



# WINEMETRICS

## 2011 On-Premise Wine Distribution Report

Featuring 2010-2011 Trend Analysis



WINEMETRICS

# Table of Contents

<b>Table of Contents</b>	1		
Introduction	2	<b>BY THE GLASS DISTRIBUTION</b>	
New Report Features/ About Winemetrics	3	By The Glass Distribution Overview	76-78
About Our On-Premise Sample	4	Top 100 Brands On-Premise BTG	79-80
List of Restaurant Chains/Groups Sample	5	Top 100 Producers/Varieties BTG	81-82
<b>BY THE BOTTLE DISTRIBUTION</b>		Chardonnay	83-84
By The Bottle Analysis Summary	6-8	Cabernet Sauvignon	85-86
Top 100 Brands On-Premise By the Bottle	9-10	Merlot	87-88
Top 100 Producer/Variety BTB	11-12	Pinot Noir	89-90
Cabernet Sauvignon	13-14	Pinot Grigio/Gris	91-92
Chardonnay	15-16	Sauvignon Blanc	93-94
Merlot	17-18	Riesling	95-96
Pinot Noir	19-20	Syrah/Shiraz	97-98
Bordeaux Blend	21-22	Sangiovee	99-100
Sauvignon Blanc	23-24	Zinfandel	101
Pinot Gris/Grigio	25-26	Rosé/Blush	102-103
Syrah/Shiraz	27-28	Sparkling	104-105
Sangiovese	29-30	Malbec	106-107
Riesling	31-32	Red Blends	108-109
Zinfandel	33-34	White Blends	110
Rosé/Blush	35-36	Moscato Bianco	111
Sparkling	37-38		
		<b>Distribution by Country of Origin, Type, Variety and Brand</b>	
Malbec	39-40	United States - All Regions	112-114
Red Blend	41-42	US - California	115-117
White Blend	43-44	US - Washington	118-119
Moscato Bianco	45-46	US - Oregon	120-121
<b>Distribution by Country of Origin, Type, Variety and Brand</b>		Italy	122-123
United States - All Regions	47-49	Australia	124-125
US - California	50-52	France	126-127
US - Washington	53-54	New Zealand	128-129
US - Oregon	55-56	Chile	130-131
Italy	57-59	Argentina	132-133
France	60-62	Spain	134-135
Australia	63-64	Germany	136
New Zealand	65-66	South Africa	137-138
Chile	67-68		
Argentina	69-70		
Spain	71-72		
Germany	73		
South Africa	74-75		

## Introduction

This is our fourth edition of **Winemetrics** *On-Premise Wine Distribution Report*. We have compressed the collection and delivery time considerably in order to provide our clients with more actionable information. This report is based on wine list data compiled in the last quarter of 2011 and the first quarter of 2012.

The continued recession has been particularly hard on the restaurant industry. According to CHD-Expert, a global foodservice market research firm, the full-service restaurant market declined by 12,000 operators, nearly 4%, in 2011. While consumers spent more in restaurants than in the two previous years, their spending focused on casual dining as fine dining restaurants shrank by 4.6% in 2011.

The state of the restaurant industry has prompted us to modify our restaurant sample, substituting bankrupt and declining chains with those that have greater long term growth potential. We have replaced approximately 14 percent of the chains and restaurant groups we monitor to capture leading edge wine list trends. Despite an overall decline of 5% of the chains monitored in our 2011 report, the organic growth of the chains we have retained plus the larger average lists of the replacements have resulted in a 7% increase in overall by-the-bottle listings and a 27% increase in by-the-glass listings. The BTG increase can also be attributed to increased BTG offerings by the accounts in our sample and better data collection from chains that do not list BTG offering on their BTB lists. By focusing our attention on the nation's most dynamic chains we are enhancing the value of our report as these will continue to be the greatest source of on-premise wine sales.

To accommodate this one-time correction caused by this much needed sample adjustment, we have added an additional column to our data tables indicating a percentage of total for each category. This will provide an objective comparison of how well a brand, variety, region or price segment fared in 2011 as a percentage of the total versus 2010. Also we have adjusted the % Change column of each table to reflect the differences in the percentages of total columns, not the raw data.

Should you wish to acquire more detailed information about specific US markets or wine varieties, regions or brands, please contact us at [info@winemetrics.com](mailto:info@winemetrics.com).

