



The **WINE DATA Wine Pricing Report** is a unique source of competitive pricing intelligence that can help you make better strategic pricing decisions. The only report of its kind, this vital report is based upon price filing affidavits and tracks supplier frontline FOBs to distributors for about 15,000 American and imported wines.

Vital Competitive Pricing to Help You Make Better Brand Decisions

- With the knowledge of their competitors' prices, enables wine marketers to make informed, strategic pricing decisions.
- Contains supplier FOBs for the current month and for the past twelve months for each item.
- Organized into 145 varietal and regional categories for easy reference.
- Includes monthly summaries of price changes and new items by brand.
- Published monthly in both print and Excel formats. Also available quarterly.

An easy payback: refining your brand's pricing based upon the knowledge of your direct competitors' price changes can pay for the cost of the WINE DATA report with your first issue.

WINE DATA Printed Edition: Spiral bound book format
(priced at \$595 for 4 quarterly issues or \$895 for 12 monthly issues)

- Includes monthly price changes and new items summary by brand.
- Wines are listed by brand line item, ranked from highest to lowest price within category and by bottle size.

WINE DATA Electronic Edition: Excel Format
(priced at \$900 for 4 quarterly issues or \$1,800 for 12 monthly issues)

- Contains the entire WINE DATA wine database, enabling competitive price positioning comparisons. Review your competitors' new brand introductions, line extensions, price increases or decreases, "old" vintage dates which may signal brand or types that are slow sellers or perhaps "early" vintage releases signaling faster sell-through.
- Side-by-side portfolio comparisons reveal pockets of opportunity for new entries or brand repositioning.
- Scan categories to judge how quickly the "next big thing" category is becoming crowded, and at which price points.
- The report contains a price change summary that shows all the price changes for the current month, the historical changes and the % change.

Please Contact Us for More Information:

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WINE DATA
WINE PRICING REPORT

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WINE DATA Database License Agreement (please review and sign for Excel version only)

I hereby apply for a non-exclusive, non-transferable, non-sublicensable license to use the WINE DATA Wine Pricing Report Database for a term of one year, commencing on _____. I agree to use the DATABASE only for my own internal use and I agree not to distribute copies of DATABASE either electronically or physically to any other parties. I further acknowledge that unauthorized distribution of the DATABASE would constitute willful copyright infringement, and that any judgment or award to enforce this Agreement will include the reasonable legal expenses, attorney's fees and collection costs of the prevailing party. This Agreement may be modified only by a duly authorized and executed writing of the parties hereto expressly modifying this Agreement. This Agreement shall be construed, interpreted and governed by the laws of the State of California.

Signed _____ Date _____

Please return form to Gomberg, Fredrikson & Associates, 231 Ware Road, Suite 823, Woodside, CA 94062-4538 - Fax 650 745-7086