

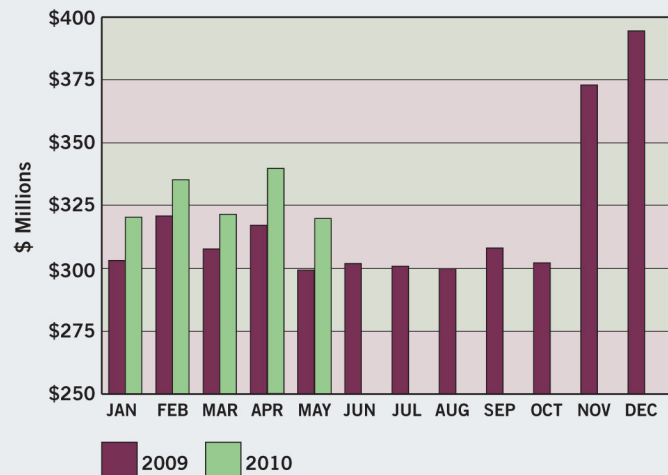
Top 20 Washington Wine Brands

Correlation of Sales Change to Merchandising Dollars

	BRAND	DOLLAR SALES, FOUR WEEKS TO MAY 16	DOLLAR SALES CHANGE VS. YEAR AGO	VOLUME SALES, 9L CASES	AVERAGE PRICE/750ML	AVERAGE PRICE/750ML, MERCHANDISED	MERCHANDISE CHANGE VS. YEAR AGO
1	Chateau Ste. Michelle	\$85,612,048	8.90% ↑	744,255	\$9.59	\$9.08	\$7,485,839 ↑
2	Columbia Crest	\$60,746,368	0.50% ↑	706,257	\$7.17	\$6.93	\$1,420,243 ↑
3	Red Diamond	\$21,515,732	9.80% ↑	221,550	\$8.09	\$7.71	\$2,090,464 ↑
4	Hogue Cellars	\$17,436,130	-4.10% ↓	188,207	\$7.72	\$7.41	-\$661,081 ↓
5	Columbia Crest Estate	\$10,044,887	-3.30% ↓	92,809	\$9.02	\$8.69	\$8,373 ↑
6	Columbia Winery	\$6,462,586	-4.50% ↓	58,441	\$9.22	\$8.74	\$67,407 ↑
7	Covey Run	\$5,821,242	1.10% ↑	74,007	\$6.55	\$6.11	\$672,320 ↑
8	Snoqualmie	\$4,505,807	-14.60% ↓	49,400	\$7.60	\$7.33	-\$224,949 ↓
9	Sagelands	\$3,273,485	-0.10% ↓	32,819	\$8.31	\$8.01	\$206,036 ↑
10	Stimson Estate Cellars	\$3,210,120	-29.30% ↓	54,421	\$4.92	\$4.69	-\$251,257 ↓
11	Barnard Griffin	\$2,650,490	-4.10% ↓	21,796	\$10.13	\$9.67	-\$49,722 ↓
12	Waterbrook	\$2,292,850	-0.60% ↓	17,141	\$11.15	\$10.65	\$37,821 ↑
13	House Wine	\$2,247,849	2.90% ↑	19,647	\$9.53	\$9.23	-\$75,910 ↓
14	Hedges	\$2,232,311	-1.30% ↓	14,510	\$12.82	\$12.17	\$24,726 ↑
15	Maryhill	\$2,215,038	20.30% ↑	17,222	\$10.72	\$10.24	\$235,668 ↑
16	Genesis By Hogue Cellars	\$1,995,670	-16.80% ↓	13,648	\$12.18	\$11.51	-\$282,226 ↓
17	Canoe Ridge	\$1,669,732	34.80% ↑	9,352	\$14.88	\$14.17	\$420,823 ↑
18	Silver Lake	\$1,491,110	-15.40% ↓	13,461	\$9.23	\$8.79	-\$198,786 ↓
19	Washington Hills	\$1,444,852	2.90% ↑	17,436	\$6.91	\$6.65	\$109,016 ↑
20	14 Hands	\$1,361,155	120.50% ↑	11,554	\$9.82	\$9.42	\$335,318 ↑

U.S. Off-premise sales of table wines produced in Washington, four weeks ending May 16, 2010.

Domestic Table Wine Sales, Off-Premise



4-week periods ending in months shown