28,470,374	13%	4,151,541	484,563	13%	57	47		
JOSH	\$210,021,197	\$55,182,891	36%	1,393,904	354,672	34%	50	41		
CHATEAU STE MICHELLE	\$209,750,789	\$9,451,924	5%	1,794,673	94,841	6%	38	35		
CUPCAKE VINEYARDS	\$201,930,940	\$3,177,979	2%	1,858,377	50,076	3%	51	49		
BOTA	\$192,824,170	\$29,768,082	18%	3,433,139	541,589	19%	39	37		
APOTHIC	\$190,282,809	\$2,527,132	1%	1,671,182	(8,591)	-1%	59	49		
MENAGE A TROIS	\$189,428,489	\$640,053	0%	1,655,716	3,770	0%	49	45		
BERINGER	\$170,414,872	(\$26,673,210)	-14%	2,800,585	(494,806)	-15%	29	29		

## Supplier Tab

NIELSEN SCAN DATA 52 WEEKS ENDING DEC0118.4 (All)										
SUPPLIER	DOLLAR SALES			EQ VOLUME			ACV			
	\$ SALES	\$ SALES CHG	\$ % CHG	EQ SALES	EQ SALES CHG	EQ % CHG	ACV	ACV YA		
E&J GALLO	\$2,427,688,273	(\$18,459,887)	-1%	36,382,990	(1,600,279)	-4%	27	27		
CONSTELLATION	\$1,920,303,206	\$35,330,844	2%	22,897,145	203,031	1%	24	24		
ALL OTHER COMPANIES	\$1,791,757,771	\$185,113,716	12%	14,946,782	1,485,862	11%	3	3		
THE WINE GROUP	\$973,218,749	\$4,045,262	0%	22,722,635	(130,113)	-1%	19	19		
TRINCHERO FAMILY	\$671,492,847	\$8,933,183	1%	8,033,417	46,562	1%	25	25		
DEUTSCH FAMILY	\$555,898,195	\$57,070,941	11%	6,159,543	407,500	7%	30	28		
TREASURY WINE ESTATES	\$523,853,649	(\$10,726,453)	-2%	6,096,084	(479,034)	-7%	17	18		
STE MICHELLE ESTATES	\$461,173,903	\$6,204,991	1%	3,834,522	47,900	1%	18	17		
JACKSON FAMILY WINES	\$413,209,555	\$21,949,000	6%	2,530,147	144,996	6%	18	18		
DFV WINES	\$366,017,641	\$35,114,673	11%	5,019,133	643,804	15%	16	16		
RIBOLI FAMILY WINES	\$158,176,727	\$31,223,566	25%	1,191,299	222,724	23%	17	15		
FETZER VINEYARDS	\$155,238,254	(\$12,257,741)	-7%	1,945,203	(192,341)	-9%	14	15		
MOET & HENNESSY USA	\$147,254,597	\$1,398,149	1%	395,743	(7,929)	-2%	8	8		
BROWN-FORMAN	\$145,482,990	\$153,353	0%	932,057	(4,049)	0%	24	24		

## Varietal Tab

NIELSEN SCAN DATA 52 WEEKS ENDING DEC0118.4 (All)										
VARIETAL	DOLLAR SALES			EQ VOLUME			ACV			
	\$ SALES	\$ SALES CHG	\$ % CHG	EQ SALES	EQ SALES CHG	EQ % CHG	ACV	ACV YA		
CHARDONNAY	\$2,056,394,710	\$19,502,577	1%	25,136,265	(237,310)	-1%	12	12		
CABERNET SAUVIGNON	\$1,948,785,460	\$88,667,544	5%	19,406,687	367,355	2%	12	12		
OTHER RED BLEND	\$1,281,215,802	\$83,523,686	7%	14,542,456	695,337	5%	6	6		
PINOT GRIGIO/PINOT GRIS	\$924,164,359	\$10,611,373	1%	12,050,792	195,858	2%	14	14		
PINOT NOIR	\$872,433,052	\$34,248,548	4%	7,162,885	108,184	2%	11	11		
SAUV BLANC/FUME	\$723,826,252	\$47,827,705	7%	6,491,483	292,723	5%	11	11		
OTHER SPARKLING	\$661,973,336	\$62,703,097	10%	4,705,895	302,257	7%	9	8		
MERLOT	\$585,070,461	(\$34,923,296)	-6%	8,597,864	(567,946)	-6%	11	12		
(blank)	\$582,810,384	\$33,924,048	6%	9,958,047	296,628	3%	6	6		
MUSCAT/MOSCATO	\$565,514,323	(\$14,020,094)	-2%	8,471,241	(298,483)	-3%	12	12		
ROSE	\$380,016,455	\$139,731,131	58%	3,402,171	1,290,192	61%	8	5		
OTHER CHAMPAGNE	\$356,578,358	\$8,726,410	3%	3,542,785	(419)	0%	30	29		
WHITE ZINFANDEL	\$217,505,349	(\$15,967,753)	-7%	4,671,776	(388,473)	-8%	17	18		
RIESLING	\$200,346,113	(\$8,061,337)	-4%	2,272,005	(100,718)	-4%	6	6		

