PLAINTIFF'S EXHIBIT
CASE NO. CV04-0360P
EXHIBIT NO. 023

TX023_001

Wine LCB-Retail Price Comps AC Nielsen.xls

WSLCB item not found in market
WSLCB item found in member stores

BRNDCD	UNPRCD	BRNNME	UNTL TR	DSTYDS	UPC10	Total Cases	Total Dollars	Case Pack	WSLCB Avg Unit Price	Nielsen Avg Unit Price	Price Delta	Delta %	WSLCB $ Rank	Nielsen $ Rank	Member Store Price	WSLCB vs Member Price
654625	8312010369	FRANZIA SUNSET BLUSH BOX	5	WINE - PINK	831201036	12113	$ 406,524	4	$ 8.39	$ 9.57	($1.18)	(12.3%)	1	4		
566375	8312010289	FRANZIA CRISP WHITE BOX	5	WINE - WHT	831201028	10733	$ 360,309	4	$ 8.39	$ 9.55	($1.16)	(12.1%)	3	17		
566460	8312010279	FRANZIA CHABLIS BOX	5	WINE - WHT	831201027	9801	$ 372,236	4	$ 9.49	$11.69	($2.20)	(18.8%)	2	113		
565930	8312010199	FRANZIA REFRESHING WHITE BOX	5	WINE - WHT	831201019	7667	$ 257,313	4	$ 8.39	$ 9.61	($1.22)	(12.7%)	12	22		
467800	8312010069	FRANZIA CHILLABLE RED BOX	5	WINE - RED	831201006	7331	$ 246,222	4	$ 8.40	$ 9.59	($1.19)	(12.4%)	14	21		
744205	8380404721	COOKS IMP BRUT CHAMP CA	0.75	WINE - SPRK	838040472	6792	$ 338,520	12	$ 4.15	$ 4.91	($0.76)	(15.4%)	5	25		
563905	8858625102	FARRON RIDGE WH TBL WA	1.5	WINE - WHT	885862510	6499	$ 209,550	6	$ 5.37	$ 6.94	($1.57)	(22.6%)	18	214		
566520	8312010209	FRANZIA CHARD BOX	5	WINE - WHT	831201020	5577	$ 289,950	4	$13.00	$12.59	$0.41	3.2%	6	12		
655448	8312010319	FRANZIA WH ZINF BOX	5	WINE - PINK	831201031	5357	$ 235,736	4	$11.00	$11.66	($0.66)	(5.6%)	15	31		
467520	8312010239	FRANZIA BURG BOX	5	WINE - RED	831201023	5247	$ 199,385	4	$ 9.50	$11.56	($2.06)	(17.8%)	20	206		
900506	907110006	HYATT MERLOT WA	0.75	WINE - RED	090711000	5211	$ 342,740	12	$ 5.48	$ 8.22	($2.74)	(33.3%)	4	188		
744400	8380404723	COOKS IMP EX DRY CHAMP CA	0.75	WINE - SPRK	838040472	5210	$ 259,786	12	$ 4.16	$ 4.98	($0.82)	(16.6%)	11	47		
401005	1757341025	ALICE WHITE CHARD -AUST	1.5	WINE - WHT	175734102	4867	$ 262,670	6	$ 8.99	$ 9.99	($1.00)	(10.0%)	10	61		
464405	8858625001	FARRON RIDGE RED TBL WA	1.5	WINE - RED	885862500	4832	$ 155,531	6	$ 5.36	$ 6.64	($1.28)	(19.2%)	38	365		
451310	8500000694	CARLO ROSSI'S BURG	4	WINE - RED	850000069	4605	$ 147,320	4	$ 8.00	$ 8.94	($0.94)	(10.5%)	43	69		
565910	8312010259	FRANZIA WH GRENACHE BLUSH BOX	5	WINE - PINK	831201025	4600	$ 174,796	4	$ 9.50	$11.71	($2.21)	(18.9%)	28	200		
900645	8775421505	HOGUE HARVEST DRY WH TBL WA	1.5	WINE - WHT	877542150	4574	$ 180,156	6	$ 6.56	$ 8.76	($2.20)	(25.1%)	26	106		
449650	8500000729	CARLO ROSSI'S PAISANO RED TBL	4	WINE - RED	850000072	4449	$ 142,286	4	$ 8.00	$ 8.75	($0.75)	(8.6%)	44	102		
900444	8775421501	HOGUE HARVEST WH TBL WA	1.5	WINE - WHT	877542150	4422	$ 174,149	6	$ 6.56	$ 8.58	($2.02)	(23.5%)	30	986		
626710	8858662184	CH STE MICHELLE RIESLING WA	0.75	WINE - WHT	885866218	4275	$ 271,100	12	$ 5.28	$ 5.95	($0.67)	(11.2%)	78	2	4.99	.029
633743	8823200182	VENDANGE CHARD CA	1.5	WINE - WHT	882320018	3954	$ 154,025	6	$ 6.49	$ 7.19	($0.70)	(9.7%)	40	9		
741200	8500000748	ANDRE WHITE CHAMP CA	0.75	WINE - SPRK	850000074	3791	$ 150,816	12	$ 3.32	$ 3.93	($0.61)	(15.6%)	41	74		
656830	8500000653	GALLO LVNGSTN CELL RED ROSE'	3	WINE - PINK	850000065	3617	$ 101,236	4	$ 7.00	$ 8.56	($1.56)	(18.3%)	62	163		
467655	8312010019	FRANZIA MERLOT BOX	5	WINE - RED	831201001	3594	$ 187,017	4	$13.01	$12.80	$0.21	1.6%	21	50		
469250	8500000603	GALLO LVNGSTN CELL BURG	3	WINE - RED	850000060	3508	$ 98,210	4	$ 7.00	$ 8.36	($1.36)	(16.3%)	67	300		
558200	8038720211	COLUMBIA CELLARMASTERS RIESLING V	0.75	WINE - WHT	803872021	3485	$ 269,282	12	$ 6.44	$ 7.65	($1.21)	(15.8%)	9	14		
744250	8380404715	COOKS IMP GRAND RES CHAMP CA	0.75	WINE - SPRK	838040471	3418	$ 170,146	12	$ 4.15	$ 4.98	($0.83)	(16.7%)	32	193		
551910	8500000718	CARLO ROSSI'S RHINE	4	WINE - WHT	850000071	3324	$ 106,427	4	$ 8.00	$ 8.89	($0.89)	(10.0%)	58	156		
744130	8380407471	COOKS IMP BRUT CHAMP 4/PK CA	0.19	WINE - SPRK	838040747	3102	$ 111,088	4	$ 8.95	$ 7.09	$1.86	26.3%	57	248		
901101	8775400308	SALMON HARBOR CHARD WA	0.75	WINE - WHT	877540030	3056	$ 183,422	12	$ 5.00	$ 5.71	($0.71)	(12.4%)	24	618		
900577	8775400040	HOGUE CHARD WA	0.75	WINE - WHT	877540004	2998	$ 216,011	12	$ 6.00	$ 7.33	($1.33)	(18.1%)	17	59		

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BRNDCD	UNPRCD	BRNNME	UNTL TR	DSTYDS	UPC10	Total Cases	Total Dollars	Case Pack	WSLCB Avg Unit Price	Nielsen Avg Unit Price	Price Delta	Delta %	WSLCB $ Rank	Nielsen $ Rank	Member Store Price	WSLCB vs Member Price
901208	8775430010	SALMON HARBOR MERLOT WA	0.75	WINE - RED	877543001	2870	$ 172,215	12	$ 5.00	$ 5.69	($0.69)	(12.1%)	31	647		
900581	9692500003	BARNARD GRIFFIN FUME' BLANC WA	0.75	WINE - WHT	969250000	2859	$ 183,380	12	$ 5.35	$ 8.24	($2.89)	(35.1%)	25	273		
552030	8500000719	CARLO ROSSI'S CHABLIS	4	WINE - WHT	850000071	2696	$ 86,276	4	$ 8.00	$ 8.95	($0.95)	(10.6%)	86	151		
683362	8520000059	SUTTER HOME WH ZINF BLUSH	1.5	WINE - PINK	852000005	2680	$ 102,780	6	$ 6.39	$ 6.72	($0.33)	(4.9%)	60	11		
099234	7749000203	LEJON DRY VERM	0.75	VERMOUTH	774900020	2654	$ 94,152	12	$ 2.96	$ 3.63	($0.67)	(18.6%)	76	1054		
900735	8775400387	HOGUE CABERNET/MERLOT WA	0.75	WINE - RED	877540038	2634	$ 160,544	12	$ 5.08	$ 6.29	($1.21)	(19.2%)	34	71		
355057	8739600035	CASARSA MERLOT ITALY	1.5	WINE - RED	873960003	2539	$ 87,931	6	$ 5.77	$ 5.89	($0.12)	(2.0%)	83	19		
092486	1208683703	HAKUTSURU SAKE	1.8	WINE - DESS	120868370	2534	$ 160,440	6	$10.55	#N/A	#N/A	#N/A	35	#N/A		
614100	8823200008	HERITAGE CHARD	1.5	WINE - WHT	882320000	2517	$ 123,199	6	$ 8.16	$ 8.07	$0.09	1.1%	53	918		
467620	8312010049	FRANZIA CHIANTI BOX	5	WINE - RED	831201004	2476	$ 94,169	4	$ 9.51	$11.44	($1.93)	(16.9%)	75	363		
568765	8500000618	GALLO LVNGSTN CELL CHABLIS BLANC	3	WINE - WHT	850000061	2442	$ 68,397	4	$ 7.00	$ 8.68	($1.68)	(19.3%)	126	334		
467603	8312010189	FRANZIA CAB SAUV BOX	5	WINE - RED	831201018	2437	$ 136,570	4	$14.01	$12.90	$1.11	8.6%	48	109		
098194	1103442005	MARTINI & ROSSI ITALY DRY VERM	0.75	VERMOUTH	110344200	2419	$ 174,345	12	$ 6.01	$ 8.05	($2.04)	(25.4%)	29	521		
099674	8500000690	GALLO SW VERM	0.75	VERMOUTH	850000069	2408	$ 85,417	12	$ 2.96	$ 3.85	($0.89)	(23.2%)	87	432		
099174	8500000691	GALLO DRY VERM	0.75	VERMOUTH	850000069	2402	$ 85,234	12	$ 2.96	$ 3.90	($0.94)	(24.2%)	88	204		
625800	8858660384	CH STE MICH CHARD WA	0.75	WINE - WHT	885866038	2366	$ 251,097	12	$ 8.84	$ 9.54	($0.70)	(7.3%)	13	13		
900437	8775400030	HOGUE FUME' BLANC WA	0.75	WINE - WHT	877540003	2361	$ 141,641	12	$ 5.00	$ 6.20	($1.20)	(19.4%)	45	55		
882300	8500000716	CARLO ROSSI'S RED SANGRIA	4	WINE - SANC	850000071	2353	$ 75,378	4	$ 8.01	$ 8.95	($0.94)	(10.5%)	109	173		
541245	8012050848	ALMADEN MTN RHINE	4	WINE - WHT	801205084	2250	$ 81,063	4	$ 9.01	#N/A	#N/A	#N/A	97	#N/A		
483120	8597603415	MANISCHEWITZ KOSHER CONCORD GR/	1.5	WINE - RED	859760341	2248	$ 75,148	6	$ 5.57	$ 5.87	($0.30)	(5.1%)	110	1868		
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
545500	9692500001	BARNARD GRIFFIN CHARD WA	0.75	WINE - WHT	969250000	2197	$ 209,132	12	$ 7.93	$ 9.80	($1.87)	(19.1%)	19	110		
569402	8500000506	GALLO CHARD	1.5	WINE - WHT	850000050	2175	$ 88,510	6	$ 6.78	$ 7.33	($0.55)	(7.5%)	82	43		
900028	8775400015	HOGUE LT HARV WH RIESLING WA	0.75	WINE - WHT	877540001	2149	$ 154,901	12	$ 6.01	$ 7.55	($1.54)	(20.4%)	39	85		
099754	7749000204	LEJON SW VERM	0.75	VERMOUTH	774900020	2098	$ 74,508	12	$ 2.96	$ 3.74	($0.78)	(20.9%)	113	1687		
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
568760	8500000617	GALLO LVNGSTN CELL CHABLIS BLANC	1.5	WINE - WHT	850000061	2028	$ 48,658	6	$ 4.00	$ 4.78	($0.78)	(16.3%)	190	135		
558773	4198531204	CORBETT CANYON CA CHARD	1.5	WINE - WHT	419853120	2016	$ 82,045	6	$ 6.78	$ 6.83	($0.05)	(0.7%)	94	27		
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
568810	8500000542	GALLO CHARD 4/PK	0.19	WINE - WHT	850000054	2010	$ 59,937	4	$ 7.45	$ 1.55	$5.90	381.0%	149	492		
558800	8735710035	COVEY RUN CHARD WA	0.75	WINE - WHT	873571003	1930	$ 141,609	12	$ 6.11	$ 6.52	($0.41)	(6.2%)	46	41		
626775	8858600095	STIMSON EST CELLARS CHARD WA	1.5	WINE - WHT	885860009	1921	$ 115,414	6	$10.01	$11.27	($1.26)	(11.1%)	55	37		
592469	8823200305	NATHANSON CREEK CHARD CA	1.5	WINE - WHT	882320030	1859	$ 74,886	6	$ 6.71	$ 7.03	($0.32)	(4.5%)	111	1055		