Charles Gill  
Founder & CEO  
Winemetrics LLC  
[www.winemetrics.com](http://www.winemetrics.com)

## New Features in this Report

Given the larger body of data accumulated for this report, we have added a % Total column in each table to compare the changes of each data segment based on the % of the total, not the raw data. Also, the % Change column is now based on the difference between the 2011 and 2010 % Total columns, not the #Listings data. Note that in the table below, the Red, Still portion of our sample increased in # Listings yet actually fell on a percentage basis which is reflected in the % Change column.

<b>BTB Wine Type</b>	<b>2011</b>	<b>% Total</b>	<b>2010</b>	<b>% Total</b>	<b>% Change</b>
<b>All, Sparkling</b>	1841	4.7%	1938	5.3%	-11.1%
<b>Red, Still</b>	23295	59.5%	22122	60.4%	-1.4%
<b>Rose, Still</b>	1137	2.9%	1070	2.9%	-0.5%
<b>White, Still</b>	12675	32.4%	11431	31.2%	3.8%
<b>Other</b>	189	0.5%	68	0.2%	160.1%
<b>Total</b>	39137		36629		

## About Winemetrics

**Winemetrics** is the leading source of on-premise wine information and analysis, and provides the most complete, objective wine market intelligence available. The founder of Winemetrics, Charles Gill, has 30 years of experience at all levels of the wine industry and has been providing on-premise wine distribution analysis to the industry for the past decade.

This year we will be producing an enhanced version of our Chain Restaurant Report, increasing its coverage to 150 chains and restaurant groups nationwide. We will also offer clients the option of analyzing a particular chain's wine list for specific distribution opportunities based on a client's brand portfolio.

More information and demos of our leading-edge products are found at [www.winemetrics.com](http://www.winemetrics.com), or email us anytime at [info@winemetrics.com](mailto:info@winemetrics.com).

## About Our On-Premise Sample

From November 2011 to March 2012, we once again sampled a representative group of wine lists from over 165 national and regional chains and restaurant groups. This 800+ account sample represents approximately 8000 restaurants nationwide and provides a very real picture of the wines being ordered and consumed on-premise. As in our 2010 report, we used guidelines to more accurately capture the highest volume wines. We have reduced the influence of library wines, vertical selections and other luxury wines that often have a significant wine list presence but represent far less dollar volume in this economic climate. We continue to use the standards below in creating our survey:

- Establishing an upper limit of 500 unique wines and lower limit of 12 unique wines on each sampled list
- Not including separate reserve wine lists in our sample
- Eliminating vertical reserve lists of older vintages
- Capturing representative samples of national chains to account for their size and importance in the on-premise wine market

This year we replaced approximately 14% of the chains in our survey, due closures, bankruptcies or lack of updated online information. In each case, substituted restaurants were of the same type (e.g. Casual Dining) and cuisine (e.g. Seafood) and contained basically the same number of unique wines. Also, we have expanded our search for by-the-glass data among accounts that may not list this information on the wine list itself. This has resulted, along with the organic growth of wine lists and the increase in the number of units of the chains we monitor, in a BTG increase of 30%.

A list of the national and regional chains and restaurant groups is included on the following page.

Also, please note that as we are including both *By the Bottle (BTB)* and *By the Glass (BTG)* distribution analysis in this report, all graphs and tables will be labeled *BTB* or *BTG* to indicate the source of the data.

