

# Nielsen Wine Scan Data

Nielsen Item Names: OMEN BARBERA ORGANIC SIERRA FOOTHILLS 750ML, OMEN CABERNET SAUVIGNON CALIFORNIA STATE 750ML, OMEN CABERNET SAUVIGNON SIERRA FOOTHILLS 750ML, OMEN PINOT NOIR ROGUE VALLEY 750ML, OMEN PINOT NOIR SONOMA COUNTY 750ML, OMEN SHIRAZ/SYRAH VIOGNIER SIERRA FOOTHILLS 750ML, OMEN ZINFANDEL REM BLEND SIERRA FOOTHILLS 750ML, OMEN ZINFANDEL SIERRA FOOTHILLS 750ML, OMEN ZINFANDEL SIERRA FOOTHILLS 750ML

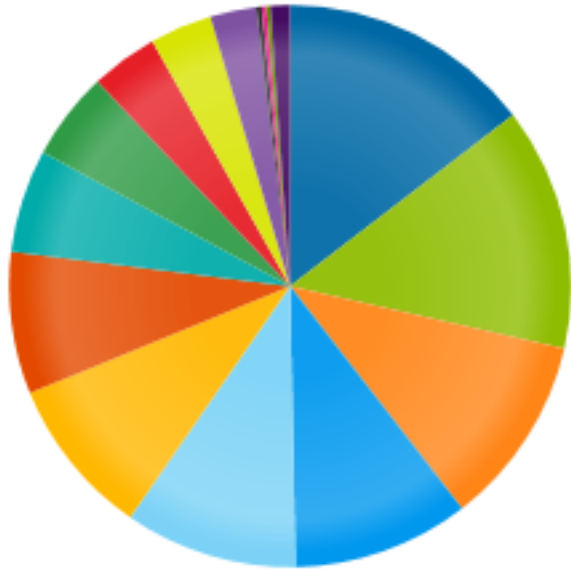
Period Descriptions: Latest 13 Wks, Latest 26 Wks, Latest 52 Wks

