



MARKET INTELLIGENCE ON WINE, SPIRITS AND BEER

ISSN0277-927

APRIL 2007

MARKET WATCH

April 2007

Circulation: 55,000

MEZZACORONA

Winner of the 2007



Winner For the Second Consecutive Year

2006 IMPORTED WINE HOT BRANDS ^{1,2}

(THOUSANDS OF NINE-LITER CASE DEPLETIONS)

Brand	Importer	2003	2004	2005	2006E	Percent Change		
						2003-2004	2004-2005	2005-2006E
YELLOW TAIL	WJ Deutsch & Sons Ltd.	4,280	6,500	7,500	8,400	51.9%	15.4%	12.0%
LINDEMANS	Foster's Wine Estates Americas	1,940	2,000	2,000	2,300	3.1	-	15.0
LITTLE PENGUIN	Foster's Wine Estates Americas	-	375	645	945	+	72.0	46.5
SCHMITT SÖHNE	H. Schmitt Söhne Inc.	565	650	765	885	15.0	17.7	15.7
MEZZACORONA	Prestige Wine Imports Corp.	420	545	645	750	29.8	18.3	16.3
VERDI SPUMANTE	Carriage House Imports Ltd.	450	520	575	650	15.6	10.6	13.0
SANTA MARGHERITA	Terlato Wines International	440	440	505	580	-	14.8	14.9
REAL SANGRIA	Shaw-Ross International Importers Inc.	245	270	315	365	10.2	16.7	15.9
CASTELLO DI GABBIANO	Foster's Wine Estates Americas	190	205	250	300	7.9	22.0	20.0
McWILLIAMS HANWOOD ESTATE	E&J Gallo Winery	100	145	220	245	45.0	51.7	11.4
NOBILO	Pacific Wine Partners (Constellation)	75	105	160	225	40.0	52.4	40.6
LITTLE BOOMEY	Trinchero Family Estates	-	55	170	200	+	+	17.6
WOLF BLASS	Foster's Wine Estates Americas	155	140	160	200	14.3%	14.3%	25.0%