

California Market

WINE DOLLAR SHARE - BY VARIETAL 750 ML

SOURCE: IRI\INFOSCAN

CURRENT 52 WEEKS, PERIOD ENDING 9/06/09



VINTNER'S RESERVE & GRAND RESERVE

A TOP PERFORMER IN 10 CATEGORIES

Chardonnay	
Brand	Share
1. Kendall-Jackson VR	7.5
2. La Crema SC	4.7
3. Clos Du Bois	3.9
4. Meridian	2.8
5. BV Coastal	2.4

Red Blends	
Brand	Share
1. Folie a Deux Meritage	26.7
2. Kendall-Jackson VR Meritage	14.4
3. Coppola Rosso	3.7
4. Mondavi Private Selection	3.3
5. Villa Antinori Toscana	2.6

Sauvignon Blanc	
Brand	Share
1. Kendall-Jackson VR	5.7
2. Clos Du Bois	4.8
3. Nobilo	3.8
4. Ferrari Carano Fume	3.6
5. Kenwood	2.8

Merlot +\$9.99	
Brand	Share
1. Clos Du Bois	6.1
2. J. Lohr	3.8
3. Chateau Ste Michelle	4.1
4. Kendall-Jackson VR	3.5
5. Rodney Strong	3.5

Riesling	
Brand	Share
1. Chateau St. Michelle	21.9
2. Fetzer	15.6
3. Kendall-Jackson VR	7.6
4. Mondavi Private Selection	6.5
5. Firestone	3.3

Syrah / Shiraz +\$9.99	
Brand	Share
1. Clos Du Bois	10.6
2. Kendall-Jackson VR	10.4
3. Edna Valley	5.0
4. Frei Brothers	4.4
5. Qupe	4.2

Pinot Noir +\$15	
Brand	Share
1. La Crema SC	
2. Kendall Jackson VR	
3. Rodney Strong	
4. Cambria JV	
5. Wildhorse	

Zinfandel +\$9.99	
Brand	Share
1. 7 Deadly Zins	12.6
2. Bogle	8.5
3. Rosenblum Cellars	4.6
4. Kendall-Jackson VR	4.6
5. Kenwood	3.4

Chardonnay +\$15	
Brand	Share
1. La Crema SC	
2. Kendall-Jackson Grand Reserve	
3. Rombauer	
4. Sonoma Cutrer	
5. Cambria KV	

Cabernet Sauvignon +\$15	
Brand	Share
1. Kendall Jackson VR	
2. Sterling Vineyards	
3. Franciscan Oaks	
4. Hess Selections	
5. Robert Mondavi	