## List of Major Restaurant Chains/Groups Used in Our Sample

Anthony's Coal Fired Pizza	Grand Lux Café	Pastini Pastaria
Bahama Breeze	Granite City	Patina Restaurant Group
Bandera	Green Mill	Patsy Grimaldi's
Bar Louie	Grillsmith	PF Chang's China Bistro
Benihana	Hennessey's	Phillips Seafood
Bertucci's	Hillstone	Piatti
Biaggi's	Hooked on Harry's	Quaintance-Weaver
BJ's Brewhouse	Houlihan's	Quarterdeck
Black Angus	Houston's	RA Sushi
BlackFinn	Il Fornaio	Ram Brewery
Bobby Van's	Islamorada Fish Company	Real Seafood
Bonefish Grill	J. Alexanders	Red Lobster
Bravo Cucina Italiana	J. Gilbert's	Redstone American Grill
Brio Tuscan Grille	Joe's American Bar & Grill	Rockbottom
Bristol/Devon Seafood	Joey	Romano's Macaroni Grill
Buca di Beppo	Johnny's Italian Steakhouse	Rosebud Restaurants
Burton's Grill	Keg Steakhouse	Roy's
CA Pizza Kitchen	Kimpton Resturants	Ruby Tuesday's
Cameron-Mitchell	Kincaid's	Russo's NY Pizza
Cantina Laredo	King's Fish House	Ruth's Chris
Canyons	Kona Grill	Salt Creek Grille
Capital Grille	Landry's Seafood	Saltgrass Steakhouse
Carino's Italian Grill	Lark Creek Restaurants	Seasons 52
Carraba's	Legal Seafood	Select Restaurants
Cattlemens	LEYE Restaurants	Shulas
Champps	Ling & Louies	Skipjacks
Charleston's	Longhorn Steakhouse	Spaghetti Warehouse, The
Charlie Brown's	Louise's Trattoria	Spencer's
Chart House	MacKay Group	Stanford's
Cheesecake Factory	Maggiano's	Starr Restaurants
Chin Chin	Maria's Italian Kitchen	Stefani Restaurants
China Grill Mgmt.	Market Broiler	Stonewood Grill & Tavern
Chophouse of NC	Marmalade Café	Stoney River Steaks
Chuck's Steakhouse	McCormick & Schmick's	Sullivan's
Claim Jumper	Melting Pot, The	Sushi Samba
Clyde's	Mimi's Café	Tahoe Joe's
Copeland's	Mitchell's	Ted's Montana Grill
Craft	Mon Ami Gabi	Texas de Brazil
Crave	Morton's	Texas Land & Cattle
Daily Grill	Nobu	The Chophouse
Duke's Chowderhouse	North	The Palm
Elephant Bar & Restaurant	Not Your Average Joe's	Tommy Bahama
Finn & Porter	Ocean Prime	Tony Roma's
Firebirds Rocky Mtn. Grill	Oceanaire	Truluck's
Fishmarket	Olive Garden	Uno Chicago Grill
Flanigan's	One Group	Village Tavern
Flemings	Osha Thai	Weber Grill
Fogo de Chao	Outback Steakhouse	Wildfire
Francesca's	Palomino	Wolfgang Puck
Gallagher's	Papa Razzi	Wood Ranch
George Martin	Pappadeaux Seafood Kitchens	Yardhouse
Gordon Biersch	Pappa's Seafood House	Zios Italian

## Part I: By the Bottle (BTB) Distribution Analysis

### By The Bottle (BTB) Analysis Summary

#### *Breakdown by Wine Type*

Red still wine, dipped below 60% of listings for the first time in our surveys, with white wines picking up the difference. Rose remained steady with 3% of listings and sparkling dropped over 10%.

#### BTB Listings by Wine Type

	2011		2010		% Change
	# Listings	% Total	# Listings	% Total	
All, Sparkling	1841	4.7%	1938	5.3%	-11.1%
Red, Still	23295	59.5%	22122	60.4%	-1.4%
Rose, Still	1137	2.9%	1070	2.9%	-0.5%
White, Still	12675	32.4%	11431	31.2%	3.8%
Other	189	0.5%	68	0.2%	160.1%
Total	39137		36629		

#### *Breakdown by Country of Origin*

The United States, while posting a listings increase, fell 2% in percentage of all listings. Big winners in both number and percentage of listings were Argentina, New Zealand and Spain. It also appears that Australia has engineered a turn around with a healthy 6% increase over last year. Surprisingly, Chile suffered a 15% decline, largely due to the surging popularity of cheap, well-crafted reds from Argentina and Spain. France continues to lose ground but appears to have slowed its decline after last year's 10% drop. South Africa achieved modest listing growth while declining as a percentage of total volume.

#### BTB Listings by Country

	2011		2010		% Change
	# Listings	% Total	# Listings	% Total	
US	24893	63.6%	23666	64.6%	-1.6%
Italy	6248	16.0%	5516	15.1%	6.0%
France	2587	6.6%	2600	7.1%	-6.9%
Australia	1925	4.9%	1693	4.6%	6.4%
Argentina	914	2.3%	760	2.1%	12.6%
New Zealand	713	1.8%	592	1.6%	12.7%
Chile	535	1.4%	591	1.6%	-15.3%
Spain	577	1.5%	492	1.3%	9.8%
Germany	352	0.9%	322	0.9%	2.3%
South Africa	262	0.7%	253	0.7%	-3.1%
Other	131	0.3%	144	0.4%	-14.9%
Total	39137		36629		

## BTB Breakdown by Variety

Of the top 6 varieties, half lost distribution, with Merlot taking a 12% loss in percentage of total but just a 6% drop in total listings. Sauvignon Blanc and Pinot Grigio have appeared to have reversed roles from last year. Could this be a signal that the passion for this white variety has peaked? The same may be said for Chardonnay as it declines slightly for the second year in a row. Solid increases by Pinot Noir (+2%) may mean that Merlot's days as the #3 variety on-premise are numbered. It is now at parity with Pinot Noir in our survey and a repeat performance of this year would relegate it to 4<sup>th</sup> place. Riesling listings topped those of White Zinfandel for the first time in our survey but both dipped slightly as a percentage of listings, probably victims of the surging white 'hot varieties'.

