



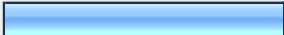
WineRelease.com


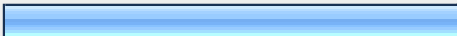
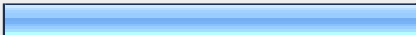
WineRelease.com's March 2009 Reader Survey

WineRelease.com informs wine enthusiasts about upcoming North American wine release dates. Over 1,300 wineries in North America have responded with their wine release information since the web site was founded in August 2000. WineRelease.com publishes a free monthly newsletter that includes wine releases for the next month as well as changes in the last 30 days. The newsletter is published on the 15th of every month.

WineRelease.com surveyed 1,797 subscribers on various questions in March 2009. 492 subscribers responded (27%) after two requests. Raw survey results follow.

WineRelease 2009 Subscriber Survey

1. Is your monthly wine budget;			Response Percent	Response Count
Increasing			1.6%	8
Decreasing			67.8%	332
Staying the same			30.6%	150
			<i>answered question</i>	490
			<i>skipped question</i>	2

2. How has your wine buying, per bottle, changed.			Response Percent	Response Count
Buying more expensive wine			4.5%	22
No changes in my wine buying			50.1%	244
Buying less expensive wine			45.4%	221
			<i>answered question</i>	487
			<i>skipped question</i>	5


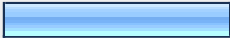
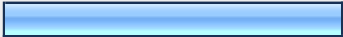
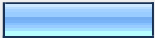


3. In the past month, what is the average price you paid per 750ml bottle of wine?

		Response Percent	Response Count
Less than \$10		5.5%	27
\$11 to \$19		28.3%	138
\$20 to \$29		23.4%	114
\$30 to \$39		13.8%	67
\$40 to \$49		9.9%	48
\$50 to \$75		9.9%	48
\$76 to \$100		5.7%	28
\$100 to \$150		1.8%	9
Over \$150		1.6%	8
		answered question	487
		skipped question	5

4. How many cases of wine have you purchase in the last 12 months (Estimate)?

		Response Percent	Response Count
Less than a case		2.3%	11
1 to 5 cases		20.1%	98
6 to 10 cases		31.0%	151
11 to 20 cases		26.1%	127
21 to 50 cases		17.0%	83
51 to 100 cases		1.6%	8
101 - 200 cases		0.8%	4
More than 200 cases		1.0%	5
		answered question	487
		skipped question	5

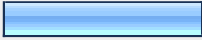
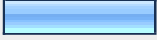
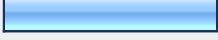
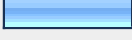

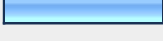
5. How many cases of wine have you purchased in the last month?

		Response Percent	Response Count
No wine		7.0%	34
Less than 1		24.7%	120
1 to 2		37.1%	180
2 to 3		16.3%	79
3 to 4		7.2%	35
More than 4		7.6%	37
		answered question	485
		skipped question	7


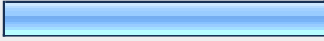
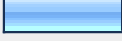



6. How many cases of wine do you currently own?

		Response Percent	Response Count
Less than a case		2.9%	14
1 to 5 cases		10.7%	52
6 to 10 cases		10.7%	52
11 to 20 cases		12.2%	59
21 to 50 cases		26.4%	128
51 to 100 cases		14.0%	68
101 to 200 cases		9.7%	47
More than 200 cases		13.2%	64
		answered question	484
		skipped question	8

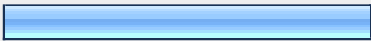
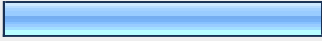
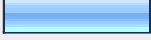


7. How many wineries have you first heard of on WineRelease.com?

		Response Percent	Response Count
0		21.6%	103
1-3		16.6%	79
4-6		23.3%	111
7-12		13.8%	66
13-20		7.3%	35
More than 20		17.4%	83
<i>answered question</i>			477
<i>skipped question</i>			15


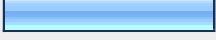
8. Of those wineries you found out first on WineRelease.com, how many wineries have you purchased wine from?

