

IMPACT

GLOBAL NEWS
AND RESEARCH
FOR THE DRINKS
EXECUTIVE

SEPTEMBER 1 & 15, 2009

IMPACT'S "HOT PROSPECTS" – WINE

(Thousands of Nine-Liter Case Depletions)

Brand	Company	Origin/Type	2005	2006	2007	2008	Percent Change		
							2005-2006	2006-2007	2007-2008
DOMESTIC									
Snoqualmie	Ste Michelle Wine Estates	Washington Table	95	120	130	150	26.3%	8.3%	15.4%
Cellar No 8	Foster's Wine Estates Americas	California Table	60	80	105	150	33.3	31.3	42.9
Twisted	DFV Wines	California Table	5	65	115	140	+	76.9	21.7
Erath	Ste Michelle Wine Estates	Oregon Table	-	20	75	115	+	+	53.3
Bandit (a)	Rebel Wine Co/ Trinchero Family Estates	California Table	29	58	88	103	100.0	51.7	17.0
Hayman & Hill	Constellation Wines US	California Table	45	65	77	92	44.4	18.5	19.5
Little Black Dress	Brown-Forman Beverages Worldwide	California Table	-	45	70	90	+	55.6	28.6
Redtree	Cecchetti Wine Co	California Table	-	-	21	80	-	+	+
337	DFV Wines	California Table	2	12	40	68	+	+	70.0
Newton	Moët Hennessy USA	California Table	25	41	58	67	64.0	41.5	15.5
Coastal Vines	Domaine Napa Wine Co (Bronco)	California Table	-	*	15	65	+	+	+
Cupcake Vineyards	The Wine Group	California Table	-	-	20	60	-	+	+
Irony	DFV Wines	California Table	-	15	35	50	+	+	42.9

*Less than 5,000 cases

(a) Includes Three Thieves (discontinued)

(b) Includes Los Cardos

(c) Includes wines from Australia, Argentina, Italy, France and California

CRITERIA:

(1) Depletions of at least 50,000 cases but not over 200,000 in 2008

(2) At least 15% depletions growth in 2008 and consistent growth in 2006 and 2007

Source: Impact Databank