

PRICE MONITORING AND MEASUREMENT FOR THE SMALL TO MEDIUM-SIZED WINERY

Presented by:

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WHAT IS PRICE MONITORING?

Price Monitoring is a method of tracking competitor prices to gain a better understanding of your price positions in the market.



WHY PRICE MONITORING

- Brand Equity
- Tracking consumer responsiveness to marketing campaigns and price changes
- Monitoring changes to the category landscape
- Monitoring avg price point for your brands as well as your competitive set.

PROCESS OF PRICE MONITORING





PROCESS OF PRICE MONITORING



PRICE MONITORING TEST CASE

Price Source:

- GFA Price Service

Parameters:

- Cabernet Sauvignon
- Napa Valley
- \$40/bottle





Wine Pricing Database - August 2018

1) Choose Report Options +

2) Choose Filters +

3) Run Report -

Report Type: **All Products**

Origin Country: USA

Origin State: California

Origin Region: North Coast

Origin Area: Napa

Origin Appellation: Napa Valley

Varietal: Cabernet Sauvignon

Size: 750 ML

Records matching selected filters: 536

Select Output: **xlsx** csv Show on Screen

Run This Report

Change Report Options

Change Filters

Start Over

	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
1	All Products Areas: Napa Varietals: Cabernet Sauvignon																	
2	Brand Name	Varietal	Category	Product	Vintage	Country	State	Region	Area	Appellation	Size	FOB Point	EST Bottle	FOB Aug 2018	FOB Jul 2018	FOB Jun 2018	FOB May 2018	FOB Apr 2018
47	Mount Veeder	Cabernet Sauvignon	Cabernet Sauvignon	13 ESTATE MV	2013	USA	California	North Coast	Napa	Napa Valley	750 ML	CA	\$40	\$242.65	\$242.65	\$242.65	\$242.65	\$242.65
48	Mount Veeder	Cabernet Sauvignon	Cabernet Sauvignon	15 NAPA VLY	2015	USA	California	North Coast	Napa	Napa Valley	750 ML	CA	\$40	\$242.65	\$242.65	\$242.65	\$242.65	\$242.65
49	Forman	Cabernet Sauvignon	Cabernet Sauvignon	10 CHAT GR ROCHE	2010	USA	California	North Coast	Napa	Napa Valley	750 ML	CA	\$40	\$240.00	\$240.00	\$240.00	\$240.00	\$240.00
50	Tobias	Cabernet Sauvignon	Cabernet Sauvignon	11 NAPA VALLEY	2011	USA	California	North Coast	Napa	Napa Valley	750 ML	CA	\$40	\$240.00	\$240.00	\$240.00	\$240.00	\$240.00
51	Honig	Cabernet Sauvignon	Cabernet Sauvignon	12 NAPA	2012	USA	California	North Coast	Napa	Napa Valley	750 ML	CA	\$40	\$240.00	\$240.00	\$240.00	\$240.00	\$240.00
52	Liparita	Cabernet Sauvignon	Cabernet Sauvignon	14 NAPA VALLEY	2014	USA	California	North Coast	Napa	Napa Valley	750 ML	CA	\$40	\$240.00	\$240.00	\$240.00	\$240.00	\$240.00
53	Whitehall Lane	Cabernet Sauvignon	Cabernet Sauvignon	12 NAPA VALLEY	2012	USA	California	North Coast	Napa	Napa Valley	750 ML	CA	\$40	\$240.00	\$240.00	\$240.00	\$240.00	\$240.00
54	Double Lariat	Cabernet Sauvignon	Cabernet Sauvignon	13 WDMAKER BLEND	2013	USA	California	North Coast	Napa	Napa Valley	750 ML	CA	\$40	\$240.00	\$240.00	\$240.00	\$240.00	\$240.00
59	Heritage	Cabernet Sauvignon	Cabernet Sauvignon	15 NAPA VALLEY	2015	USA	California	North Coast	Napa	Napa Valley	750 ML	CA	\$39	\$231.60	\$231.60	\$231.60		
