

MARKET WATCH

IMPACT

HOT

PROSPECTS

AWARDS

**"HOT PROSPECTS" THRIVE IN
TOUGH TIMES.**

"Despite downward pricing pressure, which hit imports especially hard, many of 2009's imported wine Hot Prospects command prices of at least \$10. Lower-priced honorees include Le Grand Noir from France (a newcomer this year)"



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OCTOBER 2010



IMPACT DATABASE

"HOT PROSPECTS" THRIVE IN TOUGH TIMES.

BRAND	COMPANY	ORIGIN/TYPE	2006	2007	2008	2009	PERCENTAGE CHANGE		
							2006-2007	2007-2008	2008-2009
Segura Viudas	Freixenet USA	Spanish Sparkling	130	150	170	197	15.4%	13.3%	15.9%
Oyster Bay	Delegat USA	New Zealand Table	45	140	155	190	+	10.7	22.6
Layer Cake	Vintage Point	Imported Table ³	8	42	66	183	+	57.1	+
Feudo Arancio	Prestige Wine Imports Corp	Italian Table	60	85	120	153	41.7	41.2	27.5
Cono Sur	Vineyard Brands Inc	Chilean Table	20	90	125	150	+	38.9	20.0
Terrazas de los Andes	Moet-Hennessy USA	Argentine Table	60	80	96	119	33.3	20.0	24.0
Hob Nob	WJ Deutsch & Sons	French Table	-	19	85	119	+	+	40.0
Anakena	Evaton	Chilean Table	25	51	79	106	+	54.9	34.2
Don Miguel Gascon	E&J Gallo Winery	Argentine Table	-	20	65	105	+	+	61.5
Down Under by Crane Lake	Domaine Napa Wine Co (Bronco)	Australian Table	-	-	-	98	-	-	+
Crios	Vine Connections	Argentine Table	29	31	62	92	6.9	100.0	48.4
Perrin	Vineyard Brands Inc	French Table	52	53	57	84	1.9	7.5	47.4
Trivento	Banfi Vintners	Italian Table	-	17	35	81	+	+	+
Gazela Vinho Verde	Evaton	Portuguese Table	31	50	53	73	61.3	6.0	37.7
Lunetta Prosecco	Palm Bay International	Italian Sparkling	*	31	52	73	+	67.7	40.4
Conquista	Prestige Wine Group	Argentine Table	16	31	56	72	93.8	80.6	28.6
Finca Flichman	Evaton	Argentine Table	30	37	50	68	23.3	35.1	36.0
Le Grand Noir	Prestige Wine Group	French Table	32	39	49	61	21.9	25.6	24.5
Navarro Correas	Diageo Chateau & Estates Wines Co	Argentine Table	25	31	33	58	24.0	6.5	75.8
Dona Paula ²	Vineyard Brands Inc	Argentine Table	13	19	29	57	46.2	52.6	96.6
Starling Castle	Prestige Wine Group	German Table	26	37	44	53	42.3%	18.9	20.5
Natura	Banfi Vintners	Chilean Table	-	25	42	50	+	68.0%	19.0%

*LESS THAN 500 CASES

¹CRITERIA: DEPLETIONS OF AT LEAST 50,000 CASES BUT NOT OVER 200,000 CASES IN 2009, WITH AT LEAST 15% DEPLETIONS GROWTH IN 2009 AND CONSISTENT GROWTH IN 2007 AND 2008.

²EXCLUDES LOS CARDOS.

³INCLUDES WINE FROM AUSTRALIA, ARGENTINA, ITALY, FRANCE AND CALIFORNIA.

SOURCE: IMPACT DATABANK