## Price Tier Tab

NIELSEN SCAN DATA 52 WEEKS ENDING DEC0118.4 (All)										
PRICE TIER	DOLLAR SALES			EQ VOLUME			ACV			
	\$ SALES	\$ SALES CHG	\$ % CHG	EQ SALES	EQ SALES CHG	EQ % CHG	ACV	ACV YA		
\$0-\$3.99	\$951,552,391	(\$20,146,473)	-2%	29,115,778	(1,017,466)	-3%	16	17		
\$10-\$14.99	\$4,514,325,173	\$223,979,474	5%	34,735,169	1,611,125	5%	9	9		
\$15-\$19.99	\$1,047,142,489	\$134,975,834	15%	5,164,096	711,407	16%	6	6		
\$20+	\$659,914,401	\$75,634,167	13%	2,175,940	302,688	16%	4	4		
\$4-\$6.99	\$3,173,549,134	(\$52,371,557)	-2%	52,405,847	(707,556)	-1%	16	17		
\$7-\$9.99	\$783,869,686	(\$52,696,632)	-6%	8,099,474	(598,921)	-7%	8	9		
No Price Tier Assigned	\$1,710,199,498	\$114,495,313	7%	18,051,262	627,782	4%	7	7		
Grand Total	\$12,840,552,772	\$423,870,126	3.4%	149,747,566	929,059	0.6%	8	8		

All tabs include the search box options

All tabs include a subtotal at the bottom



DATA SELECTION	
TIME	52 WEEKS ENDING DEC0118.4
MARKET	(All)
SUPPLIER	(All)
BRAND	(All)
VARIETAL	(All)
SIZE	(All)
ORIGIN	(All)
PRICE	(All)

# CATEGORY REVIEW

---

## The Category Review Overview

The Category Review is a way to analyze the performance of a category and expose opportunity for your products. This tool can be used to give retailers suggestion on how the categories and overall business performance can be improved. The Category Review can be drilled down to many different levels to display a topline or granular review of a category.

### Best Uses of the Category Review Reports

- Index of a category by varietal, price tier, or both
- Dollar opportunity of a category by varietal, price tier, or both
- Health of a category vs rest of market
- Gap to competitive market

This report includes your top 20 markets and can filtered to display different time periods, markets and rest of markets, and package side.

# CATEGORY REVIEW

## Overview Tab

Publix Florida Div Central vs. Publix Florida ROM \$ Share Index

Top 10 Varietals in Publix Florida-RMA	TOTAL	\$0 - \$3.99	\$4-6.99	\$7-9.99	\$10-14.99	\$15-19.99	\$20-29.99	\$30-39.99	\$40+
Cabernet	108	102	121	103	102	93	102	296	35
Chardonnay	92	144	115	99	106	91	138	177	28
Red Blends	98	451	111	94	121	148	151	170	82
Pinot Noir	79	4	118	113	99	90	276	526	55
Sauvignon Blanc	105	120	113	82	129	88	73	1197	0
Merlot	116	140	132	91	84	77	65	517	69
Rose	92	152	88	91	87	113	185	0	108
Malbec	83	0	120	121	85	222	6725	0	0
White Zinfandel	130	118	98	0	6	0	0	0	78
White Moscato	83	18	114	88	113	0	403	0	76

DATA SELECTION	
TIME	52 WEEKS ENDING DEC0118.4
MARKET	Publix Florida Dv Central
ROM	Publix Florida ROM
SIZE	ALL

Publix Florida Div Central vs. Publix Florida ROM Performance Gaps

Top 10 Varietals in Publix Florida Div Central		TOTAL	\$0 - \$3.99	\$4-6.99	\$7-9.99	\$10-14.99	\$15-19.99	\$20-29.99	\$30-39.99	\$40+
Cabernet	Publix Florida Div Central	6.7%	-9.3%	-8.2%	6.0%	16.9%	26.1%	23.5%	13.3%	-17.3%
	Publix Florida ROM	10.6%	-6.3%	-2.6%	5.5%	20.0%	26.6%	16.3%	17.7%	-9.6%
	Gap	-3.9%	3.0%	5.6%	0.5%	-3.1%	-0.5%	7.2%	-4.4%	-7.7%
Chardonnay	Publix Florida Div Central	3.6%	-3.5%	-5.2%	2.8%	20.0%	8.0%	-5.0%	11.6%	-25.0%
	Publix Florida ROM	3.3%	-11.0%	-3.9%	-5.3%	20.3%	5.4%	-3.5%	-10.5%	-0.9%
	Gap	0.3%	7.5%	1.3%	8.1%	-0.3%	2.6%	1.5%	22.1%	-24.1%
Red Blends	Publix Florida Div Central	12.7%	1.5%	-3.8%	13.5%	1.9%	76.0%	144.2%	79.1%	-5.8%
	Publix Florida ROM	13.7%	-15.3%	-0.8%	10.3%	4.2%	69.2%	73.3%	198.0%	4.9%
	Gap	-1.0%	16.8%	3.0%	3.2%	-2.3%	6.8%	70.9%	-118.9%	-10.7%
Pinot Noir	Publix Florida Div Central	4.1%	-22.2%	-10.7%	-3.6%	20.1%	6.6%	66.4%	25.3%	-9.0%
	Publix Florida ROM	9.4%	-4.9%	-4.0%	-2.9%	24.8%	13.3%	39.6%	16.5%	-13.4%
	Gap	-5.3%	-17.3%	-6.7%	-0.7%	-4.7%	-6.7%	26.8%	8.8%	4.4%
Sauvignon Blanc	Publix Florida Div Central	8.2%	-4.2%	-2.2%	5.9%	17.3%	-1.6%	-9.0%	17.4%	0.0%
	Publix Florida ROM	10.8%	-12.4%	-0.5%	6.4%	18.4%	9.2%	-17.7%	18.0%	0.0%
	Gap	-2.6%	8.2%	1.7%	-0.5%	-1.1%	-10.8%	8.7%	-0.6%	0.0%
Merlot	Publix Florida Div Central	-4.4%	-5.6%	-11.2%	0.8%	18.1%	-7.2%	-13.7%	4.7%	-16.5%
	Publix Florida ROM	-2.6%	-6.8%	-11.2%	-8.3%	21.6%	3.6%	-17.2%	-31.8%	-5.4%
	Gap	-1.8%	1.2%	0.0%	9.1%	-3.5%	-10.8%	3.5%	36.5%	-11.1%
Publix Florida Div Central		100.8%	-1.5%	50.1%	70.0%	268.6%	663.6%	154.4%	-67.4%	7.6%

