

RESTAURANT WINE

The Hospitality Industry's Full-Service Guide to Buying, Serving, and Selling Wine

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Top 100 Wine Brands & Top 60 Individual Wines in USA Restaurants in 2005 Unveiled by *Restaurant Wine Magazine*

NAPA, Calif.— What wine brands and individual wines are the most popular in USA restaurants?

These two questions have just been answered in an article in *Restaurant Wine's* trade journal.

Researched and written by Master of Wine and publisher, Ronn Wiegand, the article identifies the Top 100 Wine Brands sold in restaurants in 2005, ranked according to their estimated sales volume (by 9-liter cases). Additionally, Wiegand identifies the 60 most-frequently ordered wines, based on their 2005 estimated case sales, the first time that a definitive list of the most popular individual wines has ever been compiled.

The two reports includes all types of wine, including vermouth, sparkling, table, and dessert wines from the USA, France, Italy, Australia, Chile, and Germany. It also covers the entire spectrum of American restaurants licensed to serve wine, from casual to fine dining restaurants.

Wiegand says that the "Top 100 Brands" show the range of wines being consumed in restaurants and the startling market penetration of such brands as Beringer, Franzia, Kendall-Jackson, Yellow Tail, and Inglenook, the top 5 brands noted.

And just what are the most popular individual wines? The top five are: Kendall-Jackson Vintner's Reserve Chardonnay, Beringer Vineyards White Zinfandel, Cavit Pinot Grigio, Sutter Home White Zinfandel, and Inglenook Chablis.

Key Findings Regarding the Top 60 Most Popular Wines

- The Top 60 Wines accounted for 19.3% of all wine sold on-premise in the USA in 2005, the equivalent of nearly one in every 5 bottles sold, out of more than 25,000 SKUs.
- The Top 60 Wines generated between approximately \$3.5 billion dollars in on-premise sales in 2005, or about 29% of all wine sales in USA restaurants.
- Chardonnay was by far the dominant category, accounting for 34.4% of sales and 21 of the 60 wines.

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- On the list, white wines outsold red wines by a 2.5-to-1 margin (55.2% to 22.6% of total sales).
- 59 of the Top 60 Wines sold 100,000 cases or more on-premise in the USA in 2005.
- The Top 60 Wines accounted for an amazing 43.8% of the entire sales of the Top 100 wine brands, out of more than 600 SKUs.

Figures for the report were drawn from reliable industry sources, and from hundreds of interviews with restaurateurs, distributors, importers, and wineries throughout the USA.

The "Top 100 Wine Brands" and "Top 60 Wines" lists are published only in Restaurant Wine, in the double issue (#113 & #114). Single copies are available for \$42/each in the USA, prepaid, or \$47/each (prepaid in \$US) in all other countries, and may be ordered online at www.restaurantwine.com.

RESTAURANT WINE is a bimonthly journal on wine for the hospitality and wine industries, and has been published by Wiegand since 1988. Subscriptions are \$99/year in the USA. Address: P.O. Box 222, Napa, CA 94559-0222.

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TOP 20 WINE BRANDS IN USA RESTAURANTS 2005*

2005 RANKING	BRAND	WINE TYPE	COUNTRY OF ORIGIN	COMPANY/IMPORTER
1	Beringer Vineyards	Table	USA	Foster's Wine Estates America
2	Franzia Winetaps	Table	USA	The Wine Group
3	Kendall-Jackson	Table	USA	Kendall-Jackson Wine Estates
4	Yellow Tail	Table	Australia	W.J. Deutsch & Sons, Ltd.
5	Inglenook	Table	USA	Centerra Wine Co. (Constellation)
6	Copperidge	Table	USA	E. & J. Gallo Winery
7	Sutter Home	Table	USA	Trinchero Family Estates
8	Woodbridge	Table	USA	Centerra Wine Co. (Constellation)
9	Cavit	Table	Italy	Palm Bay Imports
10	Foxhorn Vineyards	Table	USA	The Wine Group
11	La Terre	Table	USA	Centerra Wine Co. (Constellation)
12	Corbett Canyon	Table	USA	The Wine Group
13	Almaden Bag In A Box	Table	USA	Centerra Wine Co. (Constellation)
14	Salmon Creek	Table	USA	Classic Wines of California (Bronco)
15	Vendange	Table	USA	Centerra Wine Co. (Constellation)
16	Burlwood	Table	USA	E. & J. Gallo Winery
17	Ecco Domani	Table	Italy	E. & J. Gallo Winery

TOP 10 WINES SOLD IN USA RESTAURANT IN 2005*

2005 RANKING	BRAND	WINE & DESIGNATION	COUNTRY	COMPANY/IMPORTER/MARKETER
1	Kendall-Jackson	Vintner's Reserve Chardonnay	USA	Kendall-Jackson Wine Estates
2	Beringer Vineyards	White Zinfandel	USA	Foster's Wine Estates America
3	Cavit	Pinot Grigio	Italy	Palm Bay Imports
4	Sutter Home	White Zinfandel	USA	Trinchero Family Estates
5	Inglenook	Chablis	USA	Centerra Wine Co. (Constellation Brands)
6	Woodbridge	Chardonnay	USA	Centerra Wine Co. (Constellation Brands)
7	Franzia Winetaps	Vintner Select White Zinfandel	USA	The Wine Group
8	Yellow Tail	Chardonnay	Australia	W.J. Deutsch & Sons, Ltd.
9	Yellow Tail	Shiraz	Australia	W.J. Deutsch & Sons, Ltd.
10	Ecco Domani	Pinot Grigio	Italy	E. & J. Gallo Winery