Variety	2011		2010		% Change
	# Listings	% Total	# Listings	% Total	
<b>Cabernet Sauvignon</b>	6282	16.1%	5668	15.5%	3.7%
<b>Chardonnay</b>	5226	13.4%	5077	13.9%	-3.7%
<b>Merlot</b>	3262	8.3%	3460	9.4%	-11.8%
<b>Pinot Noir</b>	3258	8.3%	3000	8.2%	1.6%
<b>Pinot Grigio</b>	2139	5.5%	2177	5.9%	-8.0%
<b>Bordeaux Blend*</b>	2137	5.5%	1914	5.2%	4.5%
<b>Sauvignon Blanc</b>	1911	4.9%	1626	4.4%	10.0%
<b>Sangiovese</b>	1702	4.3%	1668	4.6%	-4.5%
<b>Riesling</b>	1307	3.3%	1248	3.4%	-2.0%
<b>Syrah/Shiraz</b>	1256	3.2%	1253	3.4%	-6.2%
<b>Brut</b>	1218	3.1%	1222	3.3%	-6.7%
<b>Zinfandel</b>	1174	3.0%	1165	3.2%	-5.7%
<b>White Zinfandel</b>	906	2.3%	942	2.6%	-10.0%
<b>Other</b>	7375	18.8%	6152	16.8%	12.2%
<b>Total</b>	39137		36629		6.8%

\* includes all traditional Bordeaux variety blends.

The 'hot' varieties list is almost identical to last years, with Red Blends taking the place of Petite Sirah which cooled off in 2011.

### 'Hot' Varieties Growth

	# BTB Listings		
	2011	2010	% Change
<b>Malbec</b>	797	533	50%
<b>Red Blend*</b>	648	350	85%
<b>White Blend*</b>	511	294	74%
<b>Moscato Bianco</b>	514	188	173%
<b>Prosecco</b>	218	139	57%
<b>Albarino</b>	122	100	22%
<b>Chenin Blanc</b>	120	104	15%
<b>Torrontes</b>	59	41	44%
<b>Total</b>	2989	1749	71%



## BTB Breakdown by Price

The <\$25 segment suffered the largest decline as pricing pressures continue to erode this once robust segment. The \$100+ segment seemed to stabilize after last year's double-digit decline; this may be a sign that affluent consumers are increasing their on-premise spending on luxury wines. Another positive sign of a recovery is the solid growth of the \$40-\$59.99 segment which declined -5% in last year's survey.

### BTB Distribution by Wine List Price Segment

	2011		2010		% Change
	# Listings	% Total	# Listings	% Total	
No Price *	676	2%	0		
<\$25	4399	11%	6122	16.7%	-28%
\$25-\$39.99	14992	38%	13189	36.0%	14%
\$40-\$59.99	8196	21%	6760	18.5%	21%
\$60-\$100	6362	16%	6418	17.5%	-1%
\$100+	4512	12%	4140	11.3%	9%
	39137		36629		7%

### Top 100 Brands On-Premise

This has been a year of dramatic changes in wine brand ranking and there are almost too many to list in the space allocated to this section. Here is a short summary by rank segment.

#### Top 10:

- *Cultivate* is a producer that supplies Ruby Tuesday with 6 varietal wines. By virtue of the size of this chain, it has allowed this brand, which was not even listed in last year's report to capture the # 4 ranking BTB on-premise. This is an example of the power a major chain can have on a brand.
- *Francis Coppola* jumps from # 10 to #5 based on its broad portfolio acceptance across diverse chains.

#### Top 20

- J. Lohr surges from # 19 to #11 largely due to its popular Seven Oaks Cabernet Sauvignon.
- Caymus advances from #24 to #15 supported by the continuing popularity of its white blend, Conundrum
- Seven Daughters climbs from #48 to #18 as it's white blend takes hold on a number of national chain wine lists.

