

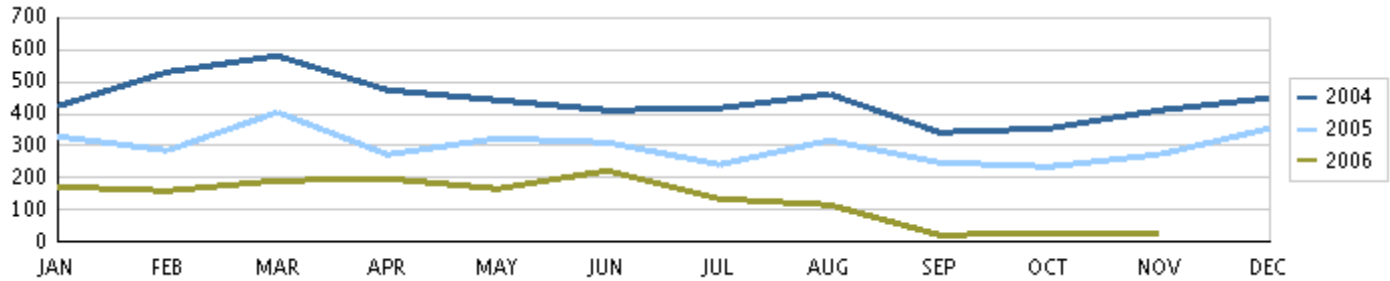
Depletions Summary

The Depletions Summary gives two years history plus YTD for the selected brand.

Geography	Brand	Case Metric	Reporting Month
CA Dist - Los Angeles	Ohio Valley Wines	Actual Cases	NOV 2006

Monthly Depletions

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2006	169	156	189	196	167	219	130	116	17	23	28		1,408
2005	329	284	402	268	322	307	237	317	244	236	274	351	3,572
2004	425	530	583	471	443	410	418	459	343	351	407	447	5,288



Gives the option to incorporate goals into the report.

Depletion Goals

LY Volume	Annual Goal	YTD Volume	% Goal Acheived	Remaining Volume to Goal
3,572	0	1,408	0%	-1,408

Year-to-Date Depletion

Product	YTD	LYTD	+/-	% Chg
OV White Zinfandel	113	316	-203	-64%
OV Merlot	314	668	-354	-53%
OV Chardonnay	715	1,613	-897	-56%
OV Cabernet Sauvignon	266	624	-359	-57%
Total:	1,408	3,221	-1,813	-56%

Gives YTD/LYTD product mix for the selected major brand.

Product Mix

