



“.... GROWTH OF

IMPACT HOT PROSPECTS AWARDS 2018

18.9% IN 2018.”

IMPACT'S "HOT PROSPECTS" – DOMESTIC WINE		THOUSANDS OF 9-LITER CASE DEPLETIONS						
Brand	Company	2015	2016	2017	2018	Percent Change		
						2015-2016	2016-2017	2017-2018
J. Vineyards ^(a)	E. & J. Gallo Winery	100	125	200	230	25.0%	60.0%	15.0%
Ava Grace	The Wine Group	-	3	110	180	+	+	63.6
Duckhorn Vineyards	Duckhorn Wine Co	121	137	154	177	12.8	12.4	15.2
Z. Alexander Brown	Delicato Family Vineyards	-	91	117	158	+	28.6	35.0
7 Moons	Constellation Brands	-	-	110	150	-	+	36.4
Orin Swift	E. & J. Gallo Winery	65	90	117	145	38.5	30.0	23.5
Gruet	Precept Wines	101	110	122	140	8.9	10.3	15.3
The Hess Collection	The Hess Collection	93	97	105	122	4.6	8.1	16.6
Josh Cellars Reserve	Deutsch Family Wine & Spirits	-	15	60	121	+	+	+
1000 Stories	Fetzer Vineyards	14	62	90	107	+	45.2	19.4
1924	Delicato Family Vineyards	-	52	70	107	+	34.6	52.9
Elouan	Copper Cane Wines & Provisions	10	50	75	90	+	50.0	20.0
Imagery Estates	The Wine Group	-	-	40	90	-	+	+
The Pinot Project	Skurnik Wines & Spirits	52	64	76	90	23.7	17.8	18.9
Hess Shirazi	The Hess Collection	26	43	66	84	63.5	53.8	27.0
Chalk Hill Sonoma Coast	Foley Family Wines	46	58	72	82	26.0	24.1	15.0
Cooper & Thief	Constellation Brands	-	15	50	80	+	+	60.0
Black Stallion	Delicato Family Vineyards	41	60	68	78	46.3	13.3	15.0
The Last Wine Co	Treasury Wine Estates Americas	-	-	*	76	-	+	+
Redwood Vineyards	Bronco Wine Co	7	7	23	72	11.3	+	+
Raeburn	Purple Wine + Spirits	15	31	47	69	+	53.3	45.5
Beringer Brothers	Treasury Wine Estates Americas	-	-	*	60	-	+	+
Rabble	Vintage Point	31	42	50	58	35.5	19.0	15.0
Mt. Veeder	Constellation Brands	14	35	45	55	+	28.6	22.2
Tunnel of Elms	Treasury Wine Estates Americas	+	1	14	54	+	+	+
Pomelo	Trincherio Family Estates	-	6	38	54	+	+	42.1
Browne Family Vineyards	Precept Wines	8	16	36	51	+	+	42.5
Dark Horse ^(b)	E. & J. Gallo Winery	-	-	-	50	-	-	+
Total Domestic Wine Hot Prospects		744	1,211	1,955	2,831	62.7%	61.5%	44.8%

*Less than 500 cases
(a) excludes sparkling wine
(b) excludes still wine
CRITERIA:
(1) depletions of at least 50,000 cases but not over 250,000 in 2018
(2) at least 15 percent depletion growth in 2018 and consistent growth in 2016 & 2017

Source: Impact Databank

“ALSO INNOVATING IN PINOT NOIR IS SKURNIK WINES & SPIRITS, WHOSE PINOT PROJECT BRAND JOINED THE HOT PROSPECTS LIST THIS YEAR WITH SOME 90,000 CASES, FOLLOWING GROWTH OF 18.9% IN 2018. THOUGH THE PINOT PROJECT FIRST LAUNCHED WITH JUST A NORTHERN CALIFORNIA-SOURCED PINOT NOIR IN 2009, PINOT GRIGIO, CHARDONNAY, AND PINOT NOIR-BASED ROSÉ OFFERINGS HAVE SINCE JOINED THE LINEUP. CANNED PACKAGING FOR [THREE] WINES ALSO DEBUTED LAST YEAR.”

SHANKEN'S IMPACT NEWSLETTER
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