#### Top 30

- MacMurray Ranch rises from #49 to #29 as a result of continuing demand for its Pinot Noir.

## Zinfandel

### By The Bottle (BTB) Distribution

Zinfandel increased less than 1% in listings and lost about 6% in share. It lost distribution in all segments but the \$40-\$59.99 segment where it acquired enough distribution to offset the losses in the other price segments.

### BTB Distribution by Price

#### Zinfandel BTB by Price

	2011		2010		% Change
	# Listings	% Total	# Listings	% Total	
<\$25	61	5%	146	13%	-58.5%
\$25-\$39.99	471	40%	496	43%	-5.8%
\$40-\$59.99	415	35%	246	21%	67.4%
\$60-\$100	212	18%	257	22%	-18.1%
>\$100	15	1%	20	2%	-25.6%
	1174		1165		

## BTB Distribution by Brand

There were few surprises in the brand hierarchy of Zinfandel in 2011, with one exception. Bonterra appeared out of nowhere to capture the # 2 position behind perennial leader Ravenswood. Another surprise was the disappearance of Bogle, it was #3 in 2010 but nowhere to be found among the top 25 in 2011.

### *Top 25 BTB Zinfandel Producers*

2011				2010		
Producer	# Listings	Average Price	Rank	Producer	# Listings	Average Price
Ravenswood	278	\$31.08	1	Ravenswood	300	\$29.73
Bonterra	86	\$39.88	2	Rancho Zabaco	93	\$26.98
Seghesio	62	\$52.37	3	Bogle	90	\$20.23
Rosenblum	61	\$51.68	4	Rosenblum	54	\$49.67
Ridge	46	\$60.48	5	Ridge	53	\$61.47
Rancho Zabaco	44	\$29.22	6	Seghesio	35	\$53.51
Terra D' Oro	39	\$48.56	7	Murphy-Goode	28	\$41.46
Cline	30	\$34.43	8	Terra d'Oro	28	\$49.29
St. Francis	29	\$58.48	9	St. Francis	26	\$54.38
Frog's Leap	27	\$57.89	10	Frog's Leap	21	\$65.33
Gnarly Head	26	\$26.41	11	Kenwood	21	\$47.10
Murphy-Goode	22	\$41.18	12	Kunde	21	\$50.95
Kunde	21	\$44.42	13	Cline	20	\$27.30
Daou	19	\$63.47	14	Grgich Hills	18	\$82.67
Grgich Hills	19	\$81.74	15	Turley	17	\$95.35
Montevina	19	\$25.47	16	Edmeades	14	\$47.00
Alexander Valley Vine	18	\$37.67	17	Hartford Court	12	\$59.67
Brazin	16	\$31.00	18	Montevina	12	\$31.50
Michael David	16	\$39.31	19	Calistoga	11	\$60.09
Orin Swift	14	\$72.79	20	Cosentino	11	\$47.27
Francis Coppola	13	\$43.38	21	Klinker Brick	11	\$80.41
Turley	13	\$93.08	22	Terra D' Oro	11	\$63.36
Medusa	12	\$57.17	23	Hunnicut	10	\$65.00
Edmeades	11	\$42.09	24	Mauritson	10	\$72.30
Zig Zag	11	\$32.00	25	Coppola, Francis	9	\$46.11

## DISTRIBUTION BY COUNTRY OF ORIGIN: TYPE, VARIETY AND PRICE

### Spain BTB Distribution by Type, Variety and Price

#### Spain BTB Distribution by Type

Spain is fulfilling its potential on-premise. Long successful in the off-premise, Spain now is gaining acceptance for both its reds and whites on-premise. In 2011, it surpassed Chile to capture 7<sup>th</sup> place behind New Zealand.

Spain BTB by Type	2011		2010		% Change
	# Listings	% Total	# Listings	% Total	
Sparkling	34	6%	28	6%	4%
Red, Still	389	67%	344	70%	-3%
Rose, Still	4	1%	4	1%	-14%
White, Still	147	25%	115	23%	9%
Total	577		494		17%

#### Spain BTB Distribution by Variety

Tempranillo and its blends still comprise over half of Spain's BTB distribution with Albarino accounting for another 20%. These signature varieties All varieties contributed to growth in 2011 (combining Grenache and Grenache blends as a single category).