Use the overview tab to get a snapshot of the varietal/price tier index or performance gaps to rest of market

OVERVIEW

VARIETAL SUMMARY

PRICE TIER SUMMARY

PRIORITIZED ITEMS

+

nielsen  
CONNECTED  
PARTNER



WINE B.I.  
Business Intelligence, focused.



# CATEGORY REVIEW

## Varietal Summary Tab

Varietal-Price Tier	Publix Florida Dv Central				Publix Florida ROM				\$ Share	Gap Analysis	
	\$ Sales	\$ Chg vs YA	% Chg vs YA	\$ Share of Varietal	\$ Sales	\$ Chg vs YA	% Chg vs YA	\$ Share of Varietal		Gap to Comp Market	Dollar Opp
Cabernet	\$119,990,157	\$7,496,543	6.7%	18.7%	\$24,341,253	\$2,334,689	10.6%	17.3%	108.2		
\$0 - \$3.99	\$2,097,528	(\$215,154)	-9.3%	1.7%	\$417,955	(\$28,155)	-6.3%	1.7%	101.8	0.0%	\$0
\$4-6.99	\$26,809,477	(\$2,403,533)	-8.2%	22.3%	\$4,490,014	(\$118,705)	-2.6%	18.4%	121.1	-3.9%	\$0
\$7-9.99	\$36,889,164	\$2,089,746	6.0%	30.7%	\$7,248,509	\$380,400	5.5%	29.8%	103.2	-1.0%	\$0
\$10-14.99	\$30,656,563	\$4,440,384	16.9%	25.5%	\$6,076,210	\$1,010,820	20.0%	25.0%	102.4	-0.6%	\$0
\$15-19.99	\$10,818,730	\$2,242,569	26.1%	9.0%	\$2,368,638	\$497,987	26.6%	9.7%	92.7	0.7%	\$857,466
\$20-29.99	\$3,611,637	\$687,857	23.5%	3.0%	\$719,643	\$100,749	16.3%	3.0%	101.8	-0.1%	\$0
\$30-39.99	\$3,420,182	\$401,615	13.3%	2.9%	\$234,077	\$35,254	17.7%	1.0%	296.4	-1.9%	\$0
\$40+	\$509,366	(\$106,335)	-17.3%	0.4%	\$297,909	(\$31,534)	-9.6%	1.2%	34.7	0.8%	\$959,176
All Other	\$5,177,510	\$359,394	7.5%	4.3%	\$2,488,296	\$487,874	24.4%	10.2%	42.2	5.9%	\$7,088,540
Chardonnay	\$110,039,177	\$3,828,315	3.6%	17.2%	\$26,348,269	\$834,718	3.3%	18.7%	91.6		
\$0 - \$3.99	\$5,704,760	(\$206,822)	-3.5%	5.2%	\$949,414	(\$117,174)	-11.0%	3.6%	143.9	-1.6%	\$0
\$4-6.99	\$34,133,510	(\$1,859,851)	-5.2%	31.0%	\$7,091,620	(\$289,568)	-3.9%	26.9%	115.2	-4.1%	\$0
\$7-9.99	\$23,571,790	\$640,086	2.8%	21.4%	\$5,674,488	(\$315,339)	-5.3%	21.5%	99.5	0.1%	\$126,768
\$10-14.99	\$27,953,758	\$4,660,244	20.0%	25.4%	\$6,321,808	\$1,065,570	20.3%	24.0%	105.9	-1.4%	\$0
\$15-19.99	\$8,726,527	\$648,064	8.0%	7.9%	\$2,285,957	\$117,031	5.4%	8.7%	91.4	0.7%	\$820,393
\$20-29.99	\$2,056,072	(\$109,235)	-5.0%	1.9%	\$357,344	(\$13,121)	-3.5%	1.4%	137.8	-0.5%	\$0
\$30-39.99	\$1,564,705	\$169,257	11.6%	1.4%	\$211,960	(\$24,835)	-10.5%	0.8%	176.8	-0.6%	\$0
\$40+	\$1,113,864	(\$372,203)	-25.0%	1.0%	\$954,628	(\$8,597)	-0.9%	3.6%	27.9	2.6%	\$2,872,982
All Other	\$5,214,190	\$264,776	5.3%	4.7%	\$2,501,049	\$420,750	20.2%	9.5%	49.9	4.8%	\$5,231,026
Chianti	\$7,995,117	\$196,550	2.5%	1.2%	\$1,202,587	(\$32,938)	-2.7%	0.9%	145.9		
\$0 - \$3.99	\$373,637	(\$31,752)	-7.8%	4.7%	\$469	(\$1,088)	-69.9%	0.0%	11983.1	-4.6%	\$0
\$4-6.99	\$1,133,462	\$161,190	16.6%	14.2%	\$88,561	\$1,972	2.3%	7.3%	192.9	-6.8%	\$0
\$7-9.99	\$2,286,557	\$113,325	5.2%	28.6%	\$381,438	(\$15,948)	-4.0%	31.7%	90.2	3.1%	\$249,344
\$10-14.99	\$2,310,077	\$6,617	0.3%	28.9%	\$480,488	(\$3,651)	-0.8%	40.0%	72.3	11.1%	\$884,335
\$15-19.99	\$733,366	(\$112,247)	-13.3%	9.2%	\$129,486	(\$20,225)	-13.5%	10.8%	85.2	1.6%	\$127,491
\$20-29.99	\$997,130	\$109,832	12.4%	12.5%	\$119,640	\$5,984	5.3%	9.9%	125.4	-2.5%	\$0
\$30-39.99	\$160,888	(\$50,416)	-23.9%	2.0%	\$2,706	\$16	0.6%	0.2%	894.3	-1.8%	\$0
\$40+	\$0	\$0	0.0%	0.0%	\$0	\$0	0.0%	0.0%	0.0	0.0%	\$0
All Other	\$0	\$0	0.0%	0.0%	\$0	\$0	0.0%	0.0%	0.0	0.0%	\$0
Malbec	\$13,455,823	(\$60,551)	-0.4%	2.1%	\$3,575,371	\$31,777	0.9%	2.5%	82.6		
\$0 - \$3.99	\$1,853,791	(\$71,718)	-3.7%	13.8%	\$411,860	(\$22,747)	-5.2%	11.5%	119.6	-2.3%	\$0
\$7-9.99	\$6,925,135	\$103,004	1.5%	51.5%	\$1,521,383	(\$101,648)	-6.3%	42.6%	120.9	-8.9%	\$0
\$10-14.99	\$2,635,332	(\$283,817)	-9.7%	19.6%	\$819,058	\$31,186	4.0%	22.9%	85.5	3.3%	\$447,173
\$15-19.99	\$871,074	\$19,176	2.3%	6.5%	\$104,129	\$2,655	2.6%	2.9%	222.3	-3.6%	\$0