WSLCB

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BRNDCD	UNPRCD	BRNNME	UNTL TR	DSTYDS	UPC10	Total Cases	Total Dollars	Case Pack	WSLCB Avg Unit Price	Nielsen Avg Unit Price	Price Delta	Delta %	WSLCB $ Rank	Nielsen $ Rank	Member Store Price	WSLCB vs Member Price
469248	8500000602	GALLO LVNGSTN CELL BURG	1.5	WINE - RED	850000060	1833	$ 45,872	6	$ 4.17	$ 4.77	($0.60)	(12.6%)	207	175		
098744	1103441005	MARTINI & ROSSI ITALY SW VERM	0.75	VERMOUTH	110344100	1795	$ 129,336	12	$ 6.00	$ 8.09	($2.09)	(25.8%)	51	687		
557115	8858640386	COLUMBIA CREST CHARD WA	0.75	WINE - WHT	885864038	1783	$ 149,805	12	$ 7.00	$ 6.81	$0.19	2.8%	42	5		
401000	1757348606	ALICE WHITE CHARD -AUST	0.75	WINE - WHT	175734860	1762	$ 105,853	12	$ 5.01	$ 5.75	($0.74)	(12.9%)	59	51		
769925	8380404719	COOKS IMP SPUMANTE CA	0.75	WINE - SPRK	838040471	1755	$ 87,531	12	$ 4.16	$ 4.88	($0.72)	(14.8%)	85	172		
901039	907110010	HYATT CAB/MERLOT WA	0.75	WINE - RED	090711001	1742	$ 98,163	12	$ 4.70	$ 8.18	($3.48)	(42.6%)	69	621		
093257	8500000535	GALLO FAIRBANKS RED PORT	3	WINE - DESS	850000053	1727	$ 78,161	4	$ 11.31	#N/A	#N/A	#N/A	102	#N/A		
429585	8273431634	WALNUT CREST MERLOT -CHILE	0.75	WINE - RED	827343163	1714	$ 83,841	12	$ 4.08	$ 4.81	($0.73)	(15.3%)	91	719		
541945	8012050547	ALMADEN MTN CHABLIS	3	WINE - WHT	801205054	1706	$ 47,819	4	$ 7.01	$ 8.17	($1.16)	(14.2%)	195	548		
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
557085	8858640489	COLUMBIA CREST SEM-CHARD WA	0.75	WINE - WHT	885864048	1701	$ 99,313	12	$ 4.87	$ 6.01	($1.14)	(19.0%)	65	66		
355054	8739600095	CASARSA CHARD ITALY	1.5	WINE - WHT	873960009	1684	$ 58,143	6	$ 5.75	$ 5.91	($0.16)	(2.6%)	157	29		
495175	8500000123	PETER VELLA BURG BOX	5	WINE - RED	850000012	1678	$ 60,467	4	$ 9.01	$ 11.07	($2.06)	(18.6%)	145	152		
900029	8775400010	HOGUE JO. RIESLING WA	0.75	WINE - WHT	877540001	1675	$ 100,658	12	$ 5.01	$ 6.30	($1.29)	(20.5%)	63	107		
768950	8500000757	BALLATORE SPUMANTE CA	0.75	WINE - SPRK	850000075	1649	$ 102,023	12	$ 5.16	$ 6.03	($0.87)	(14.5%)	61	26		
356530	8832031002	CELLA LAMBRUSCO	1.5	WINE - RED	883203100	1634	$ 73,536	6	$ 7.50	$ 8.99	($1.49)	(16.6%)	115	372		
417604	8210010961	MARCUS JAMES CHARD -BRAZIL	1.5	WINE - WHT	821001096	1620	$ 58,373	6	$ 6.01	$ 6.78	($0.77)	(11.4%)	154	1294		
683360	8520010029	SUTTER HOME WH ZINF BLUSH	0.75	WINE - PINK	852001002	1616	$ 65,836	12	$ 3.40	$ 4.02	($0.62)	(15.5%)	129	24		
656825	8500000652	GALLO LVNGSTN CELL RED ROSE'	1.5	WINE - PINK	850000065	1608	$ 38,571	6	$ 4.00	$ 4.89	($0.89)	(18.2%)	249	139		
558100	8038720001	COLUMBIA CHARD WA	0.75	WINE - WHT	803872000	1589	$ 128,629	12	$ 6.75	$ 10.76	($4.01)	(37.3%)	52	506		
558830	8735710005	COVEY RUN RIESLING WA	0.75	WINE - WHT	873571000	1560	$ 93,857	12	$ 5.01	$ 5.91	($0.90)	(15.2%)	78	70		
449660	8500000722	CARLO ROSSI'S PAISANO RED TBL	1.5	WINE - RED	850000072	1527	$ 36,700	6	$ 4.01	$ 4.95	($0.94)	(19.1%)	260	189		
541235	8012050803	ALMADEN MTN RHINE	1.5	WINE - WHT	801205080	1493	$ 41,060	6	$ 4.58	$ 4.92	($0.34)	(6.8%)	233	154		
656375	8500000772	GALLO LVNGSTN CELL BLUSH CHABLIS	1.5	WINE - PINK	850000077	1470	$ 35,327	6	$ 4.01	$ 4.81	($0.80)	(16.7%)	280	167		
884072	7480600340	DAILY'S SWEET & SOUR MIX	1.75	WINE - MISC	748060034	1460	$ 53,061	6	$ 6.06	#N/A	#N/A	#N/A	174	#N/A		
607160	8600386386	R MONDAVI WOODBRIDGE SAUV BLANC	1.5	WINE - WHT	860038638	1431	$ 78,128	6	$ 9.10	$ 9.79	($0.69)	(7.1%)	103	76		
510785	8858600094	STIMSON EST CELLARS CAB SAUV	1.5	WINE - RED	885860009	1397	$ 84,056	6	$ 10.03	$ 11.10	($1.07)	(9.7%)	90	128		
098192	1103442007	MARTINI & ROSSI ITALY DRY VERM	0.38	VERMOUTH	110344200	1388	$ 119,818	24	$ 3.60	$ 4.75	($1.15)	(24.3%)	54	2252		
646105	8500000216	CARLO ROSSI'S BLUSH	4	WINE - PINK	850000021	1386	$ 44,472	4	$ 8.02	$ 8.83	($0.81)	(9.2%)	215	176		
557180	8858643086	COLUMBIA CREST SAUV BLANC WA	0.75	WINE - WHT	885864308	1385	$ 81,573	12	$ 4.91	$ 6.16	($1.25)	(20.3%)	95	120		
095256	8500000550	GALLO LVNGSTN CELL CR SHERRY	1.5	WINE - DESS	850000055	1375	$ 68,674	6	$ 8.32	$ 9.32	($1.00)	(10.7%)	123	688		
510605	8858660183	CH STE MICH CAB SAUV WA	0.75	WINE - RED	885866018	1366	$ 178,002	12	$ 10.86	$ 11.68	($0.82)	(7.0%)	27	114		

WSLCB

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894001	8242238914	SAUZA MARGARITA MIX	1.75	WINE - MISC	824223891	1360	$ 48,944	6	$ 6.00	#N/A	#N/A	#N/A	189	#N/A		
458865	8735710063	COVEY RUN CABERNET-MERLOT WA	0.75	WINE - RED	873571006	1331	$ 98,194	12	$ 6.15	$ 6.59	($0.44)	(6.7%)	68	129		
355052	8739600045	CASARSA CAB SAUV ITALY	1.5	WINE - RED	873960004	1317	$ 45,770	6	$ 5.79	$ 5.94	($0.15)	(2.5%)	208	52		
656378	8500000490	GALLO LVNGSTN CELL BLUSH CHABLIS	3	WINE - PINK	850000049	1292	$ 36,264	4	$ 7.02	$ 8.50	($1.48)	(17.4%)	265	556		
417602	8210011312	MARCUS JAMES MERLOT -BRAZIL	1.5	WINE - RED	821001131	1288	$ 46,446	6	$ 6.01	$ 6.66	($0.65)	(9.8%)	200	925		
510795	8858600096	STIMSON EST CELLARS MERLOT WA	1.5	WINE - RED	885860009	1279	$ 76,913	6	$ 10.02	$ 11.01	($0.99)	(9.0%)	104	81		
494220	8898103020	PAUL THOMAS MERLOT WA	0.75	WINE - RED	889810302	1267	$ 76,192	12	$ 5.01	$ 5.98	($0.97)	(16.2%)	107	587		
568665	8500000615	GALLO LVNGSTN CELL RHINE	3	WINE - WHT	850000061	1266	$ 35,586	4	$ 7.03	$ 8.37	($1.34)	(16.0%)	275	629		
656932	8500000784	GALLO WH ZINF BLUSH	1.5	WINE - PINK	850000078	1263	$ 41,795	6	$ 5.52	$ 5.73	($0.21)	(3.7%)	228	56		
640755	8012050447	ALMADEN BLUSH CHABLIS	3	WINE - PINK	801205044	1239	$ 34,747	4	$ 7.01	$ 8.39	($1.38)	(16.4%)	286	416		
095236	8500000543	GALLO FAIRBANKS CR SHERRY	1.5	WINE - DESS	850000054	1230	$ 54,019	6	$ 7.32	$ 7.92	($0.60)	(7.6%)	171	540		
628727	8981911742	STONE CELLARS CHARD CA	1.5	WINE - WHT	898191174	1228	$ 73,816	6	$ 10.02	$ 10.42	($0.40)	(3.9%)	114	23		
884062	7480600333	DAILY'S STRAWB DAIQUIRI MIX	1.75	WINE - MISC	748060033	1225	$ 44,486	6	$ 6.05	#N/A	#N/A	#N/A	214	#N/A		
355059	8739600092	CASARSA PINOT GRIGIO/PINOT BL -IT	1.5	WINE - WHT	873960009	1211	$ 41,838	6	$ 5.76	$ 5.92	($0.16)	(2.7%)	227	68		
510700	8858660283	CH STE MICH MERLOT WA	0.75	WINE - RED	885866028	1209	$ 156,876	12	$ 10.81	$ 11.56	($0.75)	(6.5%)	37	49		
673635	2129660510	PAUL MASSON ROSE'	3	WINE - PINK	212966051	1208	$ 36,341	4	$ 7.52	#N/A	#N/A	#N/A	264	#N/A		
900705	8043819294	WASH HILLS LATE HARV WH RIES WA	0.75	WINE - WHT	804381929	1206	$ 87,734	12	$ 6.06	$ 8.38	($2.32)	(27.7%)	84	849		
456580	8858640184	COLUMBIA CREST GRND EST CAB SAUV	0.75	WINE - RED	885864018	1205	$ 130,452	12	$ 9.02	$ 9.19	($0.17)	(1.8%)	50	73		
093146	8603610451	CHRISTIAN BROS RUBY PORT	1.5	WINE - DESS	860361045	1201	$ 57,792	6	$ 8.02	#N/A	#N/A	#N/A	158	#N/A		
557140	8858642186	COLUMBIA CREST RIESLING TWO VINES	0.75	WINE - WHT	885864218	1196	$ 72,024	12	$ 5.02	$ 6.23	($1.21)	(19.4%)	116	95		
378915	8051613512	RIUNITE LAMBRUSCO	1.5	WINE - RED	805161351	1195	$ 58,213	6	$ 8.12	#N/A	#N/A	#N/A	156	#N/A		
600640	8500000679	PETER VELLA CHARD BOX CA	5	WINE - WHT	850000067	1183	$ 61,690	4	$ 13.04	$ 15.07	($2.03)	(13.5%)	141	207		
900248	8858634585	WHIDBEY'S RED PORT WA	0.75	WINE - DESS	885863458	1182	$ 158,858	12	$ 11.20	$ 14.68	($3.48)	(23.7%)	36	298		
370190	8724188106	MEZZACORONA PINOT GRIGIO -ITALY	0.75	WINE - WHT	872418810	1176	$ 92,996	12	$ 6.59	$ 8.44	($1.85)	(21.9%)	81	561		
092674	9674996030	O'MARA'S IR COUNTRY CR -WINE BASE	0.75	WINE - DESS	967499603	1173	$ 131,007	12	$ 9.31	$ 11.51	($2.20)	(19.1%)	49	67		
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	860038738	[illegible]	[illegible]	6	[illegible]	[illegible]	[illegible]	[illegible]	92	[illegible]	[illegible]	[illegible]
626050	8858662584	CH STE MICH GEWURZT WA	0.75	WINE - WHT	885866258	1152	$ 74,562	12	$ 5.39	$ 6.00	($0.61)	(10.1%)	112	20		
901459	8775442150	HOGUE HARVEST RED TABLE WA	1.5	WINE - RED	877544215	1143	$ 46,099	6	$ 6.72	$ 9.32	($2.60)	(27.9%)	204	667		
490557	8823200378	NATHANSON CREEK MERLOT CA	1.5	WINE - RED	882320037	1124	$ 45,374	6	$ 6.73	$ 6.98	($0.25)	(3.6%)	210	1324		
415215	8438080712	LOST HORIZON CAB-MERLOT S AFRICA	1.5	WINE - RED	843808071	1122	$ 45,403	6	$ 6.74	#N/A	#N/A	#N/A	209	#N/A		
901356	8775400044	HOGUE MERLOT WA	0.75	WINE - RED	877540004	1116	$ 80,512	12	$ 6.01	$ 7.32	($1.31)	(17.9%)	98	254		
594170	8700060580	PAUL MASSON RHINE CASTLE	3	WINE - WHT	870006058	1096	$ 32,986	4	$ 7.52	#N/A	#N/A	#N/A	303	#N/A		
900030	8775400020	HOGUE CHENIN BLANC WA	0.75	WINE - WHT	877540002	1093	$ 65,778	12	$ 5.02	$ 6.70	($1.68)	(25.1%)	130	461		

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BRNDCD	UNPRCD	BRNNME	UNTL TR	DSTYDS	UPC10	Total Cases	Total Dollars	Case Pack	WSLCB Avg Unit Price	Nielsen Avg Unit Price	Price Delta	Delta %	WSLCB $ Rank	Nielsen $ Rank	Member Store Price	WSLCB vs Member Price
506408	8823200104	HERITAGE MERLOT	1.5	WINE - RED	882320010	1093	$ 53,687	6	$ 8.19	$ 7.95	$0.24	3.0%	173	756		
458870	8735710070	COVEY RUN LEMBERGER WA	0.75	WINE - RED	873571007	1088	$ 65,469	12	$ 5.01	$ 5.68	($0.67)	(11.7%)	132	583		
557130	8858642586	COLUMBIA CREST GEWURZT WA	0.75	WINE - WHT	885864258	1075	$ 64,010	12	$ 4.96	$ 6.13	($1.17)	(19.1%)	136	169		
900499	8022698775	HEDGES CMS COLUMBIA VALLEY WA	0.75	WINE - RED	802269877	1065	$ 115,387	12	$ 9.03	$ 10.90	($1.87)	(17.2%)	56	104		
429575	8273431604	WALNUT CREST CAB SAUV -CHILE	0.75	WINE - RED	827343160	1044	$ 50,841	12	$ 4.06	$ 4.85	($0.79)	(16.3%)	186	890		
643040	8981900652	BERINGER WH ZINF	0.75	WINE - PINK	898190065	1042	$ 79,404	12	$ 6.35	$ 5.04	$1.31	26.0%	100	6		
889023	7049102116	MASTER OF MIXES PINA COLADA MIX	1	WINE - MISC	704910211	1038	$ 48,417	12	$ 3.89	#N/A	#N/A	#N/A	192	#N/A		
900642	8775400050	HOGUE GEWURZT WA	0.75	WINE - WHT	877540005	1037	$ 62,380	12	$ 5.01	$ 6.31	($1.30)	(20.6%)	139	297		
802875	8597603422	MANISCHEWITZ KOSHER BLACKBERRY	1.5	WINE - FLAV	859760342	1031	$ 34,599	6	$ 5.59	$ 5.87	($0.28)	(4.7%)	289	2182		
518345	8823200228	VENDANGE MERLOT CA	1.5	WINE - RED	882320022	1030	$ 40,220	6	$ 6.51	$ 7.19	($0.68)	(9.5%)	240	111		
568102	8072000016	GLEN ELLEN CHARD 4/PK	0.19	WINE - WHT	807200001	1029	$ 34,794	4	$ 8.45	$ 1.45	$7.00	483.0%	285	2204		
459310	8380400503	CRIBARI CHIANTI	4	WINE - RED	838040050	1007	$ 40,824	4	$ 10.14	#N/A	#N/A	#N/A	235	#N/A		
541940	8012000004	ALMADEN MTN CHABLIS	1.5	WINE - WHT	801200000	1007	$ 27,765	6	$ 4.60	$ 4.88	($0.28)	(5.8%)	361	203		
469652	8500000985	GALLO MERLOT	1.5	WINE - RED	850000098	1003	$ 41,002	6	$ 6.81	$ 7.28	($0.47)	(6.4%)	234	178		
770420	8858660025	DOMAINE STE MICH EXTRA DRY WA	0.75	WINE - SPRK	885866002	992	$ 99,428	12	$ 8.35	$ 9.72	($1.37)	(14.1%)	64	100		
487010	8590401550	MOGEN DAVID KOSHER CONCORD GRA	1.5	WINE - RED	859040155	991	$ 35,127	6	$ 5.91	$ 6.44	($0.53)	(8.3%)	282	1361		
417607	8210010960	MARCUS JAMES CAB SAUV -BRAZIL	1.5	WINE - RED	821001096	984	$ 35,557	6	$ 6.02	$ 6.92	($0.90)	(13.0%)	277	1400		
640905	8012000002	ALMADEN MTN ROSE'	1.5	WINE - PINK	801200000	981	$ 27,051	6	$ 4.60	$ 4.89	($0.29)	(6.0%)	365	250		
750005	8210000096	J ROGET BRUT CHAMP	0.75	WINE - SPRK	821000009	976	$ 36,531	12	$ 3.12	#N/A	#N/A	#N/A	262	#N/A		
094686	8500000539	GALLO FAIRBANKS SHERRY	1.5	WINE - DESS	850000053	972	$ 42,676	6	$ 7.32	$ 8.02	($0.70)	(8.8%)	224	1083		
900508	907110001	HYATT CHARD WA	0.75	WINE - WHT	090711000	966	$ 61,446	12	$ 5.30	$ 7.69	($2.39)	(31.1%)	142	790		
098254	8048021701	NOILLY PRAT FRANCE DRY VERM	0.75	VERMOUTH	804802170	949	$ 68,591	12	$ 6.02	#N/A	#N/A	#N/A	125	#N/A		
617890	7719000005	SNOQUALMIE WNMAKER SELECT RIESL	0.75	WINE - WHT	771900000	946	$ 52,078	12	$ 4.59	$ 5.83	($1.24)	(21.3%)	179	144		
548200	8981902850	BERINGER CHARD FNDRS EST CA	0.75	WINE - WHT	898190285	938	$ 93,619	12	$ 8.32	$ 8.84	($0.52)	(5.9%)	79	53		
411184	8832013101	GATO NEGRO CABERNET/MERLOT -CHIL	1.5	WINE - RED	883201310	930	$ 38,881	6	$ 6.97	$ 7.37	($0.40)	(5.5%)	247	272		
629300	8520010020	SUTTER HOME MOSCATO CA	0.75	WINE - WHT	852001002	926	$ 36,812	12	$ 3.31	#N/A	#N/A	#N/A	259	#N/A		
901424	9692577701	VINEWOOD CREEK '00 RED TABLE WA	0.75	WINE - RED	969257770	922	$ 35,127	12	$ 3.17	#N/A	#N/A	#N/A	283	#N/A		
401020	1757378445	ALICE WHITE SHIRAZ -AUST	0.75	WINE - RED	175737844	921	$ 55,559	12	$ 5.03	$ 5.78	($0.75)	(13.0%)	164	259		
558810	8735710010	COVEY RUN GEWURZT WA	0.75	WINE - WHT	873571001	920	$ 55,454	12	$ 5.02	$ 5.83	($0.81)	(13.8%)	166	195		
744650	8380404716	COOKS WH ZINF CHAMP CA	0.75	WINE - SPRK	838040471	907	$ 45,271	12	$ 4.16	#N/A	#N/A	#N/A	211	#N/A		
741400	8500000743	ANDRE BRUT CHAMP CA	0.75	WINE - SPRK	850000074	905	$ 35,888	12	$ 3.30	$ 3.90	($0.60)	(15.3%)	270	228		
093256	8500000534	GALLO FAIRBANKS RED PORT	1.5	WINE - DESS	850000053	902	$ 39,701	6	$ 7.34	$ 7.76	($0.42)	(5.5%)	243	597		
456578	8858641897	COLUMBIA CREST MERLOT-CAB WA	0.75	WINE - RED	885864189	901	$ 75,984	12	$ 7.03	$ 6.81	$0.22	3.2%	108	33		