#### Spain BTB by Variety

Spain BTB by Variety	2011		2010		% Change
	# Listings	% Total	# Listings	% Total	
Tempranillo	294	51%	257	52%	-2.1%
Albarino	118	20%	96	19%	5.2%
Cava	33	6%	28	6%	0.9%
Grenache	15	3%	24	5%	-46.5%
Grenache Blend	35	6%	15	3%	99.8%
Other	82	14%	74	15%	-5.1%
Total	577		494		

#### Spain BTB Distribution by Price

While losing distribution in the <\$25 segment, Spain more than made up for the loss in the \$25-\$39.99 segment increasing its share under \$40/bottle from 47% to 56%. Double-digit gains were also achieved in the >\$100 segment.

Spain BTB by Price	2011		2010		% Change
	# Listings	% Total	# Listings	% Total	
<\$25	17	3%	36	7%	-59.8%
\$25-\$39.99	307	53%	200	40%	31.4%
\$40-\$59.99	116	20%	99	20%	0.5%
\$60-\$100	74	13%	120	24%	-46.9%
\$100+	53	9%	37	7%	22.7%
Total	577		494		17%

## BTB Distribution by Brand

Albarino producer Martin Codax remains atop the Spanish ranking for the second year in a row. Well known Rioja producers Montecillo, Marques de Riscal and Marques de Caceres all lost distribution indicating that less traditional producers are fueling the growth of Spanish wine on-premise. In a sign that the success of Spanish wines is not all about price, luxury brand Numanthia doubled its distribution and ranking, securing the #3 spot in 2011.

### *Spain BTB Top 15 Producers*

2011				2010		
Producer	# Listings	Average Price	Rank	Producer	# Listings	Average Price
Martin Codax	56	\$32.87	1	Martin Codax	36	\$31.72
Campo Viejo	42	\$41.57	2	Montecillo	36	\$35.00
Numanthia	21	\$149.14	3	Marques de Riscal	25	\$49.44
Almira	20	\$26.00	4	Campo Viejo	18	\$66.61
Massimo	20	\$27.00	5	Marques de Caceres	17	\$60.94
Fillaboa	19	\$36.42	6	Fillaboa	15	\$28.77
Montecillo	16	\$42.50	7	Freixenet	14	\$20.92
Vall Llach	15	\$71.50	8	Tapena	14	\$21.50
Caceres, Marques De	14	\$54.83	9	Faustino Martinez, Bod	13	\$74.77
Paco & Lola	14	\$40.59	10	Numanthia	10	\$75.70
Vina Mayor	14	NA	11	Abadia Retuerta	9	\$57.78
Riscal, Marques De	13	\$46.83	12	Segura Viudas	9	\$30.67
Faustino Martinez, Bodeg	12	\$57.00	13	Roda, Bodegas	8	\$109.00
Palacios Remondo, Bodeg	12	\$48.00	14	Convento San Francisc	7	\$96.00
Muga, Bodegas	11	\$74.36	15	Vall Llach	7	\$182.00
Red Guitar	11	\$29.18	16	El Encinal, Finca	6	\$47.67

## Part II: By the Glass (BTG) Distribution Analysis

Our By The Glass (BTG) sample encompasses more than 750 accounts nationwide, with over 20,000 entries. This represents a 27% increase over 2010 which is largely due to capturing by-the-glass selections not included on or separate from the by-the-bottle wine list. Growth in the chain units that Winemetrics monitors and replacement of declining chains, nearly 15% of our sample, also contributed to this growth of BTG listings. The dramatic increase in BTG listings has compelled us to express changes in distribution as percentages of share to reflect true increases over 2010 levels.

### BTG Distribution by Type

Red still wine fell -4% in 2011 and is now below 50% of BTG distribution with the white table wines absorbing red's losses to increase 6%. Rose was off nearly -9% and Sparkling increased its distribution +2%.

#### All BTG by Type

	2011		2010		% Change
	# Listings	% Total	# Listings	% Total	
Sparkling Wine	1140	5.5%	874	5.4%	2.4%
Red Table Wine	10311	49.8%	8434	51.9%	-4.0%
Rose Table Wine	1032	5.0%	886	5.5%	-8.5%
White Table Wine	8104	39.2%	6012	37.0%	5.8%
Other	110	0.5%	44	0.3%	96.3%
	20697		16250		

## BTG Distribution by Variety

The By-the-Glass (BTG) varietal hierarchy outlined below has a few surprises. First is the growth of Sauvignon Blanc which grew 29% in distribution and jumped from 9<sup>th</sup> to 6<sup>th</sup> in BTG ranking. Less abrupt and surprising was Riesling overtaking White Zinfandel in BTG listings. Growing varieties in 2011 were Malbec which more than doubled its 2010 presence, Sauvignon Blanc which increased 29% and Pinot Noir which grew 4% in share. The biggest losses were endured by White Zinfandel (-17%), Merlot and Syrah/Shiraz (-12%), Pinot Grigio/Gris (-11%) and Zinfandel (-10%).