OVERVIEW

VARIETAL SUMMARY

PRICE TIER SUMMARY

PRIORITIZED ITEMS



## Price Tier Summary Tab

Varietal-Price Tier	Publix Florida Dv Central				Publix Florida ROM				\$ Share	Gap Analysis	
	\$ Sales	\$ Chg vs YA	% Chg vs YA	\$ Share of Varietal	\$ Sales	\$ Chg vs YA	% Chg vs YA	\$ Share of Varietal		Gap to Comp Market	Dollar Opp
\$0 - \$3.99	\$29,862,340	(\$1,083,083)	-3.5%	4.7%	\$3,998,424	(\$427,472)	-9.7%	2.8%	163.9		
Cabernet	\$2,097,528	(\$215,154)	-9.3%	7.0%	\$417,955	(\$28,155)	-6.3%	10.5%	67.2	3.4%	\$1,023,980
Chardonnay	\$5,704,760	(\$206,822)	-3.5%	19.1%	\$949,414	-117,174	-11.0%	23.7%	80.5	4.6%	\$1,385,965
Chianti	\$373,637	(\$31,752)	-7.8%	1.3%	\$469	(\$1,088)	-69.9%	0.0%	10667.0	-1.2%	\$0
Malbec											
Merlot	\$2,652,183	(\$156,254)	-5.6%	8.9%	\$357,224	(\$25,932)	-6.8%	8.9%	99.4	0.1%	\$15,754
Blush Moscato	\$268	\$249	1353.0%	0.0%	\$0	\$0	0.0%	0.0%	0.0	0.0%	\$0
Red Moscato	\$0	\$0	0.0%	0.0%	\$135	\$135	0.0%	0.0%	0.0	0.0%	\$1,008
White Moscato	\$136,758	(\$45,155)	-24.8%	0.5%	\$198,792	\$1,065	0.5%	5.0%	9.2	4.5%	\$1,347,926
Pinot Grigio	\$70,589	(\$61,041)	-46.4%	0.2%	\$391,077	(\$34,416)	-8.1%	9.8%	2.4	9.5%	\$2,850,180
Pinot Noir	\$25,537	(\$7,303)	-22.2%	0.1%	\$167,350	(\$8,629)	-4.9%	4.2%	2.0	4.1%	\$1,224,321
Red Blends	\$2,662,788	\$40,011	1.5%	8.9%	\$131,832	(\$23,742)	-15.3%	3.3%	270.4	-5.6%	\$0
Riesling	\$105	\$95	952.0%	0.0%	\$0	\$0	0.0%	0.0%	0.0	0.0%	\$0
Rose	\$884,988	(\$13,685)	-1.5%	3.0%	\$138,258	(\$2,575)	-1.8%	3.5%	85.7	0.5%	\$147,596
Sauvignon Blanc	\$1,181,883	(\$52,397)	-4.2%	4.0%	\$206,134	(\$29,062)	-12.4%	5.2%	76.8	1.2%	\$357,634
Shiraz	\$214	(\$1,223)	-85.1%	0.0%	\$1,693	(\$12,487)	-88.1%	0.0%	1.7	0.0%	\$12,430
White Blends	\$2,897	(\$3,567)	-55.2%	0.0%	\$9,433	(\$19,219)	-67.1%	0.2%	4.1	0.2%	\$67,554
White Zinfandel	\$2,313,276	(\$215,817)	-8.5%	7.7%	\$330,602	(\$14,036)	-4.1%	8.3%	93.7	0.5%	\$155,834
Zinfandel	\$58,842	\$38,813	131613.1%	0.1%	\$9,089	\$9,089	0.0%	0.2%	57.2	0.1%	\$29,039
\$4-6.99	\$192,254,969	(\$11,808,427)	-5.8%	30.0%	\$36,619,046	(\$1,197,301)	-3.2%	26.0%	115.2		
Cabernet	\$26,809,477	(\$2,403,533)	-8.2%	13.9%	\$4,490,014	(\$118,705)	-2.6%	12.3%	113.7	-1.7%	\$0
Chardonnay	\$34,133,510	(\$1,859,851)	-5.2%	17.8%	\$7,091,620	-289,568	-3.9%	19.4%	91.7	1.6%	\$3,098,459
Chianti	\$1,133,462	\$161,190	16.6%	0.6%	\$88,361	\$1,972	2.3%	0.2%	244.3	-0.3%	\$0
Malbec	\$1,853,791	(\$71,718)	-3.7%	1.0%	\$411,860	(\$22,747)	-5.2%	1.1%	85.7	0.2%	\$308,530
Merlot	\$17,659,035	(\$2,233,545)	-11.2%	9.2%	\$2,530,436	(\$318,466)	-11.2%	6.9%	132.9	-2.3%	\$0
Blush Moscato	\$3,998,586	\$43,663	1.1%	2.1%	\$983,538	\$83,542	9.3%	2.7%	77.4	0.6%	\$1,165,122
Red Moscato	\$1,341,578	\$21,223	1.6%	0.7%	\$493,348	(\$1,320)	-0.3%	1.3%	51.8	0.6%	\$1,248,566
White Moscato	\$8,312,657	(\$724,593)	-8.0%	4.3%	\$1,915,900	(\$139,804)	-6.8%	5.2%	82.6	0.9%	\$1,746,078
Pinot Grigio	\$38,033,294	(\$1,235,616)	-3.1%	19.8%	\$5,714,963	(\$244,449)	-4.1%	15.6%	126.8	-4.2%	\$0
Pinot Noir	\$10,377,270	(\$1,247,989)	-10.7%	5.4%	\$2,444,213	(\$100,793)	-4.0%	6.7%	80.9	1.3%	\$2,455,180
Red Blends	\$8,483,787	(\$339,667)	-3.8%	4.4%	\$1,700,914	(\$14,242)	-0.8%	4.6%	95.0	0.2%	\$446,243
Riesling	\$2,629,213	(\$354,092)	-11.9%	1.4%	\$1,092,425	(\$105,601)	-8.8%	3.0%	45.8	1.6%	\$3,106,167
Rose	\$1,913,700	\$638,332	50.1%	1.0%	\$515,170	\$286,660	125.4%	1.4%	70.8	0.4%	\$791,013
Sauvignon Blanc	\$7,617,568	(\$173,748)	-2.2%	4.0%	\$1,410,139	(\$6,655)	-0.5%	3.9%	102.9	-0.1%	\$0
Shiraz	\$3,593,313	(\$640,657)	-15.1%	1.9%	\$426,954	(\$57,724)	-11.9%	1.2%	160.3	-0.7%	\$0
White Blends	\$1,317,493	(\$211,594)	-13.8%	0.7%	\$225,500	(\$64,486)	-22.2%	0.6%	111.3	-0.1%	\$0

OVERVIEW

VARIETAL SUMMARY

PRICE TIER SUMMARY

PRIORITIZED ITEMS



nielsen  
CONNECTED  
PARTNER



- Use the varietal summary tab to deep dive into category opportunities
- Investigate the categories by price tier summary or varietal summary

WINE B.I.  
Business Intelligence, focused.