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763550	8500000749	ANDRE PINK CHAMP CA	0.75	WINE - SPRK	850000074	898	$ 36,063	12	$ 3.35	#N/A	#N/A	#N/A	268	#N/A		
095736	8500000547	GALLO FAIRBANKS COCKTAIL DRY SHR	1.5	WINE - DESS	850000054	893	$ 38,194	6	$ 7.13	$ 7.34	($0.21)	(2.9%)	252	2608		
768650	8500000747	ANDRE COLD DUCK CA	0.75	WINE - SPRK	850000074	890	$ 35,771	12	$ 3.35	$ 4.02	($0.67)	(16.7%)	272	282		
558815	8735710007	COVEY RUN DRY RIESLING WA	0.75	WINE - WHT	873571000	878	$ 52,924	12	$ 5.02	#N/A	#N/A	#N/A	176	#N/A		
647275	8500000735	CARLO ROSSI'S VIN ROSE'	4	WINE - PINK	850000073	878	$ 29,239	4	$ 8.33	$ 8.73	($0.40)	(4.6%)	336	532		
457713	4198531014	CORBETT CANYON CA MERLOT	1.5	WINE - RED	419853101	869	$ 35,536	6	$ 6.82	$ 6.80	$0.02	0.2%	279	115		
901224	8775400043	HOGUE PINOT GRIGIO WA	0.75	WINE - WHT	877540004	868	$ 62,835	12	$ 6.03	$ 7.68	($1.65)	(21.5%)	137	274		
498110	8600381385	R MONDAVI WOODBRIDGE CAB SAUV	1.5	WINE - RED	860038138	866	$ 62,660	6	$ 12.06	$ 11.13	$0.93	8.3%	138	32		
683365	8520000009	SUTTER HOME WH ZINF BLUSH 4/PK	0.19	WINE - PINK	852000000	865	$ 26,000	4	$ 7.51	$ 1.55	$5.96	384.8%	369	2040		
593680	8700060570	PAUL MASSON EMERALD DRY RIESLING	1.5	WINE - WHT	870006057	853	$ 25,703	6	$ 5.02	$ 6.09	($1.07)	(17.5%)	373	1801		
900536	8043801090	WASHINGTON HILLS CHARD WA	0.75	WINE - WHT	804380109	852	$ 55,119	12	$ 5.39	$ 8.36	($2.97)	(35.5%)	167	803		
416270	1235410451	LINDEMAN'S CAWARRA SHIRAZ/CAB-AU	0.75	WINE - RED	123541045	839	$ 52,624	12	$ 5.23	$ 4.91	$0.32	6.5%	178	2609		
406740	8273400101	CONCHA Y TORO CAB SAUV/MER -CHILE	1.5	WINE - RED	827340010	839	$ 40,639	6	$ 8.07	$ 8.28	($0.21)	(2.5%)	237	331		
625605	8858664289	CH STE MICH DRY RIESLING WA	0.75	WINE - WHT	885866428	835	$ 54,571	12	$ 5.45	$ 6.20	($0.75)	(12.2%)	170	150		
469655	8500000159	GALLO MERLOT 4/PK	0.19	WINE - RED	850000015	820	$ 24,607	4	$ 7.50	$ 1.54	$5.96	387.1%	386	1040		
401022	1757386246	ALICE WHITE SHIRAZ -AUST	1.5	WINE - RED	175738624	816	$ 44,348	6	$ 9.06	$ 10.25	($1.19)	(11.6%)	217	382		
422540	8438080853	QUANTUM RHAPSODY BLUSH -S AFRICA	1	WINE - PINK	843808085	813	$ 24,650	12	$ 2.53	#N/A	#N/A	#N/A	385	#N/A		
505755	8823200007	HERITAGE CAB SAUV	1.5	WINE - RED	882320000	811	$ 39,821	6	$ 8.18	$ 7.99	$0.19	2.4%	242	1089		
429580	8273431614	WALNUT CREST CHARD -CHILE	0.75	WINE - WHT	827343161	811	$ 39,600	12	$ 4.07	$ 4.79	($0.72)	(15.1%)	244	1285		
549885	8735651012	CLOS DU BOIS CA CHARD	0.75	WINE - WHT	873565101	810	$ 93,093	12	$ 9.58	$ 10.40	($0.82)	(7.9%)	80	34		
091344	8954038718	HARVEYS BRISTOL CR SHERRY SPAIN	0.75	WINE - DESS	895403871	793	$ 95,116	12	$ 10.00	$ 12.92	($2.92)	(22.6%)	74	436		
900721	907110007	HYATT CAB SAUV WA	0.75	WINE - RED	090711000	793	$ 68,691	12	$ 7.22	$ 9.98	($2.76)	(27.7%)	122	565		
506420	8823200014	HERITAGE ZINF	1.5	WINE - RED	882320001	792	$ 32,301	6	$ 6.80	$ 6.77	$0.03	0.4%	310	2777		
594965	8898100009	PAUL THOMAS CHARD WA	0.75	WINE - WHT	889810000	791	$ 49,234	12	$ 5.19	$ 4.56	$0.63	13.7%	188	370		
[illegible]	[illegible]	[illegible]	0.75	WINE - WHT	[illegible]	790	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	106	[illegible]	[illegible]	[illegible]
674020	8500000124	PETER VELLA WH GRENACHE BOX	5	WINE - PINK	850000012	790	$ 28,570	4	$ 9.04	$ 11.24	($2.20)	(19.6%)	345	648		
729155	1103450005	MARTINI & ROSSI ASTI ITALY	0.75	WINE - SPRK	110345000	789	$ 95,129	12	$ 10.05	$ 11.35	($1.30)	(11.5%)	73	62		
901460	8775400046	HOGUE SYRAH WA	0.75	WINE - RED	877540004	778	$ 51,809	12	$ 5.55	$ 7.52	($1.97)	(26.2%)	181	616		
429990	3125900894	YELLOW TAIL SHIRAZ - AUST	0.75	WINE - RED	312590089	774	$ 55,989	12	$ 6.03	$ 6.57	($0.54)	(8.2%)	162	16		
411180	8832013102	GATO NEGRO MERLOT-CHILE	0.75	WINE - RED	883201310	772	$ 32,816	12	$ 3.54	#N/A	#N/A	#N/A	306	#N/A		
092484	1208683701	HAKUTSURU SAKE	0.72	WINE - DESS	120868370	770	$ 59,474	12	$ 6.44	$ 7.61	($1.17)	(15.4%)	150	1353		
633300	8500000239	TURNING LEAF RES CHARD	0.75	WINE - WHT	850000023	766	$ 55,515	12	$ 6.04	$ 6.65	($0.61)	(9.2%)	165	42		
411162	8832013005	GATO BLANCO CHARD-CHILE	1.5	WINE - WHT	883201300	765	$ 32,273	6	$ 7.03	#N/A	#N/A	#N/A	311	#N/A		

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751405	8470409132	KORBEL BRUT CHAMP CA	0.75	WINE - SPRK	847040913	760	$ 93,903	12	$ 10.30	$ 10.09	$0.21	2.0%	77	38		
640770	8012050413	ALMADEN BLUSH CHABLIS	1.5	WINE - PINK	801205041	755	$ 20,823	6	$ 4.60	$ 4.92	($0.32)	(6.6%)	437	225		
411182	8832013105	GATO NEGRO MERLOT-CHILE	1.5	WINE - RED	883201310	753	$ 31,596	6	$ 6.99	#N/A	#N/A	#N/A	317	#N/A		
355050	8739600055	CASARSA CAB/MERLOT -ITALY	1.5	WINE - RED	873960005	747	$ 25,919	6	$ 5.78	$ 5.89	($0.11)	(1.8%)	370	64		
272535	8700010270	B & G VOUVRAY-FRANCE	0.75	WINE - WHT	870001027	745	$ 67,852	12	$ 7.59	$ 8.61	($1.02)	(11.8%)	127	330		
551905	8500000701	CARLO ROSSI'S RHINE	1.5	WINE - WHT	850000070	741	$ 17,819	6	$ 4.01	$ 4.98	($0.97)	(19.5%)	481	275		
494200	8898100701	PAUL THOMAS CAB SAUV WA	0.75	WINE - RED	889810070	735	$ 46,254	12	$ 5.24	$ 5.76	($0.52)	(9.0%)	203	614		
622910	4218899952	STE CHAPELLE JO. RIESLING ID	0.75	WINE - WHT	421889995	729	$ 43,972	12	$ 5.03	$ 9.49	($4.46)	(47.0%)	218	1537		
221000	8700010961	B & G MERLOT-FR	0.75	WINE - RED	870001096	729	$ 43,967	12	$ 5.03	#N/A	#N/A	#N/A	219	#N/A		
578900	8912106882	J LOHR RIVERSTONE CHARD CA	0.75	WINE - WHT	891210688	724	$ 82,810	12	$ 9.53	$ 11.53	($2.00)	(17.3%)	93	198		
901421	8465420020	KIONA VIVACIOUS VICKY RED WA	0.75	WINE - RED	846542002	723	$ 55,074	12	$ 6.35	#N/A	#N/A	#N/A	168	#N/A		
429970	3125900922	YELLOW TAIL MERLOT - AUST	0.75	WINE - RED	312590092	719	$ 51,909	12	$ 6.02	$ 6.54	($0.52)	(8.0%)	180	45		
606450	8600346192	R MONDAVI PRIVATE SELECT CHARD CA	0.75	WINE - WHT	860034619	717	$ 69,687	12	$ 8.10	$ 8.91	($0.81)	(9.1%)	120	63		
411175	8832013104	GATO NEGRO CAB SAUV-CHILE	1.5	WINE - RED	883201310	717	$ 29,859	6	$ 6.94	#N/A	#N/A	#N/A	332	#N/A		
456770	8858600110	COL CREST MERLOT TWO VINES WA	0.75	WINE - RED	885860011	714	$ 60,196	12	$ 7.03	$ 6.79	$0.24	3.5%	148	7		
357000	8678552003	CITRA MONTEPULCIANO D'ABRUZZO	1.5	WINE - RED	867855200	714	$ 35,583	6	$ 8.31	$ 6.38	$1.93	30.2%	276	332		
631820	2129620402	TAYLOR CAL CELL CHABLIS	3	WINE - WHT	212962040	713	$ 20,082	4	$ 7.04	#N/A	#N/A	#N/A	449	#N/A		
498020	8600306191	R MONDAVI PRIVATE SELECT CAB SAUV	0.75	WINE - RED	860030619	708	$ 68,602	12	$ 8.07	$ 8.99	($0.92)	(10.2%)	124	103		
444105	8981900170	BERINGER CAB SAUV FNDRS EST CA	0.75	WINE - RED	898190017	707	$ 71,292	12	$ 8.40	$ 8.86	($0.46)	(5.2%)	118	83		
411160	8832013000	GATO BLANCO CHARD-CHILE	0.75	WINE - WHT	883201300	698	$ 29,516	12	$ 3.52	#N/A	#N/A	#N/A	335	#N/A		
900851	9353200001	BADGER MTN JO RIESLING WA	0.75	WINE - WHT	935320000	697	$ 46,275	12	$ 5.53	$ 7.52	($1.99)	(26.4%)	202	892		
097063	2881719911	GEKKEIKAN SAKE	1.5	WINE - DESS	288171991	695	$ 39,896	6	$ 9.57	$ 12.74	($3.17)	(24.9%)	241	2339		
093337	7749000041	ISC RED PORT	3	WINE - DESS	774900004	694	$ 28,750	4	$ 10.36	#N/A	#N/A	#N/A	342	#N/A		
626600	8858663085	CH STE MICH BARR FERM SAUV BL WA	0.75	WINE - WHT	885866308	689	$ 60,298	12	$ 7.29	$ 8.97	($1.68)	(18.7%)	146	426		
097584	8700060241	PAUL MASSON MADEIRA	0.75	WINE - DESS	870006024	688	$ 33,221	12	$ 4.02	$ 5.06	($1.04)	(20.5%)	299	678		
221410	8700010969	B & G SYRAH - FR	0.75	WINE - RED	870001096	676	$ 40,823	12	$ 5.03	$ 6.67	($1.64)	(24.6%)	236	2140		
724015	1297634119	CODORNIU CAVA HERENCIA 1551 3/PK	0.19	WINE - SPRK	129763411	675	$ 33,479	8	$ 6.20	#N/A	#N/A	#N/A	296	#N/A		
491885	8898100700	PAUL THOMAS CAB/MERLOT WA	0.75	WINE - RED	889810070	674	$ 42,878	12	$ 5.30	$ 4.73	$0.57	12.1%	222	562		
411177	8832013100	GATO NEGRO CAB SAUV-CHILE	0.75	WINE - RED	883201310	673	$ 28,261	12	$ 3.50	#N/A	#N/A	#N/A	352	#N/A		
549225	8069609570	BEAULIEU VYD COASTAL CHARD CA	0.75	WINE - WHT	806960957	669	$ 61,855	12	$ 7.70	$ 8.95	($1.25)	(13.9%)	140	126		
458000	8038720301	COLUMBIA MERLOT WA	0.75	WINE - RED	803872030	666	$ 76,432	12	$ 9.56	$ 11.45	($1.89)	(16.5%)	105	124		
558850	8735710038	COVEY RUN SEM-CHARD WA	0.75	WINE - WHT	873571003	666	$ 38,482	12	$ 4.82	$ 5.68	($0.86)	(15.2%)	251	289		
558820	8735710081	COVEY RUN SAUV BLANC WA	0.75	WINE - WHT	873571008	664	$ 48,106	12	$ 6.04	$ 6.56	($0.52)	(8.0%)	194	194		

WSLCB

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Wine LCB-Retail Price Comps AC Nielsen.xls

