

Competitive Sales Overview

Comparison of Brand vs. Competitive Sales by Price Tier and Varietal

Geography	Brand	Channel	Reporting Month	Time Period
Los Angeles-Long Beach-San Ohio Valley Wines		ON PREMISE	NOV 2006	12 Month

Share of On Premise volume segmented by Price tier.
Indicates selected brand's performance vs. the market by price tier.

Price Tier	Brand Sales				Share		Competitive Sales			
	TY	LY	+/- Chg	% Chg	TY	LY	TY	LY	+/- Chg	% Chg
Price Tier 1	3,984	5,511	-1,527	-27.7%	2.2%	3.0%	185,408	182,764	2,644	1%
Price Tier 2	0	0	0	-	0.0%	0.0%	295,402	289,491	5,911	2%
Price Tier 3	0	0	0	-	0.0%	0.0%	166,353	175,589	-9,236	-5%
Price Tier 4	0	0	0	-	0.0%	0.0%	52,979	56,698	-3,719	-7%
Price Tier 5	0	0	0	-	0.0%	0.0%	49,056	47,344	1,712	4%
Price Tier 6	0	0	0	-	0.0%	0.0%	20,481	23,594	-3,113	-13%
Price Tier 7	0	0	0	-	0.0%	0.0%	17,855	22,097	-4,242	-19%
Total:	3,984	5,511	-1,527	-27.7%	0.5%	0.7%	787,534	797,577	-10,043	-1.3%

Share of On Premise volume segmented by Varietal.
Indicates selected brand's performance vs. the market by varietal.

Varietal	Brand Sales				Share		Competitive Sales			
	TY	LY	+/- Chg	% Chg	TY	LY	TY	LY	+/- Chg	% Chg
Cabernet	646	953	-307	-32.2%	1%	1%	125,543	125,067	476	0%
Chardonnay	2,111	2,924	-813	-27.8%	1%	1%	253,673	270,550	-16,877	-6%
Merlot	859	1,191	-332	-27.9%	1%	1%	113,173	128,768	-15,595	-12%
Other Wine Varietals	0	0	0	-	0%	0%	111,437	88,920	22,517	25%
Pinot Grigio	0	0	0	-	0%	0%	20,674	19,076	1,598	8%
Pinot Noir	0	0	0	-	0%	0%	28,211	23,919	4,292	18%
Riesling/Gewurztraminer	0	0	0	-	0%	0%	4,005	4,473	-468	-11%
Rose	368	443	-75	-16.9%	1%	1%	61,529	67,221	-5,692	-9%
Sauvignon Blanc	0	0	0	-	0%	0%	52,589	50,004	2,585	5%
Shiraz	0	0	0	-	0%	0%	12,271	13,217	-946	-7%
Zinfandel	0	0	0	-	0%	0%	4,433	6,371	-1,938	-30%
Total:	3,984	5,511	-1,527	-27.7%	0.5%	0.7%	787,538	797,586	-10,043	-1.3%

Store Front Distribution						
Acct Sold	Universe	Store Front Distribution	Acct Sold LY	LY Universe	LY Store Front Distribution	
82	5,819	1.4%	105	5,734	1.8%	

Store Front Distribution for On Premise accounts in the Los Angeles MSA

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Top distribution gap opportunity for the selected brand based on the competitive volume in the brand's price tier.

Price Tier One competitive volume.

Top Unsold Independent Accounts

Rank	Name	Address	City	St	Brand Sales		Competitive Sales	
					TY	LY	TY	LY
1	Queen Mary	1126 Queens Hwy	Long Beach	CA	0	0	1,976	1,640
2	Geisha House	6637 Hollywood Blvd	Los Angeles	CA	0	0	1,734	87
3	Balboa Bay	1221 W Coast Hwy Ste 145	Newport Beach	CA	0	0	1,653	1,791
4	Taps	101 E Imperial Hwy	Brea	CA	0	0	1,255	1,316
5	Salt Creek Grille	32802 Pacific Coast Hwy	Dana Point	CA	0	0	1,226	1,251
6	Spaghetini Rotisserie & Grill	3005 Old Ranch Pkwy	Seal Beach	CA	0	0	1,122	1,358
7	Rusty Pelican	2735 W Coast Hwy	Newport Beach	CA	0	0	1,115	972
8	Gladstones	17300 Pacific Coast Hwy	Pacific Palisades	CA	0	0	1,111	647
9	Connecter Bar	300 World Way Terminal 4	Los Angeles	CA	0	0	1,047	1,545
10	Original Fish	11061 Los Alamitos Blvd	Los Alamitos	CA	0	0	1,025	1,209
11	Wilshire Grand Hotel & Centre	930 Wilshire Blvd	Los Angeles	CA	0	0	1,025	1,003
12	Montage Resort & Spa	30801 Coast Hwy	Laguna Beach	CA	0	0	1,023	982
13	Santa Anita Race Track	285 W Huntington Dr	Arcadia	CA	0	0	985	1,001
14	Pattys Place	500 Pacific Coast Hwy Ste	Seal Beach	CA	0	0	936	1,429
15	Foxfire Restaurant	5717 E Santa Ana Canyon R	Anaheim	CA	0	0	929	968
16	Chaya Brasserie	8741 Alden Dr	Los Angeles	CA	0	0	902	989
17	Sushi Roku	8445 W 3rd St	Los Angeles	CA	0	0	893	1,447
18	Smoke House	4420 W Lakeside Dr	Burbank	CA	0	0	892	990
19	Long Beach Convention Center	300 E Ocean Blvd	Long Beach	CA	0	0	883	733
20	Tivoli Terrace	650 Laguna Canyon Rd	Laguna Beach	CA	0	0	883	646
21	Schooner Or Later	241 Marina Dr	Long Beach	CA	0	0	868	692
22	Hakata Restaurant	2830 Wilshire Blvd	Santa Monica	CA	0	0	858	62
23	Cannons	34344 Green Lantern St	Dana Point	CA	0	0	771	693
24	Fishermans	611 Avenida Victoria	San Clemente	CA	0	0	759	828
25	Lidos Pizza	15232 Victory Blvd	Van Nuys	CA	0	0	752	799
26	Dan Tanas Restaurant	9071 Santa Monica Blvd	West Hollywood	CA	0	0	747	689
27	Petros Greek Cuisine	451 Manhattan Beach Blvd	Manhattan Beach	CA	0	0	747	0
28	Harborside	400 Main St	Newport Beach	CA	0	0	745	866