# CATEGORY REVIEW

## Prioritized Items Tab

Varietal-Price Tier	Publix Florida Div Central				Publix Florida ROM				\$ Share Index	Gap Analysis	
	\$ Sales	\$ Chg vs YA	% Chg vs YA	\$ Share of Varietal	\$ Sales	\$ Chg vs YA	% Chg vs YA	\$ Share of Varietal		Gap to Comp Market	Dollar Opp
Red Blends \$7-9.99	\$34,937,112	\$4,153,110	13.5%	57.7%	\$8,310,910	\$775,839	10.3%	61.5%	93.8	3.8%	\$2,295,437
Cabernet \$7-9.99	\$36,889,164	\$2,089,746	6.0%	30.7%	\$7,248,509	\$380,400	5.5%	29.8%	103.2	-1.0%	(\$1,157,654)
Rose \$10-14.99	\$3,809,884	\$2,776,139	268.6%	24.6%	\$1,033,978	\$851,386	466.3%	28.2%	87.4	3.5%	\$547,936
Cabernet \$10-14.99	\$30,656,563	\$4,440,384	16.9%	25.5%	\$6,076,210	\$1,010,820	20.0%	25.0%	102.4	-0.6%	(\$703,898)
Chardonnay \$10-14.99	\$27,953,758	\$4,660,244	20.0%	25.4%	\$6,321,808	\$1,065,570	20.3%	24.0%	105.9	-1.4%	(\$1,551,775)
Pinot Noir \$7-9.99	\$17,817,742	(\$674,491)	-3.6%	31.0%	\$4,402,718	(\$131,112)	-2.9%	27.6%	112.6	-3.5%	(\$1,987,893)
White Moscato \$4-6.99	\$8,312,657	(\$724,593)	-8.0%	71.5%	\$1,915,900	(\$139,804)	-6.8%	62.6%	114.3	-9.0%	(\$1,040,514)
Pinot Grigio \$7-9.99	\$13,062,077	\$1,108,812	9.3%	18.3%	\$3,535,203	\$155,140	4.6%	23.8%	77.0	5.5%	\$3,911,606
Chardonnay \$7-9.99	\$23,571,790	\$640,086	2.8%	21.4%	\$5,674,488	(\$315,339)	-5.3%	21.5%	99.5	0.1%	\$126,768
Pinot Grigio 4.50+ BOX	\$4,754,714	\$338,911	7.7%	6.7%	\$2,067,629	\$365,391	21.5%	13.9%	47.9	7.3%	\$5,172,659
Sauvignon Blanc 4.50+ BOX	\$436,392	\$417,636	2226.6%	1.0%	\$308,856	\$260,123	533.8%	3.3%	29.6	2.3%	\$1,035,515
Chardonnay 4.50+ BOX	\$5,214,190	\$264,776	5.3%	4.7%	\$2,501,049	\$420,750	20.2%	9.5%	49.9	4.8%	\$5,231,026
Malbec \$10-14.99	\$2,635,332	(\$283,817)	-9.7%	19.6%	\$819,058	\$31,186	4.0%	22.9%	85.5	3.3%	\$447,173
Merlot \$7-9.99	\$9,092,452	\$76,342	0.8%	23.5%	\$1,889,313	(\$171,020)	-8.3%	25.9%	90.8	2.4%	\$924,320
Pinot Noir 4.50+ BOX	\$1,566,368	\$641,090	69.3%	2.7%	\$1,127,701	\$421,963	59.8%	7.1%	38.6	4.3%	\$2,488,249