BRNDCD	UNPRCD	BRNNME	UNTL TR	DSTYDS	UPC10	Total Cases	Total Dollars	Case Pack	WSLCB Avg Unit Price	Nielsen Avg Unit Price	Price Delta	Delta %	WSLCB $ Rank	Nielsen $ Rank	Member Store Price	WSLCB vs Member Price
576680	8600000263	INGLENOOK VYD PREM SELECT CHABLI	3	WINE - WHT	860000026	663	$ 19,853	4	$ 7.49	$ 7.96	($0.47)	(6.0%)	451	1059		
508185	7719000020	SNOQUALMIE CAB/MERLOT WA	0.75	WINE - RED	771900002	662	$ 54,743	12	$ 6.89	$ 8.42	($1.53)	(18.2%)	169	415		
447005	8069611122	BEAULIEU VYD COASTAL CAB SAUV CA	0.75	WINE - RED	806961112	657	$ 61,253	12	$ 7.77	$ 8.95	($1.18)	(13.2%)	143	108		
444110	8981900872	BERINGER MERLOT FNDRS EST CA	0.75	WINE - RED	898190087	645	$ 64,982	12	$ 8.40	$ 8.87	($0.47)	(5.3%)	134	77		
557300	8038720621	COLUMBIA PINOT GRIS WA	0.75	WINE - WHT	803872062	642	$ 65,480	12	$ 8.50	$ 10.29	($1.79)	(17.4%)	131	596		
465700	5352610000	FIRESTEED PINOT NOIR OR	0.75	WINE - RED	535261000	641	$ 64,347	12	$ 8.37	$ 9.81	($1.44)	(14.7%)	135	703		
888091	7480602201	MALIBU PINA COLADA MIX	1.75	WINE - MISC	748060220	641	$ 23,133	6	$ 6.01	#N/A	#N/A	#N/A	408	#N/A		
[illegible]	[illegible]	KENDALL JACKSON VNT RES CHARD	0.75	WINE - WHT	81580015	632	$ 57,257	12	$ 12.78	$ 10.56	$2.22	21.1%	[illegible]	[illegible]	9.99	2.79
461200	8224201753	DELICATO CA MERLOT	0.75	WINE - RED	822420175	633	$ 38,498	12	$ 5.07	$ 5.31	($0.24)	(4.6%)	250	675		
490549	8823200304	NATHANSON CREEK CAB SAUV CA	1.5	WINE - RED	882320030	633	$ 25,594	6	$ 6.74	$ 6.94	($0.20)	(2.9%)	375	1693		
769927	8380407472	COOKS IMP SPUMANTE 4/PK CA	0.19	WINE - SPRK	838040747	630	$ 22,714	4	$ 9.01	$ 6.81	$2.20	32.4%	416	1309		
560285	4198531414	CORBETT CANYON CA SAUV BLANC	1.5	WINE - WHT	419853141	627	$ 22,630	6	$ 6.02	$ 6.95	($0.93)	(13.4%)	418	754		
617800	7719000006	SNOQUALMIE CHARD WA	0.75	WINE - WHT	771900000	623	$ 51,064	12	$ 6.83	#N/A	#N/A	#N/A	185	#N/A		
095156	8603693126	CHRISTIAN BROS CR SHERRY	1.5	WINE - DESS	860369312	623	$ 30,050	6	$ 8.04	#N/A	#N/A	#N/A	329	#N/A		
622755	4218899926	STE CHAPELLE VALUE SERIES CHARD II	0.75	WINE - WHT	421889992	619	$ 37,385	12	$ 5.03	$ 9.52	($4.49)	(47.1%)	256	1732		
518333	8823200181	VENDANGE CAB SAUV CA	1.5	WINE - RED	882320018	616	$ 24,195	6	$ 6.55	$ 7.20	($0.65)	(9.1%)	389	196		
412170	8143407125	HARDYS STAMP OF AUSTRALIA CHARD	3	WINE - WHT	814340712	613	$ 28,057	4	$ 11.44	$ 15.23	($3.79)	(24.9%)	358	511		
416170	1235408184	LINDEMANS BIN 65 CHARD-AUST	0.75	WINE - WHT	123540818	611	$ 51,761	12	$ 7.06	$ 6.95	$0.11	1.6%	182	75		
787500	8639535000	KINSEN PLUM	0.75	WINE - FLAV	863953500	610	$ 42,817	12	$ 5.85	#N/A	#N/A	#N/A	223	#N/A		
884042	7480600331	DAILY'S PINA COLADA MIX	1.75	WINE - MISC	748060033	603	$ 22,014	6	$ 6.08	#N/A	#N/A	#N/A	425	#N/A		
512057	8981911730	STONE CELLARS MERLOT CA	1.5	WINE - RED	898191173	602	$ 36,394	6	$ 10.08	$ 10.65	($0.57)	(5.4%)	263	89		
406714	8273431372	CONCHA Y TORO FRONTERA MER -CHIL	1.5	WINE - RED	827343137	594	$ 28,860	6	$ 8.10	$ 8.17	($0.07)	(0.9%)	341	440		
900798	9692500007	BARNARD GRIFFIN CAB SAUV WA	0.75	WINE - RED	969250000	592	$ 78,649	12	$ 11.07	$ 13.32	($2.25)	(16.9%)	101	468		
098534	2105910750	CINZANO SW VERM	0.75	VERMOUTH	210591075	590	$ 43,076	12	$ 6.08	#N/A	#N/A	#N/A	220	#N/A		
516810	8500000269	TURNING LEAF RES MERLOT	0.75	WINE - RED	850000026	590	$ 42,930	12	$ 6.06	$ 6.69	($0.63)	(9.4%)	221	80		
900751	4435890061	MONTINORE VYD MULLER-THURGAU OF	0.75	WINE - WHT	443589006	590	$ 34,657	12	$ 4.90	#N/A	#N/A	#N/A	287	#N/A		
470127	8500000501	GALLO CAB SAUV CA	1.5	WINE - RED	850000050	589	$ 24,178	6	$ 6.84	$ 7.31	($0.47)	(6.4%)	391	294		
415212	8438080722	LOST HORIZON CHARD S AFRICA	1.5	WINE - WHT	843808072	588	$ 23,780	6	$ 6.74	#N/A	#N/A	#N/A	399	#N/A		
576817	8600000257	INGLENOOK PREM SELECT CHARD CA	1.5	WINE - WHT	860000025	585	$ 21,247	6	$ 6.05	#N/A	#N/A	#N/A	433	#N/A		
657000	8500000580	GALLO WH ZINF BLUSH 4/PK	0.19	WINE - PINK	850000058	579	$ 17,400	4	$ 7.51	$ 1.59	$5.92	372.5%	487	742		
542325	8072070367	BLOSSOM HILL CHARD	1.5	WINE - WHT	807207036	570	$ 30,005	6	$ 8.77	#N/A	#N/A	#N/A	330	#N/A		
768600	8500000828	ANDRE SPUMANTE CA	0.75	WINE - SPRK	850000082	570	$ 22,675	12	$ 3.32	$ 3.90	($0.58)	(15.0%)	417	304		
469350	8500000579	GALLO CAB SAUV 4/PK	0.19	WINE - RED	850000057	570	$ 17,087	4	$ 7.49	$ 1.56	$5.93	380.4%	490	1329		

Wine LCB-Retail Price Comps AC Nielsen.xls

BRNDCD	UNPRCD	BRNNME	UNTL TR	DSTYDS	UPC10	Total Cases	Total Dollars	Case Pack	WSLCB Avg Unit Price	Nielsen Avg Unit Price	Price Delta	Delta %	WSLCB $ Rank	Nielsen $ Rank	Member Store Price	WSLCB vs Member Price
900501	1738500100	SILVER LAKE CHARD WA	0.75	WINE - WHT	173850010	569	$ 52,820	12	$ 7.74	$ 7.87	($0.13)	(1.7%)	177	482		
445100	8088749374	BOGLE VYD PETITE SIRAH	0.75	WINE - RED	808874937	563	$ 58,733	12	$ 8.69	$ 10.01	($1.32)	(13.2%)	152	495		
900221	8775400187	HOGUE GENESIS CAB SAUV WA	0.75	WINE - RED	877540018	562	$ 71,689	12	$ 10.63	$ 12.80	($2.17)	(17.0%)	117	353		
420437	8043234307	JACOB'S CREEK MERLOT-AUST	0.75	WINE - RED	804323430	561	$ 48,271	12	$ 7.17	$ 7.30	($0.13)	(1.8%)	193	134		
459915	8380400504	CRIBARI VINO ROSSO RED TBL	4	WINE - RED	838040050	559	$ 20,462	4	$ 9.15	#N/A	#N/A	#N/A	443	#N/A		
469815	8500000792	GALLO NOR CST HEARTY BURG	1.5	WINE - RED	850000079	553	$ 22,753	6	$ 6.86	$ 5.72	$1.14	19.9%	415	182		
576770	8600009783	INGLENOOK VYD FRENCH COLOMBARD	3	WINE - WHT	860000978	541	$ 16,283	4	$ 7.52	#N/A	#N/A	#N/A	504	#N/A		
753805	8012015301	LE DOMAINE EX DRY CHAMP CA	0.75	WINE - SPRK	801201530	540	$ 26,135	12	$ 4.03	#N/A	#N/A	#N/A	368	#N/A		
562250	6815423157	DUCK POND CHARD OR	0.75	WINE - WHT	681542315	539	$ 46,740	12	$ 7.23	$ 8.09	($0.86)	(10.7%)	199	700		
900700	9692500008	BARNARD GRIFFIN MERLOT WA	0.75	WINE - RED	969250000	535	$ 71,065	12	$ 11.07	$ 13.24	($2.17)	(16.4%)	119	392		
559250	8380400510	CRIBARI VINO BIANCO WH TBL	4	WINE - WHT	838040051	532	$ 19,489	4	$ 9.16	#N/A	#N/A	#N/A	455	#N/A		
510720	8858600075	CH STE MICH SYRAH WA	0.75	WINE - RED	885860007	528	$ 56,501	12	$ 8.92	$ 9.43	($0.51)	(5.4%)	160	122		
357020	8678552007	CITRA TREBBIANO D'ABRUZZO	1.5	WINE - WHT	867855200	528	$ 26,293	6	$ 8.30	$ 6.37	$1.93	30.3%	367	491		
095854	8700060261	PAUL MASSON DRY SHERRY	0.75	WINE - DESS	870006026	527	$ 25,480	12	$ 4.03	$ 5.01	($0.98)	(19.6%)	377	875		
479350	8468700101	ERATH PINOT NOIR OR	0.75	WINE - RED	846870010	526	$ 69,170	12	$ 10.96	$ 14.49	($3.53)	(24.4%)	121	423		
097867	8500000564	THUNDERBIRD	0.75	WINE - DESS	850000056	526	$ 19,061	12	$ 3.02	#N/A	#N/A	#N/A	459	#N/A		
707200	3329300300	FREIXENET CORDON NEGRO BRUT SPA	0.75	WINE - SPRK	332930030	525	$ 58,336	12	$ 9.26	$ 9.31	($0.05)	(0.5%)	155	82		
406777	8273431412	CONCHA Y TORO CHARD -CHILE	1.5	WINE - WHT	827343141	525	$ 25,520	6	$ 8.10	$ 7.97	$0.13	1.7%	376	651		
325050	8036899800	NUERNBERGER GLUHWEIN	1	WINE - RED	803689980	521	$ 30,985	12	$ 4.96	#N/A	#N/A	#N/A	324	#N/A		
361730	8500000843	ECCO DOMANI PINOT GRIGIO -ITALY	0.75	WINE - WHT	850000084	518	$ 45,956	12	$ 7.39	$ 8.78	($1.39)	(15.8%)	206	145		
420445	8043234407	JACOBS CREEK SHIRAZ/CAB - AUST	0.75	WINE - RED	804323440	517	$ 44,374	12	$ 7.15	$ 7.15	$0.00	0.0%	216	146		
512052	8981911724	STONE CELLARS CAB SAUV CA	1.5	WINE - RED	898191172	517	$ 31,399	6	$ 10.12	$ 10.60	($0.48)	(4.5%)	319	138		
498950	1109920000	RANDALL HARRIS MERLOT WA	0.75	WINE - RED	110992000	501	$ 48,571	12	$ 8.08	$ 9.96	($1.88)	(18.9%)	191	763		
770400	8858668187	DOMAINE STE MICH BLANC DE BLANC W	0.75	WINE - SPRK	885866818	494	$ 49,684	12	$ 8.38	$ 9.84	($1.46)	(14.8%)	187	406		
444600	2972250015	BLACKSTONE CA MERLOT	0.75	WINE - RED	297225001	493	$ 55,909	12	$ 9.45	$ 8.92	$0.53	5.9%	163	36		
095254	8500000549	GALLO LVNGSTN CELL CR SHERRY	0.75	WINE - DESS	850000054	493	$ 28,102	12	$ 4.75	$ 5.01	($0.26)	(5.2%)	356	329		
094616	8603613451	CHRISTIAN BROS GOLDEN SHERRY	1.5	WINE - DESS	860361345	493	$ 23,826	6	$ 8.05	#N/A	#N/A	#N/A	398	#N/A		
446850	8069609267	BEAULIEU VYD COASTAL MERLOT CA	0.75	WINE - RED	806960926	491	$ 46,023	12	$ 7.81	$ 8.96	($1.15)	(12.8%)	205	131		
477510	8912128812	J LOHR EST SEVEN OAKS CAB SAUV	0.75	WINE - RED	891212881	485	$ 66,528	12	$ 11.43	$ 14.50	($3.07)	(21.2%)	128	348		
098356	8235240216	STOCK ITALY DRY VERM	0.75	VERMOUTH	823524021	482	$ 28,349	12	$ 4.90	#N/A	#N/A	#N/A	350	#N/A		
900707	1738500040	SILVER LAKE CAB/MERLOT WA	0.75	WINE - RED	173850004	481	$ 44,905	12	$ 7.78	$ 7.97	($0.19)	(2.4%)	213	431		
263050	8723631000	RENE JUNOT RED TBL	1.5	WINE - RED	872363100	481	$ 28,088	6	$ 9.73	#N/A	#N/A	#N/A	357	#N/A		
626310	8858600076	CH STE MICH PINOT GRIS WA	0.75	WINE - WHT	885860007	480	$ 51,421	12	$ 8.93	$ 9.46	($0.53)	(5.6%)	183	93		

WSLCB

Resp to Costco RFP
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TX023_009

BRNDCD	UNPRCD	BRNNME	UNTL TR	DSTYDS	UPC10	Total Cases	Total Dollars	Case Pack	WSLCB Avg Unit Price	Nielsen Avg Unit Price	Price Delta	Delta %	WSLCB $ Rank	Nielsen $ Rank	Member Store Price	WSLCB vs Member Price
752010	8470409147	KORBEL EX DRY CHAMP CA	0.75	WINE - SPRK	847040914	479	$ 59,178	12	$ 10.30	$ 10.09	$0.21	2.0%	151	125		
901422	8465420014	KIONA VIVACIOUS VICKY WHITE WA	0.75	WINE - WHT	846542001	478	$ 36,565	12	$ 6.37	#N/A	#N/A	#N/A	261	#N/A		
411190	8832013107	GATO NEGRO SHIRAZ-CHILE	0.75	WINE - RED	883201310	474	$ 20,342	12	$ 3.58	$ 4.48	($0.90)	(20.2%)	446	746		
910938	1289485652	ROSEMOUNT SHIRAZ DIAMOND AUST	0.75	WINE - RED	128848652	473	$ 56,277	12	$ 9.91	$ 9.06	$0.85	9.4%	161	54	7.99	11.92
643030	8981909029	BERINGER WHITE MERLOT CA	0.75	WINE - PINK	898190902	473	$ 36,042	12	$ 6.35	$ 5.08	$1.27	25.0%	269	97		
900535	8043801490	WASHINGTON HILLS CAB SAUV WA	0.75	WINE - RED	804380149	471	$ 35,536	12	$ 6.29	$ 8.81	($2.52)	(28.6%)	278	824		
558860	8735710015	COVEY RUN MORIO MUSKAT WA	0.75	WINE - WHT	873571001	470	$ 28,383	12	$ 5.03	$ 6.46	($1.43)	(22.1%)	349	672		
097014	9674940130	DUBONNET RED APERITIF	0.75	APERITIF (5	967494013	468	$ 51,207	12	$ 9.12	#N/A	#N/A	#N/A	184	#N/A		
094207	7749000042	ISC WHITE PORT	3	WINE - DESS	774900004	468	$ 19,417	4	$ 10.37	#N/A	#N/A	#N/A	457	#N/A		
495195	8500000309	PETER VELLA CAB SAUV BOX CA	5	WINE - RED	850000030	467	$ 24,434	4	$ 13.08	$ 13.54	($0.46)	(3.4%)	387	1010		
900035	8410600001	HOODSPORT RASPBERRY WA	0.75	WINE - FLAV	841060000	466	$ 53,945	12	$ 9.65	$ 12.75	($3.10)	(24.3%)	172	872		
609000	8711030057	R H PHILLIPS BARREL CUVEE CHARD CA	0.75	WINE - WHT	871103005	463	$ 33,694	12	$ 6.06	$ 7.28	($1.22)	(16.7%)	294	726		
508200	7719000030	SNOQUALMIE SYRAH COL VLY WA	0.75	WINE - RED	771900003	461	$ 37,625	12	$ 6.80	$ 8.52	($1.72)	(20.2%)	255	399		
499250	8500001058	REDWOOD CREEK CAB SAUV CA	0.75	WINE - RED	850000105	460	$ 33,448	12	$ 6.06	$ 6.53	($0.47)	(7.2%)	297	478		
900818	8739608110	DENIS MARCHAIS VOUVRAY -FRANCE	0.75	WINE - WHT	873960811	457	$ 34,076	12	$ 6.21	#N/A	#N/A	#N/A	291	#N/A		
402875	8500001120	BLACK SWAN SHIRAZ-AUST	0.75	WINE - RED	850000112	451	$ 32,843	12	$ 6.07	$ 6.54	($0.47)	(7.2%)	304	213		
630812	8520061874	SUTTER HOME CHARD 4/PK	0.19	WINE - WHT	852006187	451	$ 13,633	4	$ 7.56	$ 6.29	$1.27	20.1%	544	216		
461300	8224201883	DELICATO CA SHIRAZ	0.75	WINE - RED	822420188	449	$ 27,296	12	$ 5.07	$ 5.27	($0.20)	(3.9%)	364	866		
568082	8072000062	GLEN ELLEN CHARD CA	1.5	WINE - WHT	807200006	449	$ 23,876	6	$ 8.86	$ 8.83	$0.03	0.4%	396	18		
093254	8500000532	GALLO FAIRBANKS RED PORT	0.75	WINE - DESS	850000053	449	$ 23,329	12	$ 4.33	$ 4.63	($0.30)	(6.5%)	403	240		
429950	3125900892	YELLOW TAIL CHARD -AUST	0.75	WINE - WHT	312590089	448	$ 32,382	12	$ 6.02	$ 6.54	($0.52)	(7.9%)	308	60		
460353	4198531184	CORBETT CANYON CA CAB SAUV	1.5	WINE - RED	419853118	448	$ 18,714	6	$ 6.96	$ 6.84	$0.12	1.8%	465	241		
093964	8894000005	TAYLOR NY TWNY RED PORT	0.75	WINE - DESS	889400000	444	$ 22,406	12	$ 4.21	#N/A	#N/A	#N/A	419	#N/A		
445040	8088749378	BOGLE VYD MERLOT	0.75	WINE - RED	808874937	441	$ 46,328	12	$ 8.75	$ 10.03	($1.28)	(12.7%)	201	645		
633670	8858690387	VILLA MT EDEN CHARD CSTL MONT CTY	0.75	WINE - WHT	885869038	441	$ 35,174	12	$ 6.65	$ 8.59	($1.94)	(22.6%)	281	1633		
423788	8210073301	V SANTA CRLNA VISTANA CHRD/SAUV-C	1.5	WINE - WHT	821007330	439	$ 20,266	6	$ 7.69	$ 7.44	$0.25	3.4%	447	1290		
091974	8366485280	DRY SACK SHERRY SPAIN	0.75	WINE - DESS	836648528	438	$ 60,804	12	$ 11.57	15.93	($4.36)	(27.4%)	144	1599		
468400	8289670039	FETZER VALLEY OAKS MERLOT CA	0.75	WINE - RED	828967003	438	$ 39,200	12	$ 7.46	$ 7.43	$0.03	0.4%	245	177		
098054	2105910751	CINZANO DRY VERM	0.75	VERMOUTH	210591075	438	$ 32,238	12	$ 6.13	#N/A	#N/A	#N/A	312	#N/A		
098742	1103441007	MARTINI & ROSSI ITALY SW VERM	0.38	VERMOUTH	110344100	436	$ 37,908	24	$ 3.62	#N/A	#N/A	#N/A	254	#N/A		
745405	8515500001	DOMAINE CHAND NAPA VY BRUT SPK CA	0.75	WINE - SPRK	851550000	427	$ 85,065	12	$ 16.60	$ 17.12	($0.52)	(3.0%)	89	223		
402615	8143401584	BANROCK STATION SHIRAZ-AUST	1.5	WINE - RED	814340158	425	$ 23,485	6	$ 9.21	$ 10.10	($0.89)	(8.8%)	401	2240		
498300	8600300042	R MONDAVI PRIVATE SELECT MERLOT C	0.75	WINE - RED	860030004	424	$ 41,633	12	$ 8.18	$ 8.93	($0.75)	(8.4%)	230	116		