Nielsen Market: Total US xAOC + Liquor Plus + Conv

Nielsen Item Names	Period Descriptions	Nielsen Markets	\$	\$ YA	Pct Change \$ YA	Pct of Total \$	Units	Units YA	Pct Change Units YA	Pct of Total Units	Avg. Unit Price	Avg. Unit Price YA	Change In Avg. Unit Price v. Year Ago	\$ Per Point of Max Item ACV
<b>Total</b>			<b>\$631,512.27</b>	<b>\$445,615.91</b>	<b>41.72 %</b>	<b>100.00 %</b>	<b>35,371.06</b>	<b>24,943.50</b>	<b>41.80 %</b>	<b>100.00 %</b>	<b>\$17.85</b>	<b>\$17.87</b>	<b>-0.06 %</b>	<b>\$566,378.72</b>
OMEN ZINFANDEL REM BLEND SIERRA FOOTHILLS 750ML	Latest 52 Wks	Total US xAOC + Liquor Plus + Conv	\$92,096.84	\$76,477.63	20.42 %	29.01 %	4,780.12	4,360.78	9.62 %	27.09 %	\$19.27	\$17.54	9.86 %	\$174,425.84
	Latest 26 Wks	Total US xAOC + Liquor Plus + Conv	\$57,941.79	\$40,840.69	41.87 %	27.58 %	2,900.28	2,277.38	27.35 %	24.68 %	\$19.98	\$17.93	11.40 %	\$113,834.55
	Latest 13 Wks	Total US xAOC + Liquor Plus + Conv	\$24,333.55	\$18,694.75	30.16 %	23.42 %	1,267.17	1,035.61	22.36 %	21.20 %	\$19.20	\$18.05	6.38 %	\$57,121.00
OMEN CABERNET SAUVIGNON CALIFORNIA STATE 750ML	Latest 52 Wks	Total US xAOC + Liquor Plus + Conv	\$88,241.80	\$80,104.34	10.16 %	27.79 %	4,423.88	4,142.79	6.78 %	25.07 %	\$19.95	\$19.34	3.16 %	\$236,573.19
	Latest 26 Wks	Total US xAOC + Liquor Plus + Conv	\$51,578.68	\$44,159.22	16.80 %	24.55 %	2,552.20	2,291.47	11.38 %	21.72 %	\$20.21	\$19.27	4.87 %	\$152,599.64
	Latest 13 Wks	Total US xAOC + Liquor Plus + Conv	\$22,593.04	\$21,121.01	6.97 %	21.75 %	1,112.67	1,093.10	1.79 %	18.61 %	\$20.31	\$19.32	5.09 %	\$81,563.30
OMEN ZINFANDEL SIERRA FOOTHILLS 750ML	Latest 52 Wks	Total US xAOC + Liquor Plus + Conv	\$69,245.54	\$13,985.45	395.13 %	21.81 %	4,625.16	936.24	394.01 %	26.21 %	\$14.97	\$14.94	0.23 %	\$62,722.41
	Latest 26 Wks	Total US xAOC + Liquor Plus + Conv	\$64,282.14	\$10,058.44	539.09 %	30.59 %	4,312.70	672.86	540.95 %	36.70 %	\$14.91	\$14.95	-0.29 %	\$57,652.14
	Latest 13 Wks	Total US xAOC + Liquor Plus + Conv	\$37,455.29	\$4,462.29	739.37 %	36.05 %	2,564.68	297.09	763.26 %	42.90 %	\$14.60	\$15.02	-2.77 %	\$35,435.47
OMEN PINOT NOIR ROGUE VALLEY 750ML	Latest 52 Wks	Total US xAOC + Liquor Plus + Conv	\$62,711.50	\$72,903.33	-13.98 %	19.75 %	3,582.09	4,275.44	-16.22 %	20.30 %	\$17.51	\$17.05	2.67 %	\$342,685.79
	Latest 26 Wks	Total US xAOC + Liquor Plus + Conv	\$32,119.77	\$38,818.06	-17.26 %	15.29 %	1,790.75	2,270.70	-21.14 %	15.24 %	\$17.94	\$17.10	4.92 %	\$248,990.45
	Latest 13 Wks	Total US xAOC + Liquor Plus + Conv	\$16,843.41	\$18,057.82	-6.73 %	16.21 %	910.36	1,054.03	-13.63 %	15.23 %	\$18.50	\$17.13	8.00 %	\$142,740.76
OMEN PINOT NOIR SONOMA COUNTY 750ML	Latest 52 Wks	Total US xAOC + Liquor Plus + Conv	\$1,844.51	\$783.94	135.29 %	0.58 %	82.00	38.00	115.79 %	0.46 %	\$22.49	\$20.63	9.04 %	\$184,451.00
	Latest 26 Wks	Total US xAOC + Liquor Plus + Conv	\$1,454.62	\$684.00	112.66 %	0.69 %	65.00	32.00	103.13 %	0.55 %	\$22.38	\$21.38	4.70 %	\$145,462.00
	Latest 13 Wks	Total US xAOC + Liquor Plus + Conv	\$570.89	\$395.83	44.23 %	0.55 %	25.00	18.00	38.89 %	0.42 %	\$22.84	\$21.99	3.84 %	\$71,361.25
OMEN BARBERA ORGANIC SIERRA FOOTHILLS 750ML	Latest 52 Wks	Total US xAOC + Liquor Plus + Conv	\$1,616.30	\$443.45	264.48 %	0.51 %	73.00	12.00	508.33 %	0.41 %	\$22.14	\$36.95	-40.08 %	\$179,588.89
	Latest 26 Wks	Total US xAOC + Liquor Plus + Conv	\$1,536.32	\$209.51	633.29 %	0.73 %	71.00	6.00	1,083.33 %	0.60 %	\$21.64	\$34.92	-38.03 %	\$170,702.22
	Latest 13 Wks	Total US xAOC + Liquor Plus + Conv	\$1,235.28	\$69.02	1,689.74 %	1.19 %	58.00	2.00	2,800.00 %	0.97 %	\$21.30	\$34.51	-38.28 %	\$137,253.33
OMEN SHIRAZ/SYRAH VIOGNIER SIERRA FOOTHILLS 750ML	Latest 52 Wks	Total US xAOC + Liquor Plus + Conv	\$1,053.12	\$265.20	297.10 %	0.33 %	48.00	7.00	585.71 %	0.27 %	\$21.94	\$37.89	-42.09 %	\$131,640.00
	Latest 26 Wks	Total US xAOC + Liquor Plus + Conv	\$991.35	\$109.24	807.50 %	0.47 %	46.00	3.00	1,433.33 %	0.39 %	\$21.55	\$36.41	-40.82 %	\$123,918.75
	Latest 13 Wks	Total US xAOC + Liquor Plus + Conv	\$861.15	\$0.00	100.00 %	0.83 %	40.00	0.00	100.00 %	0.67 %	\$21.53	\$0.00	100.00 %	\$107,643.75

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OMEN CABERNET SAUVIGNON SIERRA Foothills 750ML	Latest 52 Wks	Total US xAOC + Liquor Plus + Conv	\$412.15	\$1,036.34	-60.23 %	0.13 %	11.00	26.00	-57.69 %	0.06 %	\$37.47	\$39.86	-6.00 %	\$51,518.75
	Latest 13 Wks	Total US xAOC + Liquor Plus + Conv	\$0.00	\$285.68	-100.00 %	0.00 %	0.00	7.00	-100.00 %	0.00 %	\$0.00	\$40.81	-100.00 %	\$0.00
	Latest 26 Wks	Total US xAOC + Liquor Plus + Conv	\$0.00	\$645.59	-100.00 %	0.00 %	0.00	16.00	-100.00 %	0.00 %	\$0.00	\$40.35	-100.00 %	\$0.00
OMEN ZINFANDEL SIERRA Foothills 750ML	Latest 52 Wks	Total US xAOC + Liquor Plus + Conv	\$288.19	\$413.33	-30.28 %	0.09 %	18.00	29.00	-37.93 %	0.10 %	\$16.01	\$14.25	12.33 %	\$41,170.00
	Latest 26 Wks	Total US xAOC + Liquor Plus + Conv	\$205.06	\$360.37	-43.10 %	0.10 %	12.00	25.00	-52.00 %	0.10 %	\$17.09	\$14.41	18.55 %	\$102,530.00
	Latest 13 Wks	Total US xAOC + Liquor Plus + Conv	\$0.00	\$231.40	-100.00 %	0.00 %	0.00	15.00	-100.00 %	0.00 %	\$0.00	\$15.43	-100.00 %	\$0.00

## Nielsen Wine Scan Data in \$



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- OMEN PINOT NOIR SONOMA COUNTY 750ML
- OMEN BARBERA ORGANIC SIERRA FOOTHILLS 750ML
- OMEN BARBERA ORGANIC SIERRA FOOTHILLS 750ML
- Other