2011 Producer	2011		2010		% Change
	# Listings	% Total	# Listings	% Total	
Chardonnay	3066	14.8%	2608	16.0%	-7.7%
Cabernet Sauvignon	2429	11.7%	1909	11.7%	-0.1%
Merlot	1999	9.7%	1791	11.0%	-12.4%
Pinot Grigio/Gris	1699	8.2%	1499	9.2%	-11.0%
Pinot Noir	1583	7.6%	1192	7.3%	4.3%
White Zinfandel	907	4.4%	853	5.2%	-16.5%
Riesling	991	4.8%	821	5.1%	-5.2%
Sangiovese	913	4.4%	784	4.8%	-8.6%
Sauvignon Blanc	1166	5.6%	712	4.4%	28.6%
Zinfandel	600	2.9%	525	3.2%	-10.3%
Syrah/Shiraz	558	2.7%	498	3.1%	-12.0%
Brut	623	3.0%	489	3.0%	0.0%
Bordeaux Blend	392	1.9%	301	1.9%	2.3%
Malbec	540	2.6%	251	1.5%	68.9%
Other	3231	15.6%	2017	12.4%	25.8%
Total	20697		16250		

## BTG Distribution by Country

The U.S. share of the BTG market fell from 66% to 63%, while Australia, New Zealand, France, Argentina, Spain and Germany all gained share. Chile increased its BTG listing but remained at 1% share. South Africa had a very modest listings increase but experienced a decline in share. Argentina's increase was the most dramatic, doubling both listings and market share.

2011 Country	2011		2010	
	# Listings	% Total	# Listings	% Total
US	13054	63.1%	10767	66.3%
Italy	4099	19.8%	3214	19.8%
Australia	1272	6.1%	956	5.9%
New Zealand	424	2.0%	300	1.8%
France	436	2.1%	258	1.6%
Argentina	526	2.5%	216	1.3%
Chile	206	1.0%	160	1.0%
South Africa	119	0.6%	115	0.7%
Spain	244	1.2%	114	0.7%
Germany	217	1.0%	106	0.7%
Other	100	0.6%	44	0.3%
Grand Total	20697		16250	

## BTG Distribution by Price

The largest segment of BTG pricing is \$6-\$6.99 at 22%, followed closely by segments \$7-\$7.99 and \$8-\$8.99, at 17% and 16% respectively. In 2010, wines BTG priced between \$5 and \$8 dollars account for over 60% of distribution, that fell to 52% in 2011.

### All BTG by Price Segment

	2011		2010		% Change
	# Listings	% Total	# Listings	% Total	
<\$5	131	0.6%	779	4.8%	-5.1%
\$5-\$5.99	2497	12.1%	2909	17.9%	-4.2%
\$6-\$6.99	4576	22.1%	3092	19.0%	-14.4%
\$7-\$7.99	3530	17.1%	3836	23.6%	29.3%
\$8-\$8.99	3348	16.2%	2506	15.4%	17.5%
\$9-\$9.99	2352	11.4%	1335	8.2%	9.2%
\$10-\$11.99	2141	10.3%	921	5.7%	-12.1%
\$12+	2122	10.3%	872	5.4%	3.9%
	20697		16250		3.6%



## White Blends BTG Distribution

### BTG Distribution by Country

White Blends are primarily a U.S. creation, controlling 95% of distribution.

#### BTG Distribution by Country

	2011		2010		% Change
	# Listings	% Total	# Listings	% Total	
U.S.	244	94.9%	\$110.00	93.2%	1.8%
Other	13	5.1%	\$8.00	6.8%	-46.7%
Total	257		\$118.00		

### BTG Distribution by Price

Distribution of White Blends is atypical with a large percentage over \$10/glass. This is due primarily to the success of Caymus' Conundrum.

