

Top 10 Texas Wine Brands

Correlation of Sales Change to Merchandising

	Brand	Parent Company	Dollar Sales, 52 Weeks to July 11	Dollar Sales Change vs. Year Ago	Average Price/ 750ml	Average Price Change vs. Year Ago	Average Price/750ml, Merchandised	Merchandised Price Change vs. Year Ago
1	Ste. Genevieve	Mesa Vineyards	\$9,968,939	-6.8% ↓	\$3.91	\$0.05	\$3.78	\$0.07 ↑
2	Llano Estacado	Llano Estacado Winery	\$5,452,107	4.6% ↑	\$7.53	-\$0.15	\$7.29	-\$0.17 ↓
3	Becker Estate	Becker Farms	\$3,314,941	17.6% ↑	\$9.77	-\$0.47	\$9.41	-\$0.41 ↓
4	Messina Hof	Messina Hof Winery & Resort	\$1,678,629	1.1% ↑	\$9.12	-\$0.56	\$8.75	-\$0.66 ↓
5	Fall Creek	Fall Creek Vineyards	\$721,430	-9.4% ↓	\$7.64	\$0.08	\$7.62	\$0.62 ↑
6	Twin Springs	Fall Creek Vineyards	\$573,381	14.7% ↑	\$5.86	-\$0.04	\$5.55	-\$0.16 ↓
7	Sister Creek Vineyards	Sister Creek Vineyards	\$387,734	-9.3% ↓	\$13.18	\$0.88	\$12.48	\$0.78 ↑
8	Ed's	Fall Creek Vineyards	\$306,627	97.9% ↑	\$9.42	\$0.01	\$9.17	-\$0.07 ↓
9	Texas Country Cellars	Wimberley Valley Wines	\$264,232	26% ↑	\$6.89	\$0.07	\$6.42	-\$0.21 ↓
10	Peregrine Hill	Mesa Vineyards	\$120,102	-39% ↓	\$7.45	\$0.27	\$6.99	\$0.28 ↑

U.S. off-premise sales of table wines produced in Texas, 52 weeks ending July 11, 2010.