White Zinfandel \$4-6.99	\$9,063,937	(\$259,804)	-2.8%	71.5%	\$1,557,661	(\$73,215)	-4.5%	73.0%	98.0	1.4%	\$181,168
Sauvignon Blanc \$10-14.99	\$15,684,552	\$2,315,691	17.3%	34.7%	\$2,550,137	\$396,358	18.4%	26.9%	129.1	-7.8%	(\$3,531,431)
Red Blends 4.50+ BOX	\$1,112,843	\$370,509	49.9%	1.8%	\$1,012,551	\$479,658	90.0%	7.5%	24.5	5.7%	\$3,423,346
White Blends \$7-9.99	\$2,972,096	(\$142,469)	-4.6%	37.6%	\$933,511	\$63,428	7.3%	60.3%	62.4	22.7%	\$1,793,640
Sauvignon Blanc \$7-9.99	\$16,281,084	\$906,716	5.9%	36.0%	\$4,182,689	\$250,240	6.4%	44.1%	81.7	8.1%	\$3,652,247
Blush Moscato \$10-14.99	\$122,113	\$122,113	0.0%	3.0%	\$24,521	\$24,474	\$2667.0%	2.4%	121.8	-0.5%	(\$21,866)
Cabernet 4.50+ BOX	\$5,177,510	\$359,394	7.5%	4.3%	\$2,488,296	\$487,874	24.4%	10.2%	42.2	5.9%	\$7,088,540
Riesling 4.50+ BOX	\$23,262	(\$12,659)	-35.2%	0.2%	\$6,209	\$3,613	139.2%	0.2%	121.6	0.0%	(\$4,138)
Blush Moscato 4.50+ BOX	\$0	\$0	0.0%	0.0%	\$0	\$0	0.0%	0.0%	0.0	0.0%	\$0
Merlot \$10-14.99	\$4,773,739	\$730,675	18.1%	12.4%	\$1,070,850	\$190,460	21.6%	14.7%	84.1	2.3%	\$903,701
White Blends \$10-14.99	\$468,663	(\$59,848)	-11.3%	5.9%	\$59,290	\$2,687	4.7%	3.8%	154.8	-2.1%	(\$165,977)
Merlot 4.50+ BOX	\$2,243,455	\$84,500	3.9%	5.8%	\$903,532	\$149,172	19.8%	12.4%	46.8	6.6%	\$2,546,897
Zinfandel \$15-19.99	\$1,094,922	\$302,952	38.3%	16.0%	\$192,477	\$82,382	74.8%	12.3%	129.5	-3.6%	(\$249,599)
Cabernet \$4-6.99	\$26,809,477	(\$2,403,533)	-8.2%	22.3%	\$4,490,014	(\$118,705)	-2.6%	18.4%	121.1	-3.9%	(\$4,675,962)
Zinfandel \$10-14.99	\$2,362,306	(\$409,460)	-14.8%	34.5%	\$663,178	\$31,370	5.0%	42.5%	81.1	8.0%	\$550,247
Red Moscato \$4-6.99	\$1,341,578	\$21,223	1.6%	100.0%	\$493,348	(\$1,320)	-0.3%	100.0%	100.0	0.0%	(\$367)
Rose \$4-6.99	\$1,913,700	\$638,332	50.1%	12.4%	\$515,170	\$286,660	125.4%	14.0%	88.1	1.7%	\$257,544
Shiraz \$4-6.99	\$3,593,313	(\$640,657)	-15.1%	71.7%	\$426,954	(\$57,724)	-11.9%	40.6%	176.4	-31.1%	(\$1,556,170)
Pinot Grigio \$10-14.99	\$6,718,751	\$1,578,983	30.7%	9.4%	\$1,879,060	\$250,607	15.9%	12.3%	76.8	7.9%	\$2,034,365