#### BTG Distribution by Price

	2011		2010		% Change
	# Listings	% Total	# Listings	% Total	
\$6-\$6.99	85	33.1%	26	22.0%	50.1%
\$7-\$7.99	24	9.3%	34	28.8%	-67.6%
\$8-\$8.99	25	9.7%	15	12.7%	-23.5%
\$9-\$9.99	19	7.4%	8	6.8%	9.0%
\$10-\$11.99	29	11.3%	12	10.2%	11.0%
\$12+	75	29.2%	23	19.5%	49.7%
Total	257		118		

### BTG Distribution by Brand

## TOP 5 WHITE BLEND BTG PRODUCERS

2010				2011		
Producer	# Lisitngs	Ave. Price	Rank	Producer	# Lisitngs	Ave. Price
Seven Daughters	110	\$7.37	1	Seven Daughters	52	\$7.48
Caymus	87	\$13.28	2	Caymus	34	\$13.58
Folie a Deux	17	\$8.43	3	Lehmann, Peter	5	\$8.30
Sokol Blosser	14	\$11.39	4	Parducci	5	\$9.00
Parducci	10	\$7.95	5	Folie a Deux	4	\$7.90
Lehmann, Peter	3	\$9.15	6	Sokol Blosser	4	\$9.69
Bouchard Finlayson	2	\$10.00	7	White Truck	4	\$7.25

## BTG DISTRIBUTION BY COUNTRY

### South Africa By the Glass Distribution by Type, Variety and Price

#### South Africa BTG Distribution by Type

South Africa's BTG distribution is has a 2:1 ration of red to white..

#### South Africa BTG by Type

	2011		2010		% Change
	# Listings	% Total	# Listings	% Total	
Red Table Wine	79	66.4%	88	76.5%	-13.2%
Rose Table Wine	1	0.8%	0	0.0%	++
White Table Wine	39	32.8%	27	23.5%	39.6%
<b>Total</b>	<b>119</b>		<b>115</b>		

#### South Africa BTG Distribution by Variety

Chenin Blanc and Sauvignon Blanc increases in distribution offset losses by Cabernet Sauvignon and Chardonnay.

## South Africa BTG by Variety

	2011		2010		% Change
	# Listings	% Total	# Listings	% Total	
Cabernet Sauvignon	69	58.0%	81	70.4%	-17.7%
Chardonnay	13	10.9%	16	13.9%	-21.5%
Chenin Blanc	8	6.7%	5	4.3%	54.6%
Sauvignon Blanc	14	11.8%	6	5.2%	125.5%
Syrah/Shiraz	4	3.4%	5	4.3%	-22.7%
Other	11	9.2%	2	1.7%	431.5%
<b>Total</b>	<b>119</b>		<b>115</b>		

## South Africa BTG Distribution by Price

Over 3/4 of BTG distribution is between \$7 and \$9, with 2/3 under \$8.

## South Africa BTG by Price

	2011		2010		% Change
	# Listings	% Total	# Listings	% Total	
\$5-\$5.99	0	0.0%	3	2.6%	-100.0%
\$6-\$6.99	5	4.2%	32	27.8%	-84.9%
\$7-\$7.99	77	64.7%	7	6.1%	++
\$8-\$8.99	13	10.9%	3	2.6%	318.8%
\$9-\$9.99	4	3.4%	65	56.5%	-94.1%
\$10-\$11.99	9	7.6%	3	2.6%	189.9%
\$12+	11	9.2%	2	1.7%	431.5%
<b>Total</b>	<b>119</b>		<b>115</b>		

## Top 5 South Africa BTG Producers

<b>2011</b>				<b>2010</b>		
<b>Producer</b>	<b># Lisitngs</b>	<b>Average Price</b>	<b>Rank</b>	<b>Producer</b>	<b># Lisitngs</b>	<b>Average Price</b>
Excelsior	67	\$7.25	<b>1</b>	Excelsior	79	\$8.82
Cape Indaba	11	\$7.50	<b>2</b>	Cape Indaba	15	\$6.58
Mulderbosch	6	\$11.83	<b>3</b>	Brampton	5	\$6.42
Raats	5	\$8.50	<b>4</b>	Raats	4	\$7.50
Beyond	3	\$10.00	<b>5</b>	Mulderbosch	3	\$11.33
Brampton	3	\$8.00	<b>6</b>	Beck, Graha	2	\$9.75
Forrester, Ke	3	\$7.00	<b>7</b>	Ellis, Neil	2	\$6.95
Mulderbosch	3	\$13.50	<b>8</b>	Forrester, Ke	2	\$7.00
Bouchard Fin	2	\$10.00	<b>9</b>	De Toren	1	\$15.00
De Toren	2	\$16.00	<b>10</b>	Jam Jar	1	\$7.00