60	Hollywood & Vine	Cabernet Sauvignon	Cabernet Sauvignon	12 SHORT ENDS	2012	USA	California	North Coast	Napa	Napa Valley	750 ML	CA	\$38	\$228.00	\$228.00	\$228.00	\$228.00	\$228.00
61	Flora Springs	Cabernet Sauvignon	Cabernet Sauvignon	12 NAPA VALLEY	2012	USA	California	North Coast	Napa	Napa Valley	750 ML	CA	\$38	\$225.00	\$225.00	\$225.00	\$225.00	\$225.00
62	Joseph Carr	Cabernet Sauvignon	Cabernet Sauvignon	13 RUTHERFORD	2013	USA	California	North Coast	Napa	Napa Valley	750 ML	CA	\$37	\$224.53	\$224.53	\$224.53	\$224.53	\$224.53
63	St. Clement	Cabernet Sauvignon	Cabernet Sauvignon	13 NAPA VALLEY	2013	USA	California	North Coast	Napa	Napa Valley	750 ML	CA	\$37	\$224.41	\$224.41	\$224.41	\$224.41	\$224.41
64	Banshee	Cabernet Sauvignon	Cabernet Sauvignon	11 NAPA VALLEY	2011	USA	California	North Coast	Napa	Napa Valley	750 ML	CA	\$37	\$224.00	\$224.00	\$224.00	\$224.00	\$224.00
65	Sanctuary	Cabernet Sauvignon	Cabernet Sauvignon	12 USIBELLI VYDS	2012	USA	California	North Coast	Napa	Napa Valley	750 ML	CA	\$37	\$220.00	\$220.00	\$220.00	\$220.00	\$220.00
66	Heritage	Cabernet Sauvignon	Cabernet Sauvignon	14 NAPA VALLEY	2014	USA	California	North Coast	Napa	Napa Valley	750 ML	CA	\$37	\$220.00	\$220.00	\$220.00	\$220.00	\$220.00
67	Chateau Montelena	Cabernet Sauvignon	Cabernet Sauvignon	13 CALISTOGA BTG	2013	USA	California	North Coast	Napa	Napa Valley	750 ML	CA	\$37	\$219.00	\$219.00	\$219.00	\$219.00	\$219.00
68	St. Supery	Cabernet Sauvignon	Cabernet Sauvignon	12 NAPA VALLEY	2012	USA	California	North Coast	Napa	Napa Valley	750 ML	CA	\$35	\$212.00	\$212.00	\$212.00	\$212.00	\$212.00
69	Raymond	Cabernet Sauvignon	Cabernet Sauvignon	12 RSERVE	2012	USA	California	North Coast	Napa	Napa Valley	750 ML	CA	\$35	\$211.00	\$211.00	\$211.00	\$211.00	\$211.00
70	Buehler	Cabernet Sauvignon	Cabernet Sauvignon	12 ESTATE	2012	USA	California	North Coast	Napa	Napa Valley	750 ML	CA	\$35	\$210.00	\$210.00	\$210.00	\$210.00	\$210.00
71	Burgess Cellars	Cabernet Sauvignon	Cabernet Sauvignon	10 ESTATE	2010	USA	California	North Coast	Napa	Napa Valley	750 ML	CA	\$35	\$210.00	\$210.00	\$210.00	\$210.00	\$210.00
72	Summers	Cabernet Sauvignon	Cabernet Sauvignon	10 CALISTOGA	2010	USA	California	North Coast	Napa	Napa Valley	750 ML	CA	\$35	\$210.00	\$210.00	\$210.00	\$210.00	\$210.00
73	Fogdog	Cabernet Sauvignon	Cabernet Sauvignon	11 NAPA VALLEY	2011	USA	California	North Coast	Napa	Napa Valley	750 ML	CA	\$35	\$210.00	\$210.00	\$210.00	\$210.00	\$210.00
74	Farm Collective	Cabernet Sauvignon	Cabernet Sauvignon	13 NAPA VALLEY	2013	USA	California	North Coast	Napa	Napa Valley	750 ML	CA	\$35	\$210.00	\$210.00	\$210.00	\$210.00	\$210.00
76	Hardin	Cabernet Sauvignon	Cabernet Sauvignon	15 NAPA VALLEY	2015	USA	California	North Coast	Napa	Napa Valley	750 ML	CA	\$35	\$208.00	\$208.00	\$208.00	\$208.00	\$208.00
78	Clos Du Val	Cabernet Sauvignon	Cabernet Sauvignon	13 CLASSIC	2013	USA	California	North Coast	Napa	Napa Valley	750 ML	CA	\$35	\$207.00	\$207.00	\$207.00	\$207.00	\$207.00