OVERVIEWVARIETAL SUMMARYPRICE TIER SUMMARYPRIORITIZED ITEMS

DATA SELECTION	
TIME	52 WEEKS ENDING DEC0118.4
MARKET	Publix Florida Div Central
ROM	Publix Florida ROM
SIZE	ALL

### Available Data Selections

Use the search boxes to easily find and filter for desired data

- Time (L4W, L13W, L26W, L52W)
- Market
- Rest of Market
- Package Size

Use the prioritized items tab to gain an immediate understanding on what categories present the most opportunity

# EXECUTIVE SUMMARY

---

## The Executive Summary Overview

The Executive Summary is a brief overview of your business in multiple accounts. It provides a summarized version of the Item Ranking report. The Executive Summary is most useful for users to rapidly become acquainted with the business without having to dig into granular data.

### Best Uses of the Executive Summary Report

- Health of business in each account
- Distribution gains and losses by account
- Price integrity of products

This report includes your top 20 markets and can be filtered to display different time periods, brands, size, country of origin, price tier, or varietal.

# EXECUTIVE SUMMARY

CARBON CANYON WINERY										
26 WEEKS ENDING DEC0118										
MARKET	DOLLAR SALES			EQ VOLUME			ACV		PRICING	
	\$SALES	\$SALES CHG	%CHG	EQSALES	QSALES	EQ%CHG	ACV	%CHG	APP	\$CHG
Total US XAOC	\$ 24,509	\$ 11,879	94%	97	41	74%	53%	16%	\$ 27.31	\$ (2.74)
AOC	\$ 14,782	\$ 10,394	237%	59	36	160%	33%	4%	\$ 26.25	\$ 0.04
ALB/SFW NOR CAL	\$ 16,077	\$ (529)	-3%	64	(2)	-3%	63%	-2%	\$ 30.07	\$ 1.33
ALB/SFW SO CAL	\$ 27,526	\$ 7,516	38%	109	26	31%	58%	-3%	\$ 26.22	\$ (0.03)
ALB/SFW JEWEL	\$ 26,359	\$ 8,756	50%	105	30	41%	28%	18%	\$ 24.57	\$ 0.18
ALB/SFW UNITED	\$ 27,092	\$ 1,577	8%	108	5	3%	36%	8%	\$ 25.12	\$ 1.97
ALB/SFW SOUTHERN	\$ 34,694	\$ (142)	0%	138	(0)	0%	57%	1%	\$ 28.88	\$ 4.51
ALB/SFW SOUTHWEST	\$ 19,338	\$ 8,376	76%	77	29	61%	49%	15%	\$ 24.35	\$ 1.12
ALB/SFW SHAW'S	\$ 17,221	\$ 1,114	7%	68	4	8%	41%	7%	\$ 29.44	\$ (1.06)
WFM NOR CAL	\$ 32,475	\$ 10,180	46%	129	35	38%	49%	17%	\$ 30.12	\$ 2.22
WFM SO CAL	\$ 32,177	\$ 5,084	19%	128	18	16%	32%	7%	\$ 29.13	\$ 4.41
WFM TEXAS	\$ 34,174	\$ 8,549	33%	136	30	28%	74%	12%	\$ 24.56	\$ 1.22
PUBLIX FLORIDA	\$ 19,277	\$ 3,475	22%	76	12	19%	55%	10%	\$ 25.08	\$ 0.10
PUBLIX NORTH	\$ 30,855	\$ 216	1%	122	1	1%	79%	-7%	\$ 29.12	\$ 1.37
AD HOLD	\$ 30,932	\$ 5,321	21%	123	18	18%	65%	20%	\$ 25.06	\$ 2.24
GIANT EAGLE	\$ 26,517	\$ 8,426	47%	105	29	39%	31%	11%	\$ 24.13	\$ 0.11
TOTAL WINE	\$ 33,751	\$ (1,023)	-3%	134	(4)	-3%	75%	-7%	\$ 28.71	\$ 1.33
CVS CORP	\$ 29,322	\$ 3,644	14%	116	13	12%	78%	7%	\$ 31.76	\$ 0.98
HY-VEE	\$ 13,781	\$ 644	5%	55	2	4%	67%	20%	\$ 27.22	\$ 1.22
SAVEMART	\$ 26,590	\$ 7,700	41%	106	27	34%	41%	7%	\$ 29.01	\$ 0.07

DATA SELECTION	
TIME	26 WEEKS ENDING DEC0118.4
ITEM	(All)
BRAND	CARBON CANYON
VARIETAL	(All)
SIZE	(All)
ORIGIN	(All)
PRICE	(All)

## Available Data Selections

Use the search boxes to easily find and filter for desired data

- Time (L4W, L13W, L26W, L52W)
- Brand
- Size
- Country of Origin
- Price Tier
- Varietal

## The Executive Summary Includes

Select up to 20 different markets

- \$ Sales actual change vs year ago
- \$ Sales % change
- 9 Liter equivalent sales
- 9 Liter equivalent sales actual change vs YA
- 9 Liter equivalent sales % change
- All commodity volume
- All commodity volume % change vs YA
- Average retail price
- Average retail price actual change vs YA

nielsen

CONNECTED  
PARTNER



**WINE B.I.**  
Business Intelligence, focused.

# MEETING SUPPORT AND ON-GOING TRAINING

## New Item Presentations (Example see slide 14)

- 3 presentations per quarter
- No more than 5 items per presentation, no more than 1 page per item
- New items decks to include but not limited to; category performance, item performance, dollar opportunities, and item forecasting
- PowerPoint template, bottle shots, trade marketing materials, and pricing information to be provided by customer
- Client will give consultant no less than 10 business days notice before presentation is needed