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Wine LCB-Retail Price Comps AC Nielsen.xls

BRNDCD	UNPRCD	BRNNME	UNTL TR	DSTYDS	UPC10	Total Cases	Total Dollars	Case Pack	WSLCB Avg Unit Price	Nielsen Avg Unit Price	Price Delta	Delta %	WSLCB $ Rank	Nielsen $ Rank	Member Store Price	WSLCB vs Member Price
416165	1235408770	LINDEMAN'S CAB SAUV BIN 45-AUST	0.75	WINE - RED	123540877	421	$ 35,782	12	$ 7.08	$ 7.03	$0.05	0.7%	271	276		
504860	8269670025	FETZER VALLEY OAKS GEWURZT CA	0.75	WINE - WHT	826967002	421	$ 24,723	12	$ 4.89	$ 6.83	($1.94)	(28.3%)	384	181	5.59	(0.70)
900004	8096000001	BOOKWALTER JO. RIESLING WA	0.75	WINE - WHT	809600000	419	$ 35,593	12	$ 7.08	$ 9.51	($2.43)	(25.6%)	274	1570		
516800	8500000249	TURNING LEAF RESERVE CAB SAUV	0.75	WINE - RED	850000024	419	$ 30,615	12	$ 6.09	$ 6.63	($0.54)	(8.2%)	327	159		
734815	8832010004	TOSTI ASTI SPUMANTE ITALY	0.75	WINE - SPRK	883201000	416	$ 41,850	12	$ 8.38	$ 9.81	($1.43)	(14.5%)	226	744		
485635	8981906801	MERIDIAN CA MERLOT	0.75	WINE - RED	898190680	416	$ 40,461	12	$ 8.11	$ 7.73	$0.38	4.9%	238	46		
586420	8597603429	MANISCHEWITZ KOSHER CREAM WH CC	1.5	WINE - WHT	859760342	415	$ 14,148	6	$ 5.68	#N/A	#N/A	#N/A	537	#N/A		
098252	8048004937	NOILLY PRAT FRANCE DRY VERM	0.38	VERMOUTH	804800493	414	$ 36,114	24	$ 3.63	#N/A	#N/A	#N/A	267	#N/A		
817620	8500000272	WILD VINES BLACKBERRY MERLOT	0.75	WINE - FLAV	850000027	414	$ 15,064	12	$ 3.03	$ 3.63	($0.60)	(16.5%)	528	209		
450750	1813860702	CANOE RIDGE MERLOT WA	0.75	WINE - RED	181386070	412	$ 97,937	12	$ 19.81	$ 19.32	$0.49	2.5%	70	220		
803475	8590419550	MOGEN DAVID KOSHER BLACKBERRY	1.5	WINE - FLAV	859041955	412	$ 14,678	6	$ 5.94	$ 6.01	($0.07)	(1.2%)	532	1962		
768960	8500001137	BALLATORE ROSSO RED SPUMANTE CA	0.75	WINE - SPRK	850000113	408	$ 25,458	12	$ 5.20	$ 5.95	($0.75)	(12.6%)	378	239		
901037	9692500017	BARNARD GRIFFIN CAB/MERLOT WA	0.75	WINE - RED	969250001	404	$ 39,028	12	$ 8.05	$ 10.05	($2.00)	(19.9%)	246	179		
094086	8500000529	GALLO FAIRBANKS WHITE PORT	1.5	WINE - DESS	850000052	404	$ 17,882	6	$ 7.38	$ 7.67	($0.29)	(3.8%)	480	1825		
901268	1738500300	SILVER LAKE ROZA RIESLING WA	0.75	WINE - WHT	173850030	401	$ 30,970	12	$ 6.44	$ 7.53	($1.09)	(14.5%)	325	396		
097574	8672407500	OZEKI SAKE	0.75	WINE - DESS	867240750	395	$ 23,434	12	$ 4.94	$ 5.26	($0.32)	(6.0%)	402	1225		
499260	8500001046	REDWOOD CREEK MERLOT CA	0.75	WINE - RED	850000104	393	$ 28,554	12	$ 6.05	$ 6.59	($0.54)	(8.1%)	346	337		
095914	8894000013	TAYLOR NY ST DRY SHERRY	0.75	WINE - DESS	889400001	392	$ 19,785	12	$ 4.21	#N/A	#N/A	#N/A	453	#N/A		
098784	8048004928	NOILLY PRAT SW VERM	0.75	VERMOUTH	804800492	390	$ 28,464	12	$ 6.08	#N/A	#N/A	#N/A	348	#N/A		
412178	8143407131	HARDYS STAMP OF AUSTRALIA SHIRAZ	3	WINE - RED	814340713	390	$ 17,902	4	$ 11.48	$ 15.20	($3.72)	(24.5%)	478	559		
344504	8051616023	BELL'AGIO CHIANTI	1	WINE - RED	805161602	389	$ 46,953	12	$ 10.06	$ 11.74	($1.68)	(14.3%)	198	262		
095748	8500000555	GALLO SHEFFIELD DRY SHERRY	0.75	WINE - DESS	850000055	389	$ 22,249	12	$ 4.77	$ 4.95	($0.18)	(3.7%)	422	445		
423785	8210073101	V SANTA CRLNA VISTANA CAB/MER-CH	1.5	WINE - RED	821007310	389	$ 17,965	6	$ 7.70	$ 7.62	$0.08	1.0%	477	1541		
097724	8210000800	RICHARDS WILD IRISH ROSE RED	0.75	WINE - DESS	821000080	389	$ 16,716	12	$ 3.58	#N/A	#N/A	#N/A	498	#N/A		
090794	8700085044	SANDEMAN FOUNDERS RES RED PORT	0.75	WINE - DESS	870008504	387	$ 65,001	12	$ 14.00	$ 15.76	($1.76)	(11.2%)	133	362		
900683	8043802293	WASHINGTON HILLS CABERNET/MER W.	0.75	WINE - RED	804380229	385	$ 28,730	12	$ 6.22	$ 8.84	($2.62)	(29.7%)	343	1145		
707100	3329300455	FREIXENET CARTA NEVADA BRUT -SPAI	0.75	WINE - SPRK	332930045	384	$ 25,024	12	$ 5.43	$ 6.32	($0.89)	(14.1%)	382	460		
676055	8600384385	R MONDAVI WOODBRIDGE WH ZINF CA	1.5	WINE - PINK	860038438	384	$ 16,915	6	$ 7.34	$ 7.53	($0.19)	(2.5%)	494	591		
094784	7749000050	ISC SHERRY	0.75	WINE - DESS	774900005	384	$ 15,374	12	$ 3.34	#N/A	#N/A	#N/A	523	#N/A		
097064	2881719912	GEKKEIKAN SAKE	0.75	WINE - DESS	288171991	383	$ 23,263	12	$ 5.06	#N/A	#N/A	#N/A	404	#N/A		
901425	9692577704	VINEWOOD CREEK '01 MERLOT WA	0.75	WINE - RED	969257770	382	$ 21,249	12	$ 4.64	#N/A	#N/A	#N/A	432	#N/A		
561000	8224201103	DELICATO CHARD CA	0.75	WINE - WHT	822420110	380	$ 23,219	12	$ 5.09	$ 5.31	($0.22)	(4.1%)	407	748		
402585	8143404558	BANROCK STATION CHARD -AUST	1.5	WINE - WHT	814340455	380	$ 20,563	6	$ 9.02	$ 10.07	($1.05)	(10.4%)	442	2894		

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Wine LCB-Retail Price Comps AC Nielsen.xls

BRNDCD	UNPRCD	BRNNME	UNTL TR	DSTYDS	UPC10	Total Cases	Total Dollars	Case Pack	WSLCB Avg Unit Price	Nielsen Avg Unit Price	Price Delta	Delta %	WSLCB $ Rank	Nielsen $ Rank	Member Store Price	WSLCB vs Member Price
098154	8366486628	LILLET WHITE APERITIF	0.75	APERITIF (59	836648662	379	$ 56,694	12	$ 12.47	#N/A	#N/A	#N/A	159	#N/A		
900568	907110008	HYATT BLACK MUSCAT WA	0.75	WINE - DESS	090711000	379	$ 25,032	12	$ 5.50	$ 6.89	($1.39)	(20.1%)	380	1511		
498925	1582610190	RAVENSWOOD VINTNERS BLEND ZINF C	0.75	WINE - RED	158261019	376	$ 41,246	12	$ 9.14	$ 10.01	($0.87)	(8.7%)	232	65		
762300	8500000715	TOTT'S BRUT CHAMP CA	0.75	WINE - SPRK	850000071	376	$ 22,824	12	$ 5.06	$ 6.04	($0.98)	(16.2%)	412	549		
094786	7749000045	ISC SHERRY	1.5	WINE - DESS	774900004	376	$ 14,836	6	$ 6.58	#N/A	#N/A	#N/A	531	#N/A		
900500	1738500400	SILVER LAKE CAB SAUV WA	0.75	WINE - RED	173850040	375	$ 53,023	12	$ 11.78	$ 11.19	$0.59	5.3%	175	498		
900556	8043800890	WASHINGTON HILLS GEWURZT WA	0.75	WINE - WHT	804380089	375	$ 23,249	12	$ 5.17	$ 6.90	($1.73)	(25.1%)	406	1244		
900755	8775400287	HOGUE GENESIS MERLOT WA	0.75	WINE - RED	877540028	373	$ 47,656	12	$ 10.65	$ 12.53	($1.88)	(15.0%)	196	217		
626700	8858660484	CH STE MICH SEMILLON WA	0.75	WINE - WHT	885866048	372	$ 24,103	12	$ 5.40	$ 6.07	($0.67)	(11.0%)	393	310		
457510	8858600085	COLUMBIA CREST GRAND EST SYRAH W	0.75	WINE - RED	885860008	369	$ 40,401	12	$ 9.12	$ 9.40	($0.28)	(2.9%)	239	284		
567950	8289606623	FETZER VALLEY OAKS CHARD CA	0.75	WINE - WHT	828960662	362	$ 32,205	12	$ 7.41	#N/A	#N/A	#N/A	313	#N/A		
098906	8235241216	STOCK ITALY SW VERM	0.75	VERMOUTH	823524121	361	$ 21,475	12	$ 4.96	#N/A	#N/A	#N/A	430	#N/A		
415000	1379105014	KOURTAKI RETSINA	0.75	WINE - WHT	137910501	361	$ 19,653	12	$ 4.54	#N/A	#N/A	#N/A	454	#N/A		
710805	8811055105	MOET WHITE STAR EXTRA DRY	0.75	WINE - SPRK	881105510	359	$ 139,433	12	$ 32.37	$ 35.41	($3.04)	(8.6%)	47	160		
901393	8043801293	WASHINGTON HILLS MERLOT WA	0.75	WINE - RED	804380129	359	$ 24,184	12	$ 5.61	$ 8.27	($2.66)	(32.1%)	390	518		
444150	8981903899	BERINGER ZINF CA	0.75	WINE - RED	898190389	358	$ 20,762	12	$ 4.83	$ 5.52	($0.69)	(12.4%)	439	446		
420435	8043234007	JACOB'S CREEK CHARD-AUST	0.75	WINE - WHT	804323400	355	$ 30,480	12	$ 7.15	$ 7.21	($0.06)	(0.8%)	328	224		
581620	8468700701	ERATH VYD PINOT GRIS OR	0.75	WINE - WHT	846870070	353	$ 41,686	12	$ 9.84	$ 12.03	($2.19)	(18.2%)	229	904		
092544	3604001193	KIJAFA DENMARK CHERRY	0.75	WINE - FLAV	360400119	353	$ 33,195	12	$ 7.84	#N/A	#N/A	#N/A	301	#N/A		
423150	4829442019	ROBERT'S ROCK CHEN BL/CHARD-S AFF	0.75	WINE - WHT	482944201	352	$ 17,125	12	$ 4.05	#N/A	#N/A	#N/A	489	#N/A		
557190	8858640786	COLUMBIA CREST SEMILLON WA	0.75	WINE - WHT	885864078	351	$ 20,897	12	$ 4.96	$ 5.78	($0.82)	(14.2%)	436	779		
900677	8022698776	HEDGES FUME'/CHARD WA	0.75	WINE - WHT	802269877	350	$ 34,053	12	$ 8.11	$ 9.45	($1.34)	(14.2%)	292	610		
450800	8341704220	CANYON ROAD CAB SAUV CA	0.75	WINE - RED	834170422	344	$ 29,117	12	$ 7.05	$ 7.34	($0.29)	(3.9%)	338	1331		
415610	8678545000	LANCERS ROSE' PORTUGAL	0.75	WINE - PINK	867854500	342	$ 20,758	12	$ 5.06	$ 6.30	($1.24)	(19.7%)	440	871		
423770	8210073201	V SANTA CRLNA VISTANA MER/CAB-CH	1.5	WINE - RED	821007320	342	$ 15,815	6	$ 7.71	$ 7.72	($0.01)	(0.2%)	512	1638		
412166	8143407128	HARDYS STAMP OF AUSTRALIA CAB SAU	3	WINE - RED	814340712	341	$ 15,764	4	$ 11.56	$ 15.11	($3.55)	(23.5%)	514	945		
762315	8500000712	TOTT'S EX DRY CHAMP CA	0.75	WINE - SPRK	850000071	340	$ 20,654	12	$ 5.06	$ 6.05	($0.99)	(16.3%)	441	599		
537025	8500001018	RANCHO ZABACO DANCING BULL ZINF C	0.75	WINE - RED	850000101	338	$ 32,823	12	$ 8.09	$ 9.13	($1.04)	(11.4%)	305	141		
356330	8832031008	CELLA BIANCO WH ITALY	1.5	WINE - WHT	883203100	337	$ 15,698	6	$ 7.76	#N/A	#N/A	#N/A	515	#N/A		
900901	6425395011	HERITAGE ROAD SHIRAZ-AUST	0.75	WINE - RED	642539501	335	$ 28,582	12	$ 7.11	#N/A	#N/A	#N/A	344	#N/A		
402625	8143401215	BANROCK STATION SHIRAZ/CAB-AUST	1.5	WINE - RED	814340121	335	$ 18,398	6	$ 9.15	$ 10.22	($1.07)	(10.4%)	468	1944		
551880	8341704120	CANYON ROAD CHARD CA	0.75	WINE - WHT	834170412	334	$ 28,191	12	$ 7.03	$ 7.18	($0.15)	(2.0%)	354	1385		
901426	9692577703	VINEWOOD CREEK '98 SANGIOVESE WA	0.75	WINE - RED	969257770	334	$ 18,828	12	$ 4.70	#N/A	#N/A	#N/A	463	#N/A		