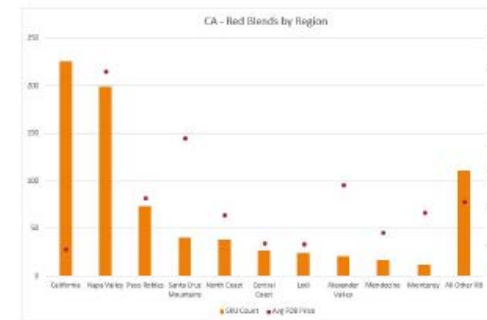
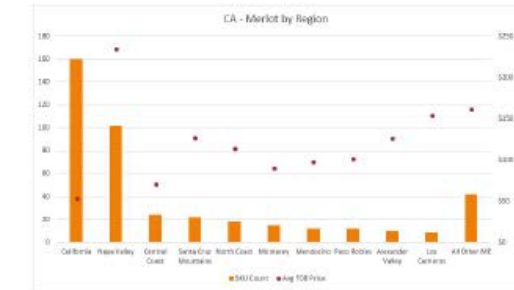
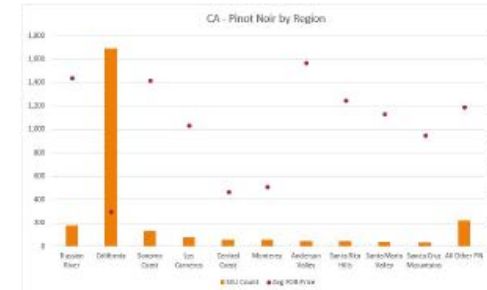
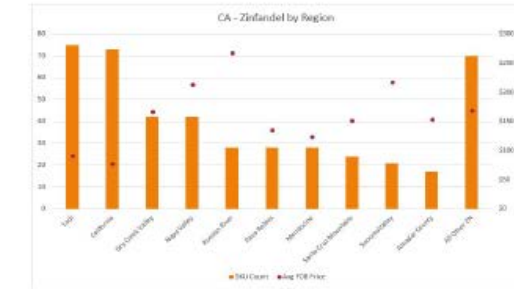
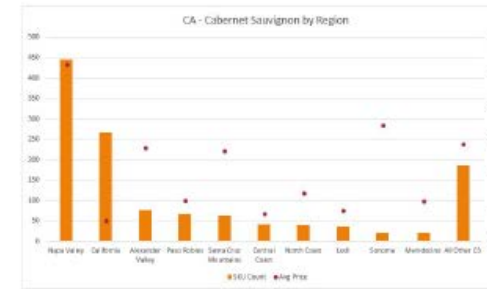
PRICE ANALYSIS REPORT

- Summarized price reporting for Wine Industry FOB sales.
- Breakouts by region and varietal.
- Identification of price trends within specific price bands,
- Highlights on new products, consumer trends and alternative packaging.