## Business Reviews (Example see slide 15)

- 3 presentations per quarter
- No more than 5 pages per presentation
- Business reviews can include but are not limited to; supplier overviews, category and opportunity summaries, item performance overviews, and causal reporting
- PowerPoint template, bottle shots, trade marketing materials, and pricing information to be provided by customer
- Client will give consultant no less than 10 business days notice before presentation is needed

## On-Going Training

- Wine B.I. offers support and training to client's employees to ensure maximum benefit of data and insights
- Trainings are typically offered but not limited to; webinar and group classes





# 2016 Carbon Canyon Pinot Noir

## Category Opportunity

- Table wine \$30-39.99 is **+17%** in Jewel Osco
- Pinot Noir is the **#3** best selling varietal in the \$30-39.99 price tier, with 18% share
- Pinot Noir is the **#1** varietal for growth in the \$30-39.99 price tier at **+66%**, contributing more than \$36k in dollar gains L52W
  - In ROM, Pinot Noir \$30-39.99 is trending and **+87%**
  - Jewel Osco is under indexed vs ROM in Pinot Noir sales for the price tier by 7%
  - Closing the gap to ROM for Pinot Noir \$30-39.99 results in a 52W dollar opportunity of **\$31k**
  - Jewel Osco has a limited assortment of Pinot Noir in the price tier, only 4 items scanning

## Tasting Notes and Item Specs

A delicate ruby color and bright aromas of strawberry, cherry, and wildflower, reveal this wine's Sonoma Russian River spirit of round, extravagant fruit, along with notes of green tea and Sonoma County structure, cooperate with its long and rolling tannins. Poised and sophisticated, the wine is spirited throughout the developing and peppery finish.

### Winemaking

- Hand-harvested grapes
- 100% Pinot Noir
- 10% whole clusters
- Native yeast and malolactic
- Harvest: August 2016
- Aged 10 months in French oak barrels
- 14.3% ABV

## Key Reasons to Add

- Total US xAOC Carbon Canyon is **+48%**
- Total US xAOC Carbon Canyon is the **#2** dollar gaining Pinot Noir in the \$30-39.99 price tier
- In Jewel Osco ROM, Carbon Canyon Pinot Noir is on fire at **+110%**
- In Jewel Osco ROM, Carbon Canyon Pinot Noir is a top 5 selling \$30-39.99 Pinot Noir item and is the **#1** best selling item in the category that Jewel Osco does not have in the set
- The 52W forecast for Carbon Canyon Pinot Noir is **\$19,345** adding an additional \$21.50 dollars per store per week if approved in all cluster 1 stores

Suggested Retail: \$31.99

**SAMPLE NEW ITEM DECK**



# Supplier Overview

LATEST 26 WEEKS	PUBLIX FL				PUBLIX ROM			
SUPPLIER	\$CURRENT	\$CHG	%CHG	\$SHARE	\$CURRENT	\$CHG	%CHG	\$SHARE
CONSTELLATION	\$83,222,404	\$3,186,409	4.0%	23.2%	\$319,099,704	(\$3,818,212)	-1.2%	21.1%
E&J GALLO	\$73,544,273	\$412,922	0.6%	15.8%	\$244,697,756	\$26,474,278	12.1%	19.0%
<b>CARBON CANYON</b>	<b>\$46,062,905</b>	<b>\$7,174,624</b>	<b>18.4%</b>	<b>14.5%</b>	<b>\$244,667,210</b>	<b>\$10,504,704</b>	<b>4.5%</b>	<b>18.1%</b>
THE WINE GROUP	\$26,693,830	\$3,799,929	16.6%	13.3%	\$132,821,134	\$2,493,428	1.9%	15.4%
DEUTSCH FAMILY	\$26,296,764	\$3,006,160	12.9%	11.7%	\$90,424,990	\$1,358,705	1.5%	9.0%
STEMICHELLE ESTATES	\$21,262,105	\$4,041,655	23.5%	11.6%	\$69,976,205	\$6,157,710	9.6%	11.6%
TREASURY WINE ESTATES	\$20,880,134	(\$1,431,725)	-6.4%	5.0%	\$64,791,838	(\$1,869,998)	-2.8%	12.1%
TRINCHERO FAMILY	\$19,109,298	\$338,692	1.8%	1.7%	\$59,533,670	\$1,608,971	2.8%	1.8%
DFV WINES	\$17,665,567	\$4,254,634	31.7%	0.6%	\$52,524,630	\$2,399,626	4.8%	1.0%
JACKSON FAMILY WINES	\$13,609,675	\$1,031,981	8.2%	0.6%	\$49,800,947	\$5,423,314	12.2%	7.0%

- Carbon Canyon is the 3rd largest wine partner to Publix, bringing almost \$100 million in sales to the Publix business annually
- Table wine is +2% in Publix, Carbon Canyon is outpacing the price tier and is +18.5%
- Publix is under-indexed in Carbon Canyon Wines by 3.9%, representing a demand for the Carbon Canyon portfolio in Publix ROM, creating an opportunity to grow the brand in Publix

**SAMPLE BUSINESS REVIEW**