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Wine LCB-Retail Price Comps AC Nielsen.xls

BRNDCD	UNPRCD	BRNNME	UNTL TR	DSTYDS	UPC10	Total Cases	Total Dollars	Case Pack	WSLCB Avg Unit Price	Nielsen Avg Unit Price	Price Delta	Delta %	WSLCB $ Rank	Nielsen $ Rank	Member Store Price	WSLCB vs Member Price
090556	8366485295	QUINTA NOVAL RUBY PORTO -PORTUGA	0.75	WINE - DESS	836648529	334	$ 18,439	12	$ 4.60	#N/A	#N/A	#N/A	466	#N/A		
444115	8981900197	BERINGER PINOT NOIR FNDRS EST CA	0.75	WINE - RED	898190019	333	$ 32,463	12	$ 8.12	$ 8.86	($0.74)	(8.3%)	307	367		
760405	4218899984	STE CHAPELLE JO RIESLING CHAMP ID	0.75	WINE - SPRK	421889998	331	$ 20,180	12	$ 5.08	$ 8.63	($3.55)	(41.1%)	448	2114		
817627	8500000410	WILD VINES RASPBERRY ZINFANDEL	0.75	WINE - FLAV	850000041	331	$ 12,020	12	$ 3.03	$ 3.63	($0.60)	(16.6%)	560	501		
093884	8500000552	GALLO TWNY PORT	0.75	WINE - DESS	850000055	330	$ 18,915	12	$ 4.78	$ 5.01	($0.23)	(4.7%)	462	302		
458860	8735710060	COVEY RUN MERLOT WA	0.75	WINE - RED	873571006	329	$ 37,095	12	$ 9.40	$ 6.88	$2.52	36.6%	258	72		
554730	8981905509	CHATEAU ST JEAN CHARD CA	0.75	WINE - WHT	898190550	328	$ 44,983	12	$ 11.43	#N/A	#N/A	#N/A	212	#N/A		
343805	8811064105	RUFFINO CHIANTI -ITALY	0.75	WINE - RED	881106410	320	$ 33,307	12	$ 8.67	$ 9.88	($1.21)	(12.2%)	298	514		
252530	8469240054	L JADOT VILL GAMAY BEAUJ	0.75	WINE - RED	846924005	318	$ 33,013	12	$ 8.65	$ 9.78	($1.13)	(11.5%)	302	463		
901226	1432013300	DOMAINE DE COURON COTES DU RHON	0.75	WINE - RED	143201330	317	$ 25,185	12	$ 6.62	$ 9.63	($3.01)	(31.2%)	379	2793		
354265	7308774743	DE CANAL PINOT GRIGIO -ITALY	0.75	WINE - WHT	730877474	314	$ 19,039	12	$ 5.05	#N/A	#N/A	#N/A	461	#N/A		
711510	3343810411	GH MUMM EXTRA DRY	0.75	WINE - SPRK	334381041	312	$ 98,228	12	$ 26.24	$ 30.92	($4.68)	(15.1%)	66	385		
608750	8500001045	REDWOOD CREEK CHARD CA	0.75	WINE - WHT	850000104	312	$ 22,882	12	$ 6.11	$ 6.56	($0.45)	(6.8%)	410	278		
508170	7719000009	SNOQUALMIE MERLOT WA	0.75	WINE - RED	771900000	309	$ 25,755	12	$ 6.95	$ 8.43	($1.48)	(17.6%)	371	414		
888073	7480602302	KAHLUA MUDSLIDE MIX	1.75	WINE - MISC	748060230	309	$ 11,207	6	$ 6.04	#N/A	#N/A	#N/A	565	#N/A		
090734	8043290022	SANDEMAN FINE TWNY RED PORTO	0.75	WINE - DESS	804329002	308	$ 38,647	12	$ 10.46	#N/A	#N/A	#N/A	248	#N/A		
900066	8725500291	PRESTON MERLOT WA	0.75	WINE - RED	872550029	308	$ 35,599	12	$ 9.63	#N/A	#N/A	#N/A	273	#N/A		
901124	8711031097	R H PHILLIPS BRL CUVEE CAB SAUV CA	0.75	WINE - RED	871103109	303	$ 22,292	12	$ 6.13	#N/A	#N/A	#N/A	421	#N/A		
402870	8500001116	BLACK SWAN MERLOT-AUST	0.75	WINE - RED	850000111	301	$ 21,977	12	$ 6.08	$ 6.54	($0.46)	(7.0%)	426	301		
462500	6815423156	DUCK POND MERLOT OR	0.75	WINE - RED	681542315	300	$ 31,639	12	$ 8.79	$ 8.16	$0.63	7.7%	316	531		
094684	8500000537	GALLO FAIRBANKS SHERRY	0.75	WINE - DESS	850000053	300	$ 15,770	12	$ 4.38	$ 4.62	($0.24)	(5.2%)	513	318		
498120	8600300050	R MONDAVI WOODBRIDGE MERLOT CA	1.5	WINE - RED	860030005	298	$ 21,726	6	$ 12.15	$ 11.28	$0.87	7.7%	428	28		
590145	8601240074	CK MONDAVI CHARD CA	1.5	WINE - WHT	860124007	296	$ 16,046	6	$ 9.03	$ 10.87	($1.84)	(16.9%)	505	180		
900819	8983200004	GEORGES DUBOEUF BEAUJ VILLAGES -I	0.75	WINE - RED	898320000	292	$ 27,050	12	$ 7.72	$ 7.77	($0.05)	(0.6%)	366	295		
769555	8515500203	DOMAINE CHAND BLANC DE NR SPKL CA	0.75	WINE - SPRK	851550020	290	$ 58,480	12	$ 16.80	#N/A	#N/A	#N/A	153	486		
220600	2235802770	BARON DE ROTHSCHILD RES ROUGE	0.75	WINE - RED	223580277	289	$ 32,051	12	$ 9.24	#N/A	#N/A	#N/A	315	#N/A		
900908	8465480002	KIONA CABERNET/MERLOT WA	0.75	WINE - RED	846548000	289	$ 30,790	12	$ 8.88	$ 9.89	($1.01)	(10.2%)	326	1226		
090336	4829404417	KWV FULL RUBY PORT	0.75	WINE - DESS	482940441	287	$ 28,169	12	$ 8.18	#N/A	#N/A	#N/A	355	#N/A		
733100	1235404300	SEAVIEW BRUT-AUST	0.75	WINE - SPRK	123540430	284	$ 27,783	12	$ 8.15	$ 9.02	($0.87)	(9.6%)	360	1422		
444100	8981901060	BERINGER GAMAY BEAUJ CA	0.75	WINE - RED	898190106	283	$ 24,297	12	$ 7.15	$ 7.68	($0.53)	(6.8%)	388	1262		
092294	8366484287	COLOMBO SWEET MARSALA-ITALY	0.75	WINE - DESS	836648428	280	$ 23,836	12	$ 7.09	$ 8.00	($0.91)	(11.3%)	397	826		
506300	8823200013	HERITAGE PINOT NOIR	1.5	WINE - RED	882320001	280	$ 15,645	6	$ 9.31	$ 8.86	$0.45	5.1%	519	2460		
513350	8520010025	SUTTER HOME CAB SAUV	0.75	WINE - RED	852001002	278	$ 15,877	12	$ 4.76	#N/A	#N/A	#N/A	509	#N/A		

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Wine LCB-Retail Price Comps AC Nielsen.xls

BRNDCD	UNPRCD	BRNNME	UNTL TR	DSTYDS	UPC10	Total Cases	Total Dollars	Case Pack	WSLCB Avg Unit Price	Nielsen Avg Unit Price	Price Delta	Delta %	WSLCB $ Rank	Nielsen $ Rank	Member Store Price	WSLCB vs Member Price
513503	8520021874	SUTTER HOME MERLOT 4/PK	0.19	WINE - RED	852002187	278	$ 8,465	4	$ 7.61	$ 6.27	$1.34	21.4%	586	455		
900759	1991104089	WATERBROOK CHARD WA	0.75	WINE - WHT	199110408	274	$ 33,205	12	$ 10.10	$ 9.93	$0.17	1.7%	300	99		
416715	2235841110	LOS VASCOS CABERNET SAUV -CHILE	0.75	WINE - RED	223584111	274	$ 25,028	12	$ 7.61	$ 9.03	($1.42)	(15.7%)	381	784		
343595	8620894487	ROMANELLI CHIANTI	0.75	WINE - RED	862089448	273	$ 16,786	12	$ 5.12	#N/A	#N/A	#N/A	497	#N/A		
901152	1738500600	SILVER LAKE MERLOT WA	0.75	WINE - RED	173850060	272	$ 37,339	12	$ 11.44	$ 10.58	$0.86	8.1%	257	381		
448305	8735642112	CLOS DU BOIS CA MERLOT	0.75	WINE - RED	873564211	267	$ 41,342	12	$ 12.90	#N/A	#N/A	#N/A	231	#N/A		
092344	8051612174	FLORIO DRY MARSALA ITALY	0.75	WINE - DESS	805161217	267	$ 33,545	12	$ 10.47	#N/A	#N/A	#N/A	295	#N/A		
456775	8858600133	COLUMBIA CREST SHIRAZ TWO VINES V	0.75	WINE - RED	885860013	267	$ 22,850	12	$ 7.13	$ 6.89	$0.24	3.5%	411	133		
900651	8725500090	PRESTON GAMAY NOIR ROSE' WA	0.75	WINE - PINK	872550009	266	$ 21,552	12	$ 6.75	$ 9.05	($2.30)	(25.4%)	429	1743		
557650	8038720501	COLUMBIA SEMILLON WA	0.75	WINE - WHT	803872050	264	$ 17,618	12	$ 5.56	$ 7.11	($1.55)	(21.8%)	485	1138		
630810	8520010026	SUTTER HOME CHARD CA	0.75	WINE - WHT	852001002	264	$ 15,322	12	$ 4.84	#N/A	#N/A	#N/A	526	#N/A		
900034	8410600002	HOODSPORT RHUBARB WA	0.75	WINE - PINK	841060000	263	$ 25,719	12	$ 8.15	$ 10.35	($2.20)	(21.3%)	372	1128		
479300	8158401317	KENDALL JACKSON VINT RES CAB SAUV	0.75	WINE - RED	815840131	257	$ 47,350	12	$ 15.35	#N/A	#N/A	#N/A	197	#N/A		
092274	8366484288	COLOMBO DRY MARSALA-ITALY	0.75	WINE - DESS	836648428	257	$ 21,956	12	$ 7.12	#N/A	#N/A	#N/A	427	#N/A		
423235	9813750516	ROTHBURY EST SHIRAZ - AUST	0.75	WINE - RED	981375051	256	$ 15,461	12	$ 5.03	#N/A	#N/A	#N/A	522	#N/A		
901210	1813865502	SAGELANDS CAB SAUV WA	0.75	WINE - RED	181386550	252	$ 34,850	12	$ 11.52	$ 11.38	$0.14	1.3%	284	352		
569060	8500000148	GALLO OF SONOMA CHARD	0.75	WINE - WHT	850000014	250	$ 27,599	12	$ 9.20	$ 10.15	($0.95)	(9.4%)	362	357		
901122	8105417447	FORESTVILLE MERLOT CA	0.75	WINE - RED	810541744	249	$ 15,665	12	$ 5.24	$ 5.24	$0.00	0.1%	518	1042		
420480	8043235407	JACOBS CREEK SHIRAZ - AUST	0.75	WINE - RED	804323540	248	$ 21,341	12	$ 7.17	$ 7.16	$0.01	0.2%	431	171		
901519	8775400045	HOGUE CAB SAUV WA	0.75	WINE - RED	877540004	247	$ 17,994	12	$ 6.07	$ 7.42	($1.35)	(18.2%)	476	578		
623625	4218899917	STE CHAPELLE DRY RIESLING ID	0.75	WINE - WHT	421889991	247	$ 15,020	12	$ 5.07	#N/A	#N/A	#N/A	529	#N/A		
900222	8775400041	HOGUE GENESIS CHARD WA	0.75	WINE - WHT	877540004	246	$ 31,512	12	$ 10.67	$ 11.67	($1.00)	(8.5%)	318	868		
450830	8341705420	CANYON ROAD MERLOT CA	0.75	WINE - RED	834170542	246	$ 20,952	12	$ 7.10	$ 7.24	($0.14)	(2.0%)	435	1513		
537000	8500000816	RANCHO ZABACO SONOMA HERIT V ZIN	0.75	WINE - RED	850000081	245	$ 31,334	12	$ 10.66	$ 12.14	($1.48)	(12.2%)	320	378		
092354	8051612124	FLORIO SWEET MARSALA ITALY	0.75	WINE - DESS	805161212	245	$ 31,066	12	$ 10.57	#N/A	#N/A	#N/A	322	#N/A		
444590	8143450009	BLACKSTONE CA CAB SAUV	0.75	WINE - RED	814345000	245	$ 28,230	12	$ 9.60	$ 9.00	$0.60	6.7%	353	346		
901121	8105417440	FORESTVILLE CHARD CA	0.75	WINE - WHT	810541744	245	$ 15,464	12	$ 5.26	$ 5.13	$0.13	2.5%	521	1144		
448100	8735640512	CLOS DU BOIS CA CAB SAUV	0.75	WINE - RED	873564051	244	$ 38,085	12	$ 13.01	#N/A	#N/A	#N/A	253	#N/A		
486830	8601250094	CK MONDAVI CAB SAUV CA	1.5	WINE - RED	860125009	244	$ 13,244	6	$ 9.05	$ 10.70	($1.65)	(15.5%)	548	570		
469600	8500000149	GALLO OF SONOMA CAB SAUV	0.75	WINE - RED	850000014	242	$ 29,620	12	$ 10.20	$ 10.21	($0.01)	(0.1%)	333	290		
305165	759600103	BLUE NUN QUALITATSWEIN	0.75	WINE - WHT	075960010	242	$ 20,027	12	$ 6.90	#N/A	#N/A	#N/A	450	#N/A		
402865	8500001122	BLACK SWAN CHARDONNAY-AUST	0.75	WINE - WHT	850000112	242	$ 17,754	12	$ 6.11	$ 6.43	($0.32)	(4.9%)	483	312		
457610	8038795293	COLUMBIA CAB SAUV WA	0.75	WINE - RED	803879529	241	$ 28,470	12	$ 9.84	$ 10.94	($1.10)	(10.0%)	347	136		