Pricing by Region

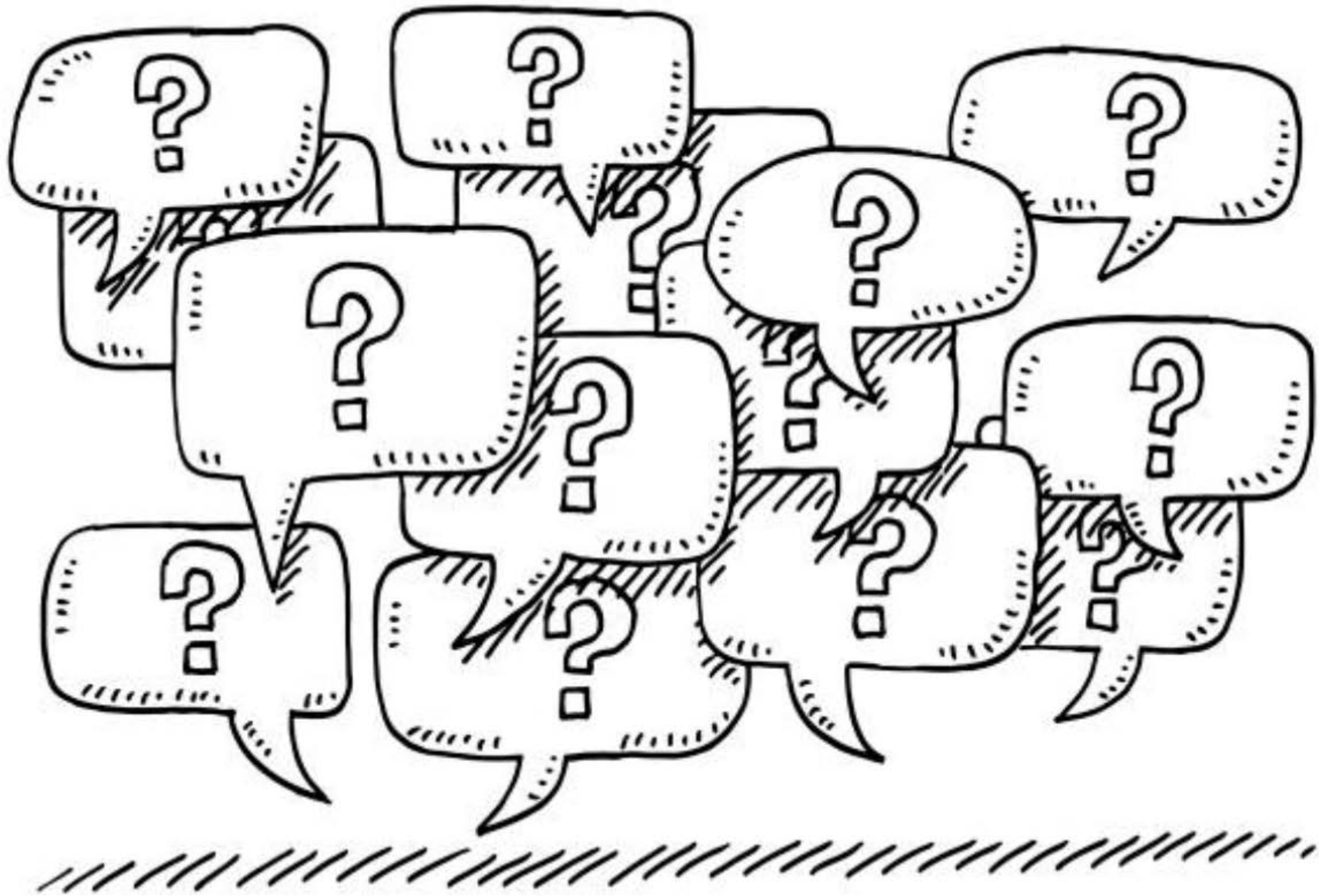
Top Red Varietals - California

- Average FOB price within the segment for Red Varietals from California is **\$235** per 9L case.
 - Price leaders by appellation are from the general 'Napa Valley' appellation across all varietals.
 - Looking closer at the Sonoma County cohort we see higher priced wines are within the smaller more specific appellations.
- Largest variations in FOB price are within the Pinot Noir segment with huge variation by appellation.



Average FOB Price for Red Wines from California		
	SKU Count	Average FOB Price
Cabernet Sauvignon	1,269	\$300
Pinot Noir	1,065	\$227
Blend - Red	788	\$288
Zinfandel	448	\$146
Merlot	426	\$124
Syrah	192	\$218
Petite Sirah	107	\$133
Cabernet Franc	35	\$321
Grenache	24	\$216
Sangiovese	23	\$159
Malbec	23	\$143
Tempranillo	11	\$65
Mourvedre	10	\$184
All Other Reds	52	\$146





CONTACT

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