		Response Percent	Response Count
0		44.7%	211
1-3		35.2%	166
4-6		12.7%	60
7-12		3.8%	18
13-20		1.9%	9
more than 20		1.7%	8
<i>answered question</i>			472
<i>skipped question</i>			20

9. Wineries, retailers or others offer wine clubs that send members wine on a regular basis. How many wine clubs do you belong to?

		Response Percent	Response Count
0		40.4%	198
1-3		34.9%	171
4-6		15.9%	78
7-10		5.3%	26
More than 10		3.5%	17
		answered question	490
		skipped question	2

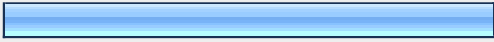

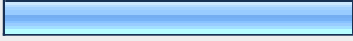


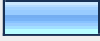



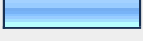


10. Do wine critic scores influence your wine buying?

		Response Percent	Response Count
Yes		77.1%	326
No		22.9%	97
		answered question	423
		skipped question	69




11. How much confidence do you place in the following wine review sources? (choose n/a if you have no opinion)

	High confidence	Medium confidence	Neutral	Low confidence	No confidence	N/A	Rating Average	Resp Co	
The Wine Advocate (published by Robert Parker)	37.7% (177)	38.6% (181)	11.9% (56)	4.5% (21)	1.3% (6)	6.0% (28)	3.14		
International Wine Cellar (published by Steve Tanzer)	22.7% (105)	29.9% (138)	11.9% (55)	2.4% (11)	1.1% (5)	32.0% (148)	3.04		
Wine Enthusiast Magazine	8.8% (41)	33.9% (158)	23.6% (110)	15.5% (72)	4.1% (19)	14.2% (66)	2.33		
Wine Spectator	21.1% (99)	48.0% (225)	13.0% (61)	9.8% (46)	4.7% (22)	3.4% (16)	2.74		
Burghound (published by Allen Meadows)	12.6% (57)	16.2% (73)	12.2% (55)	1.3% (6)	0.9% (4)	56.9% (257)	2.89		
Connoisseurs' Guide To California Wine	3.7% (17)	18.4% (84)	19.9% (91)	5.5% (25)	2.8% (13)	49.7% (227)	2.29		
Pinot Report (published by Gregory S. Walter)	5.5% (25)	11.6% (53)	17.3% (79)	1.5% (7)	1.8% (8)	62.3% (284)	2.47		
Wine & Spirits Magazine	3.8% (17)	22.2% (100)	27.1% (122)	10.6% (48)	3.8% (17)	32.6% (147)	2.17		
James Halliday - Australian wine reviews	2.9% (13)	9.8% (44)	19.1% (86)	2.0% (9)	1.6% (7)	64.7% (292)	2.30		
Decanter magazine	5.5% (25)	17.3% (79)	23.0% (105)	4.4% (20)	1.8% (8)	48.1% (220)	2.39		
Gambero Rosso's (Italian wines)	5.1% (23)	12.1% (55)	14.8% (67)	1.8% (8)	1.3% (6)	64.9% (294)	2.51		
	answered question								
	skipped question								

12. Which publications do you subscribe to or read on a regular basis?

		Response Percent	Response Count
The Wine Advocate (published by Robert Parker)		54.1%	225
International Wine Cellar (published by Steve Tanzer)		22.1%	92
Wine Enthusiast Magazine		38.2%	159
Wine Spectator		83.9%	349
Burghound (published by Allen Meadows)		9.4%	39
Connoisseurs' Guide To California Wine		10.1%	42
Pinot Report (published by Gregory S. Walter)		9.4%	39
Wine & Spirits Magazine		21.2%	88
James Halliday - Australian wine reviews		3.8%	16
Decanter magazine		14.9%	62
Gambero Rosso's (Italian wines)		7.0%	29
WineBlueBook (formerly QPRwines)		8.2%	34
		answered question	416
		skipped question	76

13. Have you heard of WineBlueBook?

		Response Percent	Response Count
Yes, and I am a subscriber		5.6%	27
Yes, but I do not subscribe		26.5%	127
No, I don't know WineBlueBook		67.9%	326
		answered question	480
		skipped question	12