



WINEMETRICS

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## WINEMETRICS WINE LIST REPORT CARD®

Winemetrics' Unique System for Objectively Evaluating Wine Lists.

- 1. Web Presence** – grading based on value of information provided on the chain's website – the more information the higher the grade.
  - A – website provides a complete, easily accessible, current wine list with prices, specific to individual chain units.
  - B - website provides an easily accessible, current wine list with prices
  - C - website provides an easily accessible, current wine list , prices optional
  - D – website provides partial list or merely information about the chain's wine program
  - E – wine list/program barely mentioned
  - F – No mention is made of chain's wine list or wine program
- 2. Wine List Format** – grading based on features that improve wine sales revenues based on research published by Cornell's Center for Hospitality Research.
  - A – entire wine list is included on the food menu and/or list offers recommended wines and/or limited number of wine/food pairings. Wine list mentions wine weekly or upcoming wine promotions
  - B – a portion of the wine list is included on the food menu plus the addition of one of the above features
  - C – Wine list is complete but no portion is included on the food menu. No recommendations of any type appear on the wine list
  - D – By-the-bottle and by-the-glass selections found on separate documents so diner must consult 2 sources to make a wine choice
  - E - Wine list is cumbersome to use or out-of-date
  - F - Wine list does not provide prices
- 3. Pricing** – based on Winemetrics Price Index which is based on the average price of over 25 benchmark wines commonly found on wine lists in a category. Casual, Upscale Casual and Fine Dining restaurants are compared separately. An index number is created for each chain as it compares to the average price of the benchmark wines on its list. The higher the index, the more expensive the wine list is compared to its competitive set.
  - A – wine list priced well below average – index below 90
  - B – wine list priced below average – index 90 to 97
  - C – wine list priced at an average to slightly above average price – index 98 to 110
  - D – wine list index 110 to 120
  - F – wine list index over 120

4. **Serving Size, Selection** – based on the serving sizes and selections attractive to core wine consumers as established by industry research.
  - A – wine list offer half-glasses or tastes for most or all of its BTG selections as well as wine flights. Also offers half-bottles/quartinos as well as benchmark ‘trade-up’ selections. BTG/BTB ratio is supplemental to the previous criteria and A-Rated lists have a BTG/BTB ratio over .9 for Casual, over .6 for Upscale Casual and over .3 for Fine Dining chains
  - B – wine list provides some sort of half-glass selection or multiple sizes BTG. BTG/BTB ratios must be over .85 for Casual, over .45 for Upscale Casual and .20-.30 for Fine Dining
  - C – wine list offers only BTG and 750 ml bottles, minimal half-bottles. BTG/BTB ratio between .75 and .85 for Casual, .40 to .45 for Upscale Casual and .15-.20 for Fine Dining.
  - D – No additional sizes and BTG/BTB ratio under .75 for Casual, .40 for Upscale Casual and .15 for Fine Dining.
  
5. **Regional Diversity** – Evaluations are based on segment averages with an index based on 100 point average. Grades are calculated based on a percentage above or below this average. Single country wine lists are evaluated individually for regional diversity.
  - A - Country Index over 130
  - B - Country Index 110 to 130
  - C – Country Index 88 to 110
  - D – Country Index 70 to 88
  - E – Country Index under 70
  
6. **Varietal Diversity** - Evaluations are based on segment averages with an index based on 100 point average. Grades are calculated based on a percentage above or below this average.
  - A - Country Index over 130
  - B - Country Index 110 to 130
  - C – Country Index 88 to 110
  - D – Country Index 70 to 88
  - E – Country Index under 70
  
7. **Brand/Product Diversity** – Evaluations are based on providing a broad choice for wine consumers, satisfying the needs of both value-oriented customers as well as wine-knowledgeable consumers. Points deducted for lists without a presence of well-known brands.
  - A – Wine list has a balanced array of top 100 well-known super-premium producers as well as high-quality benchmark wines to allow wine-knowledgeable consumers to trade up.
  - B – Largely top 100 producers with a few more esoteric selections
  - C- Selection limited to top 100 brands, few trade-up opportunities provided
  - D – Limited selection of mostly top 50 brands. No trade-up opportunities.
  - E – Lists composed of esoteric brands lacking in recognizable brands.