

# MARKET WATCH



IMPACT

**HOT**

**PROSPECTS**

AWARDS

**BACK TO BACK**

**2009 & 2010**

# MARKET WATCH

OCTOBER 2011



## IMPACT DATABASE

BRAND	COMPANY	ORIGIN/TYPE	2007	2008	2009	PERCENTAGE CHANGE			
						2006-2007	2007-2008	2008-2009	2009-2010
Bartenura	Royal Wine Company	Italian Table <sup>3</sup>	121	126	146	179	4.1%	15.9%	22.9%
HobNob	WJ Deutsch & Sons	French Table	19	85	119	160	+	40.0	34.5
Cantine Riondo	Riondo USA	Italian Table <sup>3</sup>	51	73	95	146	43.1	30.1	53.7
Don Miguel Gascon	E&J Gallo Winery	Argentine Table	20	65	105	140	+	61.5	33.3
Down Under Cellars	Domaine Napa Wine Co (Bronco)	Australian Table	-	19	98	114	+	+	16.3
Matua Valley	Treasury Wine Estates Americas	New Zealand Table	76	85	93	114	11.8	9.4	22.6
Catena	Winebow	Argentine Table	75	89	98	113	18.7	10.1	15.3
New Age	Quintessential Wines	Argentine Table	7	19	78	112	+	+	43.6
Fünf	Schmitt Söhne USA	German Table	21	28	40	109	33.3	42.9	+
Lunetta Prosecco	Palm Bay International	Italian Sparkling	31	52	73	103	67.7	40.4	41.1
Campo Viejo	Pernod Ricard USA	Spanish Table	54	77	84	96	42.6	8.4	15.6
Caposaldo	Kobrand Corp	Italian Table <sup>3</sup>	49	64	80	92	30.6	25.0	15.0
M Chapoutier	Terlato Wines International	French Table	60	68	75	90	13.3	10.3	20.0
Finca Flichman	Evaton	Argentine Table	37	50	68	90	35.1	36.0	32.4
Trivento <sup>1</sup>	Excelsior Wine Co <sup>2</sup>	Argentine Table	17	35	68	90	+	94.3	32.4
Gazela Vinho Verde	Evaton	Portuguese Table	50	53	73	87	6.0	37.7	19.2
Santa Julia	Winesellers Ltd	Argentine Table	45	67	75	86	49.1	11.6	15.0
Yellow Tail Bubbles	WJ Deutsch & Sons	Australian Sparkling	40	55	59	84	37.5	7.3	42.4
Conquista	Prestige Wine Group	Argentine Table	31	56	72	83	80.6	28.6	15.3
Pillar Box	Quintessential Wines	Australian Table	3	48	54	80	+	12.5	48.1
Indaba	Cape Classics	South African Table	36	47	64	75	30.6	36.2	17.2
Starborough	E&J Gallo Winery	New Zealand Table	-	20	50	75	+	+	50.0
<b>Starling Castle</b>	<b>Prestige Wine Group</b>	<b>German Table</b>	<b>26</b>	<b>37</b>	<b>44</b>	<b>53</b>	<b>42.3%</b>	<b>18.9</b>	<b>20.5</b>
Stellina di Notte	Diageo Chateau & Estates Wine Co	Italian Table <sup>3</sup>	7	32	48	64	+	50.0	33.3
Colores del Sol	Treasury Wine Estates Americas	Argentine Table	-	-	42	64	-	+	52.4
Vino dei Fratelli	Quintessential Wines	Italian Table <sup>3</sup>	2	7	28	54	+	+	92.9
Clean Slate	Winebow	German Table	35	39	43	51	11.4%	10.3	18.6
Gancia	The Other Wine & Spirits Co	Italian Sparkling	5	22	42	50	+	90.9%	19.0%
Andes Peaks Select	Banfi Vintners	Chilean Table	-	-	24	50	-	+	+
Las Rocas	E&J Gallo Winery	Spanish Table	-	-	10	50	-	+	+
La Marca Prosecco	E&J Gallo Winery	Italian Sparkling	-	-	5	50	-	+	+

\*LESS THAN 500 CASES

<sup>1</sup>CRITERIA: 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.

<sup>2</sup>EXCLUDES LOS CARDOS.

<sup>3</sup>INCLUDES WINE FROM AUSTRALIA, ARGENTINA, ITALY, FRANCE AND CALIFORNIA.

SOURCE: IMPACT DATABANK