Wineries: Wine Supply & Marketing Costs Up; Sales Growth & Case Prices Down

Winery Margins Very Low. Great Pressure on Quality and Price. Old Brands Struggle with Excess, New Brands Emerge, Capital not Available

Growers: Prices Low, Standards High and Grapes Very Hard to Sell.

 Growers: Much Lower Prices, 1-Year Deals Only, Tougher Quality Specs

Plantings: Phase III Plantings Now Bearing Some Spec Plantings Continue

Plantings: Phase IV Plantings Now Bearing New Plantings Stop

Consumers: California Wine Prices Up Slightly; Imports Have Opportunity

 Consumers: Sticker Shock. Excitement, but also interest in imported alternatives.

 Consumers: Great Deals, Expanding Selection

 Consumers: Great Bargains!

Plantings: Top Growers Get Planting Contracts

Growers: Higher Prices, Longer Contracts

Growers: Astronomical Prices, Long Contracts

Plantings: Planting Mania

Consumers: Sticker Shock. Excitement, but also interest in imported alternatives.

Wineries: Eliminate Discounts. Rising Volumes and Margins

Growers: Prices Low, Standards High and Grapes Very Hard to Sell.

Consumers: California Wine Prices Up Slightly; Imports Have Opportunity

Consumers: Great Bargains!

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