

Brand vs Competitive Sales by Channel

Geography down to the MSA level

Gives the Store Front Distribution of the selected brand for each individual Trade Channel

Brand	Geography	Reporting Month	Time Period
Fresno Vineyards	CALIFORNIA	NOV 2006	12 Month

Gives the share of the selected brand for each individual Trade Channel

TDLinx Channel Break Outs

Premise Type	Channel	Brand Sales			Share		Competitive Sales			TY Accounts Sold		
		TY	+/- LY	% Chg	TY	LY	TY	+/- LY	% Chg	Brand	Competitive	Dist %
MILITARY	Military	40	14	52%	1.2%	0.8%	3,415	91	3%	4	39	10%
	Total:	40	14	52%	1%	1%	3,415	91	3%	4	39	10%
OFF PREMISE	Category Killer	1,150	-818	-42%	1.5%	1.7%	77,641	-38,342	-33%	29	72	40%
	Cigarette Outlet	8	-7	-46%	0.5%	1.1%	1,586	239	18%	3	21	14%
	Convenience Store	3,799	333	10%	1.8%	1.7%	206,385	1,545	1%	604	3,522	17%
	Drug	25,052	-2,012	-7%	2.4%	1.9%	1,037,590	-366,883	-26%	98	393	25%
	Grocery	145,161	12,422	9%	2.8%	2.7%	5,115,341	168,631	3%	671	2,450	27%
	Liquor	9,374	331	4%	1.3%	1.2%	742,231	-25,284	-3%	1,412	4,303	33%
	Mass Merchandiser	3,197	338	12%	2.7%	2.7%	120,481	13,084	12%	168	196	86%
	Other	772	-542	-41%	0.5%	1.1%	151,773	29,603	24%	128	936	14%
	Wholesale Club	9,524	-8,254	-46%	0.7%	1.3%	1,316,254	-69,715	-5%	11	144	8%
	Total:	198,037	1,791	1%	2%	2%	8,769,282	-287,122	-3%	3,124	12,037	26%
ON PREMISE	Bar/Nightclub	2,640	-193	-7%	1.3%	1.3%	207,965	-8,033	-4%	261	4,174	6%
	Caterer	818	-136	-14%	2.1%	2.5%	38,420	-207	-1%	21	225	9%
	Dining	17,959	-2,572	-13%	1.4%	1.6%	1,270,252	-34,816	-3%	1,353	11,807	11%
	Lodging	2,445	228	10%	1.0%	0.9%	236,545	-18,655	-7%	141	1,144	12%
	Other	31	-21	-41%	0.2%	0.3%	13,831	-1,803	-12%	10	230	4%
	Recreation	1,701	-99	-5%	1.0%	1.0%	170,979	-1,458	-1%	133	1,850	7%
	Total:	25,593	-2,793	-10%	1%	1%	1,937,992	-64,972	-3%	1,919	19,430	10%
TRANSPORTATION	Transportation	0	-8	-100%	0.0%	0.2%	4,088	-72	-2%	1	24	4%
	Total:	0	-8	-100%	0%	0%	4,088	-72	-2%	1	24	4%
Total:		223,669	-996	0%	2.1%	2.0%	10,714,777	-352,076	-3%	5,048	31,530	16%

Gives the Sales of the selected brand for each individual Trade Channel

Gives the Sales of the The competitive sales for each individual Trade Channel