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BRNDCD	UNPRCD	BRNNME	UNTL TR	DSTYDS	UPC10	Total Cases	Total Dollars	Case Pack	WSLCB Avg Unit Price	Nielsen Avg Unit Price	Price Delta	Delta %	WSLCB $ Rank	Nielsen $ Rank	Member Store Price	WSLCB vs Member Price
901087	6076720110	SKY RIVER SEMI-SWEET MEAD WA	0.75	WINE - DESS	607672011	237	$ 29,071	12	$ 10.22	#N/A	#N/A	#N/A	339	#N/A		
900937	1289486231	ROSEMOUNT CHARD DIAMOND-AUST	0.75	WINE - WHT	128948623	237	$ 23,091	12	$ 8.12	$ 9.10	($0.98)	(10.8%)	409	472		
558775	4198531207	CORBETT CANYON CA CHARD	0.75	WINE - WHT	419853120	236	$ 14,541	12	$ 5.13	$ 5.06	$0.07	1.5%	534	2203		
090557	8366485292	QUINTA NOVAL TAWNY -PORTUGAL	0.75	WINE - DESS	836648529	235	$ 13,061	12	$ 4.63	$ 12.52	($7.89)	(63.0%)	549	2527		
513355	8520051874	SUTTER HOME CAB SAUV 4/PK	0.19	WINE - RED	852005187	235	$ 7,230	4	$ 7.69	$ 6.32	$1.37	21.7%	596	497		
568100	8072000001	GLEN ELLEN CHARD CA	0.75	WINE - WHT	807200000	233	$ 15,836	12	$ 5.66	$ 5.47	$0.19	3.5%	511	296		
707325	3329300380	FREIXENET CORDON NEGRO EXTRA DR	0.75	WINE - SPRK	332930038	232	$ 24,172	12	$ 8.68	$ 9.32	($0.64)	(6.8%)	392	314		
423240	9813750511	ROTHBURY EST CHARD - AUST	0.75	WINE - WHT	981375051	232	$ 14,088	12	$ 5.06	#N/A	#N/A	#N/A	539	#N/A		
901423	9692500009	BARNARD GRIFFIN SYRAH WA	0.75	WINE - RED	969250000	231	$ 31,181	12	$ 11.25	$ 13.10	($1.85)	(14.1%)	321	815		
900956	8847401840	SCHMITT SOEHNE RIESL SPATLESE	0.75	WINE - WHT	884740184	231	$ 20,358	12	$ 7.34	#N/A	#N/A	#N/A	445	#N/A		
677920	8858600109	STIMSON EST WHITE MERLOT WA	1.5	WINE - PINK	885860010	227	$ 11,038	6	$ 8.10	$ 10.17	($2.07)	(20.3%)	567	1156		
498920	1582670192	RAVENSWOOD VINT BLEND MERLOT CA	0.75	WINE - RED	158267019	226	$ 24,938	12	$ 9.20	#N/A	#N/A	#N/A	383	#N/A		
485630	8981906400	MERIDIAN CA CAB SAUV	0.75	WINE - RED	898190640	225	$ 22,108	12	$ 8.19	$ 7.68	$0.51	6.6%	423	57		
900909	8465450001	KIONA LEMBERGER WA	0.75	WINE - RED	846545000	224	$ 23,929	12	$ 8.90	$ 9.77	($0.87)	(8.9%)	395	1184		
564950	5352620000	FIRESTEED PINOT GRIS OR	0.75	WINE - WHT	535262000	222	$ 22,768	12	$ 8.55	$ 9.06	($0.51)	(5.7%)	413	1852		
519330	8858699186	VILLA MT EDEN ZINF CA OLD VINES	0.75	WINE - RED	885869918	220	$ 20,788	12	$ 7.87	$ 9.34	($1.47)	(15.7%)	438	1677		
900766	1813820102	EDNA VLY VYD CA CHARD	0.75	WINE - WHT	181382010	217	$ 34,482	12	$ 13.24	#N/A	#N/A	#N/A	290	#N/A		
543900	5784600071	AVERY LANE CHARD WA	0.75	WINE - WHT	578460007	217	$ 15,668	12	$ 6.02	$ 7.44	($1.42)	(19.1%)	517	772		
090552	8366485254	QUINTA NOVAL LB PORTO -PORTUGAL	0.75	WINE - DESS	836648525	215	$ 15,242	12	$ 5.91	$ 15.05	($9.14)	(60.7%)	527	1437		
710700	8811055405	MOET DOM PERIGNON	0.75	WINE - SPRK	881105540	209	$ 276,125	12	######	######	($6.40)	(5.5%)	7	1142		
900504	1738500200	SILVER LAKE SAUV BLANC WA	0.75	WINE - WHT	173850020	207	$ 19,797	12	$ 7.97	$ 8.00	($0.03)	(0.4%)	452	1007		
003568	2881719951	GEKKEIKAN SAKE KOKYO -2 CUPS/PTCH	0.75	WINE GIFT S	288171995	207	$ 18,004	12	$ 7.25	#N/A	#N/A	#N/A	475	#N/A		
900553	8043800290	WASHINGTON HILLS WH RIESLING WA	0.75	WINE - WHT	804380029	207	$ 14,026	12	$ 5.65	$ 7.52	($1.87)	(24.9%)	540	937		
470140	8500000950	GALLO OF SONOMA MERLOT CA	0.75	WINE - RED	850000095	205	$ 22,754	12	$ 9.25	$ 10.15	($0.90)	(8.9%)	414	465		
090084	3343819069	COCKBURNS SP RES RED PORT	0.75	WINE - DESS	334381906	204	$ 29,586	12	$ 12.09	$ 14.97	($2.88)	(19.3%)	334	1388		
900003	8581731003	ARBOR CREST SAUV BLANC WA	0.75	WINE - WHT	858173100	203	$ 18,138	12	$ 7.45	#N/A	#N/A	#N/A	472	#N/A		
285100	8941900010	LA VIELLE FERME VENTOUX ROUGE-FR	0.75	WINE - RED	894190001	203	$ 17,531	12	$ 7.20	$ 7.94	($0.74)	(9.4%)	486	1032		
093204	8289900001	FICKLIN VYDS TINTA RED PORT	0.75	WINE - DESS	828990000	194	$ 27,824	12	$ 11.95	#N/A	#N/A	#N/A	359	#N/A		
423272	1289496823	ROSEMOUNT GRENACHE/SHIRAZ-AUST	0.75	WINE - RED	128949682	192	$ 16,559	12	$ 7.19	$ 6.85	$0.34	4.9%	502	564		
478705	1098600222	KENWOOD SONOMA VALLEY CAB SAUV	0.75	WINE - RED	109860022	191	$ 30,995	12	$ 13.52	$ 15.83	($2.31)	(14.6%)	323	1122		
901314	3741100060	GIESEN SAUV BL -NEW ZEAL	0.75	WINE - WHT	374110006	191	$ 22,062	12	$ 9.63	$ 10.69	($1.06)	(10.0%)	424	947		
305170	759600105	BLUE NUN QUALITATSWEIN	1.5	WINE - WHT	075960010	191	$ 14,339	6	$ 12.51	#N/A	#N/A	#N/A	536	#N/A		
464700	8289670013	FETZER VALLEY OAKS CAB SAUV CA	0.75	WINE - RED	828967001	188	$ 16,985	12	$ 7.53	$ 7.36	$0.17	2.3%	492	343		

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BRNDCD	UNPRCD	BRNNME	UNTL TR	DSTYDS	UPC10	Total Cases	Total Dollars	Case Pack	WSLCB Avg Unit Price	Nielsen Avg Unit Price	Price Delta	Delta %	WSLCB $ Rank	Nielsen $ Rank	Member Store Price	WSLCB vs Member Price
457718	4198531017	CORBETT CANYON CA MERLOT	0.75	WINE - RED	419853101	188	$ 11,562	12	$ 5.12	$ 5.08	$0.04	0.9%	562	1866		
444125	8981910355	BERINGER SHIRAZ FNDRS EST CA	0.75	WINE - RED	898191035	187	$ 18,385	12	$ 8.19	$ 9.05	($0.86)	(9.5%)	469	554		
423230	9813750518	ROTHBURY EST MERLOT - AUST	0.75	WINE - RED	981375051	187	$ 11,388	12	$ 5.07	$ 5.47	($0.40)	(7.2%)	564	941		
558774	4198535201	CORBETT CANYON CA CHARD	3	WINE - WHT	419853520	186	$ 11,196	4	$ 15.05	$ 9.85	$5.20	52.8%	566	805		
900861	5764468011	MOUNTAIN DOME GNOMES BRUT SPKLC	0.75	WINE - SPRK	576446801	185	$ 24,053	12	$ 10.83	$ 12.78	($1.95)	(15.2%)	394	637		
498155	8600300167	R MONDAVI WOODBRIDGE SYRAH CA	1.5	WINE - RED	860030016	182	$ 12,439	6	$ 11.39	$ 11.19	$0.20	1.8%	557	351		
498320	8600329193	R MONDAVI PRIVATE SELECT ZINF CA	0.75	WINE - RED	860032919	181	$ 17,898	12	$ 8.24	$ 9.15	($0.91)	(9.9%)	479	660		
901135	9882700003	VILLA DA FILICAJA CHIANTI-ITALY	0.75	WINE - RED	988270000	180	$ 13,812	12	$ 6.39	#N/A	#N/A	#N/A	541	#N/A		
349810	8330009411	BOLLA VALPOLICELLA	0.75	WINE - RED	833000941	178	$ 16,989	12	$ 7.95	$ 8.32	($0.37)	(4.4%)	491	516		
900057	8725500009	PRESTON CAB SAUV WA	0.75	WINE - RED	872550000	177	$ 21,167	12	$ 9.97	#N/A	#N/A	#N/A	434	#N/A		
423280	1289486801	ROSEMOUNT EST SHIRAZ/CABERNET-AI	0.75	WINE - RED	128948680	177	$ 15,364	12	$ 7.23	$ 6.97	$0.26	3.8%	524	219		
423160	4829442046	ROBERT'S ROCK SHIRAZ/MALBAC-S AFF	0.75	WINE - RED	482944204	177	$ 12,917	12	$ 6.08	#N/A	#N/A	#N/A	551	#N/A		
240135	1208666141	LACOUR PAVILLON MERLOT RED BORD	0.75	WINE - RED	120866614	176	$ 20,423	12	$ 9.67	#N/A	#N/A	#N/A	444	#N/A		
415205	4829404414	KWV ROODEBERG-SO AFR	0.75	WINE - RED	482940441	176	$ 19,482	12	$ 9.22	$ 12.91	($3.69)	(28.5%)	456	2720		
547200	8143400059	BLACKSTONE MTRY CO CHARD CA	0.75	WINE - WHT	814340005	176	$ 19,168	12	$ 9.08	$ 8.97	$0.11	1.2%	458	550		
633748	8823200185	VENDANGE PINOT GRIGIO CA	1.5	WINE - WHT	882320018	175	$ 6,873	6	$ 6.55	$ 7.00	($0.45)	(6.5%)	599	1280		
562270	6815423149	DUCK POND PINOT GRIS OR	0.75	WINE - WHT	681542314	173	$ 18,352	12	$ 8.84	$ 11.31	($2.47)	(21.8%)	471	671		
361720	8500000842	ECCO DOMANI MERLOT -ITALY	0.75	WINE - RED	850000084	173	$ 15,579	12	$ 7.50	$ 8.83	($1.33)	(15.0%)	520	404		
901063	8775400188	HOGUE GENESIS SYRAH WA	0.75	WINE - RED	877540018	172	$ 22,323	12	$ 10.82	$ 12.30	($1.48)	(12.1%)	420	527		
900067	8725500008	PRESTON CHARD WA	0.75	WINE - WHT	872550000	172	$ 14,444	12	$ 7.00	#N/A	#N/A	#N/A	535	#N/A		
901125	8711033057	R H PHILLIPS BRL CUVEE MERLOT CA	0.75	WINE - RED	871103305	172	$ 12,799	12	$ 6.20	$ 7.46	($1.26)	(16.9%)	553	952		
756300	5283200015	MUMM CUVEE NAPA BRUT CA	0.75	WINE - SPRK	528320001	171	$ 34,635	12	$ 16.88	$ 17.18	($0.30)	(1.8%)	288	355		
901195	8105417430	FORESTVILLE SHIRAZ CA	0.75	WINE - RED	810541743	171	$ 10,835	12	$ 5.28	$ 4.43	$0.85	19.2%	570	2238		
090338	4829404418	KWV TAWNY PORT	0.75	WINE - DESS	482940441	170	$ 16,821	12	$ 8.25	$ 10.54	($2.29)	(21.8%)	495	2863		
710600	8811255205	MOET & CHANDON BRUT IMPERIAL	0.75	WINE - SPRK	881125520	169	$ 81,106	12	$ 39.99	$ 42.71	($2.72)	(6.4%)	96	975		
580580	1098600602	KENWOOD SAUV BL CA	0.75	WINE - WHT	109860060	167	$ 16,584	12	$ 8.28	$ 9.72	($1.44)	(14.9%)	499	752		
442450	5784600072	AVERY LANE CAB SAUV WA	0.75	WINE - RED	578460007	166	$ 12,517	12	$ 6.28	$ 7.67	($1.39)	(18.1%)	556	788		
516830	8500000268	TURNING LEAF RES ZINF	0.75	WINE - RED	850000026	164	$ 12,136	12	$ 6.17	$ 6.79	($0.62)	(9.2%)	559	725		
513500	8520000024	SUTTER HOME MERLOT CA	0.75	WINE - RED	852000002	163	$ 9,629	12	$ 4.92	$ 5.44	($0.52)	(9.5%)	578	444		
775810	8858600018	DOMAINE STE MICH BLANC DE NOIR WA	0.75	WINE - SPRK	885860001	162	$ 16,569	12	$ 8.52	$ 9.94	($1.42)	(14.3%)	500	537		
633680	8858691390	VILLA MT EDEN GR RES CHARD	0.75	WINE - WHT	885869139	161	$ 19,046	12	$ 9.86	$ 12.49	($2.63)	(21.1%)	460	1406		
591580	4435890071	MONTINORE PINOT GRIS EST OR	0.75	WINE - WHT	443589007	161	$ 1,995	12	$ 1.03	#N/A	#N/A	#N/A	616	#N/A		
471380	8271550000	GORDON BROTHERS MERLOT WA	0.75	WINE - RED	827155000	160	$ 29,161	12	$ 15.19	$ 17.81	($2.62)	(14.7%)	337	1116		

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221425	8700010070	B & G ST EMILION RED BORD	0.75	WINE - RED	870001007	160	$ 28,284	12	$ 14.73	#N/A	#N/A	#N/A	351	#N/A		
477810	8912112852	J LOHR EST PASO RBLS S RGD SYRAH	0.75	WINE - RED	891211285	159	$ 18,129	12	$ 9.50	$ 11.71	($2.21)	(18.9%)	474	1346		
900698	8043815893	W.B. BRIDGMAN CHARD WA	0.75	WINE - WHT	804381589	158	$ 14,665	12	$ 7.73	$ 9.28	($1.55)	(16.6%)	533	2154		
901395	5720447116	DOMAINES DES ROZETS -FR	0.75	WINE - RED	572044711	158	$ 9,564	12	$ 5.04	#N/A	#N/A	#N/A	580	#N/A		
715100	8469250164	TAITTINGER BRUT	0.75	WINE - SPRK	846925016	156	$ 60,291	12	$ 32.21	$ 36.89	($4.68)	(12.7%)	147	613		
608760	8500001015	REDWOOD CREEK SAUV BLANC CA	0.75	WINE - WHT	850000101	156	$ 11,489	12	$ 6.14	$ 6.49	($0.35)	(5.4%)	563	751		
353805	8981965500	CAMPANILE PINOT GRIGIO -ITALY	0.75	WINE - WHT	898196550	155	$ 15,357	12	$ 8.26	$ 9.19	($0.93)	(10.2%)	525	153		
768750	2167597002	ARGYLE BRUT SPARKLING OR	0.75	WINE - SPRK	216759700	154	$ 28,943	12	$ 15.66	$ 19.61	($3.95)	(20.1%)	340	1175		
450130	6943420126	BONNY DOON BIG HOUSE RED CA	0.75	WINE - RED	694342012	154	$ 16,977	12	$ 9.19	#N/A	#N/A	#N/A	493	#N/A		
901001	8043816893	W.B. BRIDGMAN MERLOT WA	0.75	WINE - RED	804381689	148	$ 18,427	12	$ 10.38	$ 13.19	($2.81)	(21.3%)	467	1568		
901313	1400143202	DOMAINE DE COURON MERLOT -FR	0.75	WINE - RED	140014320	147	$ 9,783	12	$ 5.55	#N/A	#N/A	#N/A	577	#N/A		
704050	8175305020	VEUVE CLICQUOT -YELLOW LABEL	0.75	WINE - SPRK	817530502	146	$ 80,318	12	$ 45.84	$ 41.35	$4.49	10.9%	99	191		
900588	8465440003	KIONA WASHINGTON CHARD WA	0.75	WINE - WHT	846544000	145	$ 15,683	12	$ 9.01	$ 10.24	($1.23)	(12.0%)	516	2884		
574400	1788852002	HESS CHARD SELECT CA	0.75	WINE - WHT	178885200	144	$ 17,790	12	$ 10.30	$ 12.87	($2.57)	(20.0%)	482	1080		
901156	1707191170	WILLAMETTE VLY PINOT NOIR OR	0.75	WINE - RED	170719117	143	$ 23,489	12	$ 13.69	#N/A	#N/A	#N/A	400	#N/A		
901065	1838401485	CASTILLO DE ALMANSA-SPAIN	0.75	WINE - RED	183840148	142	$ 16,562	12	$ 9.72	#N/A	#N/A	#N/A	501	#N/A		
090090	3343819074	COCKBURNS 10 YR TAWNY PORT-PORT	0.75	WINE - DESS	334381907	141	$ 32,129	12	$ 18.99	#N/A	#N/A	#N/A	314	#N/A		
457719	4198535011	CORBETT CANYON CA MERLOT	3	WINE - RED	419853501	139	$ 8,351	4	$ 15.02	$ 10.05	$4.97	49.5%	587	1062		
424310	4829404430	KWV MERLOT -S0 AFRICA	0.75	WINE - RED	482940443	135	$ 13,453	12	$ 8.30	$ 10.34	($2.04)	(19.7%)	546	2625		
729380	8724188137	ROTARI BRUT ARTE ITALY	0.75	WINE - SPRK	872418813	132	$ 13,755	12	$ 8.68	#N/A	#N/A	#N/A	542	#N/A		
567650	8289671829	FETZER BAR SELECT CHARD CA	0.75	WINE - WHT	828967182	128	$ 14,911	12	$ 9.71	$ 10.88	($1.17)	(10.8%)	530	1892		
701905	8469250184	BOUVET BRUT FRANCE	0.75	WINE - SPRK	846925018	125	$ 16,322	12	$ 10.88	$ 10.95	($0.07)	(0.6%)	503	2709		
343600	8811064255	RUFFINO RISERVA DUCALE CHIANTI	0.75	WINE - RED	881106425	123	$ 32,337	12	$ 21.91	$ 24.27	($2.36)	(9.7%)	309	903		
711200	3343810381	MUMM CORDON ROUGE BRUT	0.75	WINE - SPRK	334381038	122	$ 41,964	12	$ 28.66	$ 32.80	($4.14)	(12.6%)	225	529		
900138	8410600003	HOODSPORT LOGANBERRY WA	0.75	WINE - FLAV	841060000	122	$ 17,352	12	$ 11.85	$ 13.98	($2.13)	(15.2%)	488	1239		
625810	8858600077	CH STE MICH CHARD WA	0.38	WINE - WHT	885860007	122	$ 7,660	24	$ 2.62	#N/A	#N/A	#N/A	592	#N/A		
901126	1838401776	GRAN ORISTAN RED TABLE-SPAIN	0.75	WINE - RED	183840177	121	$ 15,933	12	$ 10.97	#N/A	#N/A	#N/A	508	#N/A		
900503	8581731001	ARBOR CREST CHARD WA	0.75	WINE - WHT	858173100	120	$ 12,583	12	$ 8.74	#N/A	#N/A	#N/A	555	#N/A		
253335	8469242454	L JADOT POUILLY-FUISSE WH BURG-FR	0.75	WINE - WHT	846924245	117	$ 25,615	12	$ 18.24	$ 21.07	($2.83)	(13.4%)	374	901		
469560	8500000951	GALLO OF SONOMA RR VLY PINOT NOIR	0.75	WINE - RED	850000095	117	$ 14,107	12	$ 10.05	$ 10.26	($0.21)	(2.1%)	538	818		
468840	8072000002	GLEN ELLEN CAB SAUV CA	0.75	WINE - RED	807200000	117	$ 8,248	12	$ 5.87	#N/A	#N/A	#N/A	589	#N/A		
460355	4198531187	CORBETT CANYON CAB SAUV	0.75	WINE - RED	419853118	117	$ 7,280	12	$ 5.19	$ 5.22	($0.03)	(0.7%)	595	2273		
551900	1813860102	CANOE RIDGE CHARD WA	0.75	WINE - WHT	181386010	116	$ 27,485	12	$ 19.74	$ 18.37	$1.37	7.5%	363	1229		

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Wine LCB-Retail Price Comps AC Nielsen.xls

BRNDCD	UNPRCD	BRNNME	UNTL TR	DSTYDS	UPC10	Total Cases	Total Dollars	Case Pack	WSLCB Avg Unit Price	Nielsen Avg Unit Price	Price Delta	Delta %	WSLCB $ Rank	Nielsen $ Rank	Member Store Price	WSLCB vs Member Price
701600	1208649671	BOLLINGER SPEC CUVEE BRUT	0.75	WINE - SPRK	120864967	115	$ 23,252	12	$16.85	$43.44	######	(61.2%)	405	1879		
472605	8341701920	GEYSER PEAK CA CAB SAUV	0.75	WINE - RED	834170192	114	$ 18,741	12	$13.70	#N/A	#N/A	#N/A	464	#N/A		
349405	8330009429	BOLLA BARDOLINO	0.75	WINE - RED	833000942	113	$ 10,860	12	$ 8.01	$ 8.13	($0.12)	(1.5%)	569	840		
546575	8981907296	BERINGER CHARD NAPA VALLEY CA	0.75	WINE - WHT	898190729	111	$ 16,798	12	$12.61	$12.27	$0.34	2.8%	496	252		
477805	8912118852	J LOHR EST PASO RBLS OSOS MERLOT	0.75	WINE - RED	891211885	111	$ 15,965	12	$11.99	$14.78	($2.79)	(18.9%)	507	1819		
900502	8581783009	ARBOR CREST MERLOT WA	0.75	WINE - RED	858178300	106	$ 16,029	12	$12.60	$14.60	($2.00)	(13.7%)	506	936		
460765	1669700065	DELOACH ZINF CA	0.75	WINE - RED	166970006	106	$ 12,015	12	$ 9.45	#N/A	#N/A	#N/A	561	#N/A		
519320	8858690182	VILLA MT EDEN CAB SAUV CALIF COAST	0.75	WINE - RED	885869018	105	$ 10,047	12	$ 7.97	$ 9.67	($1.70)	(17.5%)	574	1655		
722500	8835211665	BOUCHERON SPARKLING BL DE BLANC	0.75	WINE - SPRK	883521166	104	$ 12,987	12	$10.41	#N/A	#N/A	#N/A	550	#N/A		
424600	4829404410	KWV CABERNET SAUV -SO AFRICA	0.75	WINE - RED	482940441	101	$ 9,994	12	$ 8.25	#N/A	#N/A	#N/A	575	#N/A		
343597	8620894489	ROMANELLI CHIANTI RISERVA -ITALY	0.75	WINE - RED	862089448	100	$ 10,083	12	$ 8.40	#N/A	#N/A	#N/A	573	#N/A		
429940	3125900945	YELLOW TAIL CABERNET SAUV - AUST	0.75	WINE - RED	312590094	97	$ 7,098	12	$ 6.10	$ 6.58	($0.48)	(7.3%)	598	137		
900914	1813860502	CANOE RIDGE WALLA WALLA CAB SAU	0.75	WINE - RED	181386050	94	$ 29,883	12	$26.49	$21.90	$4.59	21.0%	331	867		
734845	8832010024	TOSTI SPARKLNG PINOT GRIGIO -ITALY	0.75	WINE - SPRK	883201002	93	$ 9,848	12	$ 8.82	$ 9.61	($0.79)	(8.2%)	576	2179		
478770	1098600281	KENWOOD RUSSIAN RIVER PINOT N CA	0.75	WINE - RED	109860028	90	$ 13,708	12	$12.69	$12.37	$0.32	2.6%	543	1276		
447950	8735617112	CLOS DU BOIS ZINF CA	0.75	WINE - RED	873561711	90	$ 10,910	12	$10.10	$10.44	($0.34)	(3.2%)	568	328		
328250	1721500059	J&H SELBACH RIESLING QBA	1	WINE - WHT	172150005	90	$ 8,303	12	$ 7.69	#N/A	#N/A	#N/A	588	#N/A		
628250	8869285003	STERLING SAUV BL CA	0.75	WINE - WHT	886928500	87	$ 12,878	12	$12.33	$13.00	($0.67)	(5.1%)	552	786		
090573	8366486572	QUINTA DO NOVAL RAVEN PORT-PORTC	0.5	WINE - DESS	836648657	87	$ 10,572	12	$10.13	$14.06	($3.93)	(28.0%)	571	2353		
543905	5784600076	AVERY LANE GEWURZT WA	0.75	WINE - WHT	578460007	86	$ 5,651	12	$ 5.48	$ 6.84	($1.36)	(19.9%)	602	1472		
245295	8700010230	B & G POUILLY-FUISSE'98 WH BURG-FR	0.75	WINE - WHT	870001023	85	$ 18,380	12	$18.02	#N/A	#N/A	#N/A	470	#N/A		
571840	8271525000	GORDON BROTHERS CHARD WA	0.75	WINE - WHT	827152500	85	$ 12,211	12	$11.97	$15.02	($3.05)	(20.3%)	558	1765		
368857	2189378908	LUNA DI LUNA MERLOT/CAB -ITALY	0.75	WINE - RED	218937890	85	$ 8,849	12	$ 8.68	$ 9.54	($0.86)	(9.1%)	583	870		
901157	1707191171	WILLAMETTE VLY PINOT NOIR WHL CLS	0.75	WINE - RED	170719117	84	$ 13,555	12	$13.45	$16.69	($3.24)	(19.4%)	545	1890		
341920	8500001037	ECCO DOMANI CHIANTI-ITALY	0.75	WINE - RED	850000103	81	$ 7,662	12	$ 7.88	$ 8.64	($0.76)	(8.8%)	591	558		
470520	8341700220	GEYSER PEAK MERLOT CA	0.75	WINE - RED	834170022	80	$ 13,357	12	$13.91	$13.97	($0.06)	(0.4%)	547	1915		
901024	1991102884	WATERBROOK MERLOT WA	0.75	WINE - RED	199110288	78	$ 18,134	12	$19.37	#N/A	#N/A	#N/A	473	#N/A		
712182	8723665723	PIPER HEIDSIECK BRUT	0.19	WINE - SPRK	872366572	78	$ 15,871	24	$ 8.48	#N/A	#N/A	#N/A	510	#N/A		
418705	7654599532	MISSION HILL PINOT GRIS-B.C.CANADA	0.75	WINE - WHT	765459953	77	$ 8,810	12	$ 9.53	#N/A	#N/A	#N/A	584	#N/A		
511495	8700084021	STERLING MERLOT CA	0.75	WINE - RED	870008402	75	$ 17,711	12	$19.68	#N/A	#N/A	#N/A	484	#N/A		
240260	1208666131	LA COUR PAVILLON WH BORD -FRANCE	0.75	WINE - WHT	120866613	75	$ 9,000	12	$10.00	#N/A	#N/A	#N/A	581	#N/A		
554800	8981905587	CHATEAU ST JEAN SONOMA FUME BL C.	0.75	WINE - WHT	898190558	73	$ 9,610	12	$10.97	#N/A	#N/A	#N/A	579	#N/A		
569750	8341702020	GEYSER PEAK RUSSIAN RIVER CHARD (	0.75	WINE - WHT	834170202	72	$ 12,607	12	$14.59	#N/A	#N/A	#N/A	554	#N/A		

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Wine LCB-Retail Price Comps AC Nielsen.xls

BRNDCD	UNPRCD	BRNNME	UNTL TR	DSTYDS	UPC10	Total Cases	Total Dollars	Case Pack	WSLCB Avg Unit Price	Nielsen Avg Unit Price	Price Delta	Delta %	WSLCB $ Rank	Nielsen $ Rank	Member Store Price	WSLCB vs Member Price
254100	1208631331	J DROUHIN LAFORET BOURG CHARD-FF	0.75	WINE - WHT	120863133	69	$ 7,560	12	$ 9.13	#N/A	#N/A	#N/A	593	#N/A		
901050	200000733	GLEN FIONA SYRAH BACCHUS VYD WA	0.75	WINE - RED	020000073	68	$ 10,455	12	$ 12.81	#N/A	#N/A	#N/A	572	#N/A		
468858	8072000063	GLEN ELLEN MERLOT CA	1.5	WINE - RED	807200006	68	$ 3,810	6	$ 9.34	$ 8.97	$0.37	4.1%	605	130		
254130	1208651131	DROUHIN LAFORET BOURGOGNE PINOT	0.75	WINE - RED	120865113	63	$ 7,478	12	$ 9.89	#N/A	#N/A	#N/A	594	#N/A		
713000	8700030002	PERRIER-JOUET 'FLEUR DE CHAMPAGN	0.75	WINE - SPRK	870003000	62	$ 33,695	12	$ 45.29	#N/A	#N/A	#N/A	293	#N/A		
418695	7654598515	MISSION HILL MERLOT -B.C.CANADA	0.75	WINE - RED	765459851	60	$ 7,210	12	$ 10.01	#N/A	#N/A	#N/A	597	#N/A		
468843	8072000061	GLEN ELLEN CAB SAUV CA	1.5	WINE - RED	807200006	58	$ 3,361	6	$ 9.66	$ 8.85	$0.81	9.1%	610	227		
368850	2189378610	LUNA DI LUNA CHARD/PNT GRIGIO -ITA	0.75	WINE - WHT	218937861	51	$ 5,627	12	$ 9.19	$ 9.65	($0.46)	(4.7%)	603	1298		
655705	8072000011	GLEN ELLEN WH ZINF CA	1.5	WINE - PINK	807200001	43	$ 2,268	6	$ 8.79	$ 7.31	$1.48	20.3%	614	701		
090299	8469230365	FONSECA BIN #27 PORT -PORTUGAL	0.38	WINE - DESS	846923036	39	$ 8,488	24	$ 9.07	$ 11.54	($2.47)	(21.4%)	585	2077		
446810	8069615114	BEAULIEU VYD COASTAL PINOT NOIR C/	0.75	WINE - RED	806961511	39	$ 3,778	12	$ 8.07	#N/A	#N/A	#N/A	606	#N/A		
419500	8941900060	MARQUES DE CACERES RED-SPAIN	0.75	WINE - RED	894190006	37	$ 6,157	12	$ 13.87	$ 11.66	$2.21	18.9%	601	322		
361778	5455900022	ARANCIO NERO D'AVOLA - ITALY	0.75	WINE - RED	545590002	37	$ 3,386	12	$ 7.63	#N/A	#N/A	#N/A	609	#N/A		
361780	5455900023	ARANCIO SYRAH - ITALY	0.75	WINE - RED	545590002	36	$ 3,471	12	$ 8.04	#N/A	#N/A	#N/A	608	#N/A		
616700	8841578405	SIMI CHARD CA	0.75	WINE - WHT	884157840	35	$ 6,713	12	$ 15.98	$ 14.45	$1.53	10.6%	600	1211		
714050	3459901605	ROEDERER BRUT PREMIER NV - FR	0.75	WINE - SPRK	345990160	34	$ 8,185	12	$ 20.06	$ 36.14	($16.08)	(44.5%)	590	1135		
757850	9754610200	ROEDERER ESTATE BRUT NV CA	0.75	WINE - SPRK	975461020	33	$ 8,963	12	$ 22.63	$ 19.73	$2.90	14.7%	582	608		
361760	9870920131	FALESCO VITIANO-ITALY	0.75	WINE - RED	987092013	33	$ 3,328	12	$ 8.40	$ 9.93	($1.53)	(15.4%)	612	884		
714100	3459904305	ROEDERER CRISTAL '96 - FR	0.75	WINE - SPRK	345990430	30	$ 36,172	12	######	######	($75.39)	(42.9%)	266	1955		
218460	8438080784	LOST HORIZON 2/PK W/CORKSCREW	1.5	WINE GIFT S	843808078	26	$ 1,902	6	$ 12.19	#N/A	#N/A	#N/A	617	#N/A		
609010	8711040057	TOASTED HEAD CHARD BY RH PHLPS C.	0.75	WINE - WHT	871104005	24	$ 4,278	12	$ 14.85	#N/A	#N/A	#N/A	604	#N/A		
901457	5254502010	SAMSON FRAMBOISE RASPBRY DESSEF	0.38	WINE - DESS	525450201	24	$ 3,610	24	$ 6.27	#N/A	#N/A	#N/A	607	#N/A		
901144	907110019	HYATT SYRAH WA	0.75	WINE - RED	090711001	23	$ 3,334	12	$ 12.08	#N/A	#N/A	#N/A	611	#N/A		
652169	4198535311	CORBETT CANYON CA WHITE ZINFANDE	3	WINE - PINK	419853531	21	$ 1,421	4	$ 16.91	$ 9.34	$7.57	81.1%	618	2105		
901525	1838401731	SENORIO DEL AGUILA RESERVA RED-SF	0.75	WINE - RED	183840173	17	$ 2,409	12	$ 11.81	#N/A	#N/A	#N/A	613	#N/A		
901458	5254502005	SAMSON RASPBERRY WINE WA	0.75	WINE - FLAV	525450200	14	$ 2,118	12	$ 12.61	#N/A	#N/A	#N/A	615	#N/A		
		Totals				532025	31,205,895									

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