



Market Update

January 19th, 2018 | Telephone: 415.209.9463

In this issue

State of the Industry from Steve Fredricks | Bulk Market Update
Turrentine On The Road | Crush Report 2017 | Financial Benchmarking Report
Turrentine Crop Contest | Market Opportunities



State of the Industry
Presentation by Steve Fredricks



STEVE'S PRESENTATION TITLED
**'MARKET UPDATE FROM A BROKER'S
UNIQUE PERSPECTIVE',**
PROVIDES A COMPREHENSIVE LOOK AT
CURRENT SUPPLY IN THE WINE INDUSTRY,
BOTH DOMESTIC AND GLOBAL FOR KEY
VARIETIES.



Are you coming to Unified this year? Don't miss Steve's presentation at the State of the Industry Wednesday, January 24th in the Hyatt Regency Ballroom between 8:30AM and 11:00AM.

Steve's State of the Industry session will also speak to the most impactful market dynamics of the past year that have shaped the supply landscape and to the market trends that will define the year ahead.

Our grape and bulk wine brokers will be at **Booth #1311**. Their phone numbers are listed here if you'd like to make an appointment in advance with a specific broker.

We hope to see you there!

BULK WINE BROKERS

Steve Fredricks, President
415.847.0603

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Steve Robertson, Broker/Partner
All California & Interstate Regions
415.827.0110

-

Marc Cuneo, Broker/Partner
North Coast, Interior & International
707.217.1369

-

William Goebel, Broker
Central Coast & North Coast
415.798.5515

-

Neil Koch, Broker
North Coast & Interior
415.686.6669

-

Bryan Foster
National Sales Mgr of Strategic Brands
707.849.9948

GRAPE BROKERS

Brian Clements, Vice President
707.495.8151

-

Erica Moyer, Broker/Partner
Interior & Monterey County
209.988.7334

-

Audra Cooper, Broker/Partner
Central Coast
805.400.9930

-

Mike Needham, Broker
North Coast
707.849.4337

Bulk Market Update: General Overview

Turrentine has seen a surge of bulk wine and grape market activity in the last Quarter of 2017 and has seen a continued increase in sales activity these first few weeks of 2018. For all recent grape and bulk wine deals, quality has increased as a priority for Buyers. A few quick market points:

- The price ranges for Cabernet Sauvignon, premium red blenders, Pinot Noir, and Chardonnay wines that meet the current quality standards have been holding from the regions that supply \$10 - \$20 per bottle wines.
- We are seeing traditional wineries and negotiants active in the market.
- The price gap between sellers and buyers of Napa Valley Cabernet Sauvignon has narrowed, which has stimulated the market for 2016 wines. There are more lots to choose from, but at the right price the demand is strong enough for all of it to move. Don't hesitate thinking it will be available later.
- For Sonoma County Chardonnay and Pinot Noir the market has remained relatively consistent, with wines selling in a few days.
- The market for volume and value lots remains more challenged. We have seen some increase in demand, but it is still below the supply available despite supply available being very limited.

Since the bulk wine and grape markets are dynamic the best way to get updated on the trends and the market is to call the brokers and update us on your needs or the wines for sale.

Turrentine On The Road



Turrentine brokers will be supporting the Sonoma County Farm Bureau by sponsoring at this year's Crab and Wine Fest!

LODI GRAPE DAY

Hutchins Street Square in Lodi
February 6th, 2018



Turrentine Broker/Partner Erica Moyer will be in attendance. More information

PROWEIN 2018

Dusseldorf, Germany, March 18th-20th

Steve Fredricks and National Sales Manager of Strategic Brands, Bryan Foster will be gathering the latest information on international trends. To learn more about this show visit <https://www.prowein.com/>



WIVI CENTRAL COAST

Paso Robles, March 21st

Grape Broker/Partner Audra Cooper and Bulk Wine Broker William Goebel will be at booth #507. Stop by to discuss what's happening in the central coast markets.
More information.





CRUSH REPORT 2017

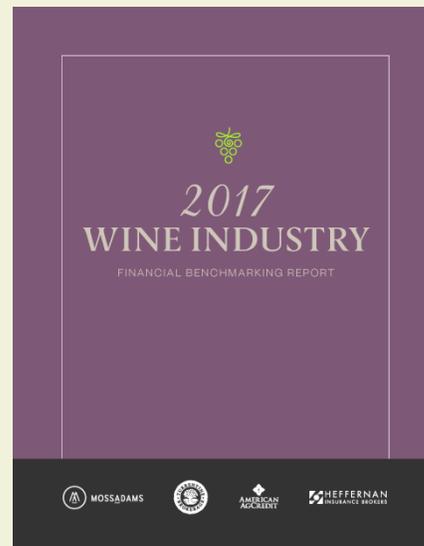
Coming up in February will be Turrentine's own 2017 Crop Report with key findings, facts and analysis on the heels of the release of the Preliminary Grape Crush Report February 9th.

We will analyze key topics facing the industry, any surprises, and what is likely to affect the market moving into 2018. Don't forget to contact your broker if you have any questions regarding the 2017 crop.

FINANCIAL BENCHMARKING REPORT

We're pleased to present the results of our 2017 Wine Industry Financial Benchmarking Report[®]. Data supporting the results in this report was provided by wine businesses predominantly in California but also spanning Oregon and Washington. Winery participants ranged in size from those that produce less than 5,000 cases to those with over 700,000 in annual case sales.

[Get your copy here](#)



ENTER THE 2017 CROP CONTEST TODAY!

The Turrentine Brokerage 2017 Crop Contest is now open! Make your best prediction for a chance to win a bottle of sparkling wine and a first place plaque. We have also added a Grand Prize Category for a chance to win a YETI Tundra Ice Cooler.

For more details and to enter your best guess in the 2017 Crop Contest, [CLICK HERE](#).

2017 Crop Contest

Click to enter your best guess!

Grand Prize

YETI Tundra Ice Cooler

Enter your crop estimates in our annual contest

Chardonnay | Cabernet Sauvignon | Merlot | Zinfandel



AVAILABLE

+2015/2016 Paso Robles Cabernet Sauvignon: 220,000 gallons

+2015/2016 Napa Valley Cabernet Sauvignon: 37 lots

+2015/2016 Central Coast Pinot Noir: 274,000 gallons

+2015/2016 Central Coast Chardonnay: 37 lots

+2015/2016 Sonoma County Zinfandel: 156,000 gallons

+2015/2016 Merlot: various availability

+2015/2016/2017 CA Petite Sirah: 195,000 gallons

+2016 Napa Valley Chardonnay

NEEDED

-2017 Sonoma County Chardonnay & Pinot Noir

-2017 California Chardonnay

-2017 North Coast Sauvignon Blanc

+2016 CA Pinot Noir

+2017 Coastal Chardonnay

+2017 Rose: various availability

+2017 Monterey County Pinot Grigio

+2017 Willamette Valley Pinot Noir

+2016/2017 Washington Cabernet Sauvignon,
Merlot, Riesling, Chardonnay, Syrah and Dry
Red



AVAILABLE

+Napa Valley Cabernet Sauvignon: truckload quantities

+North Coast Zinfandel: truckload quantities

+North Coast Red Blenders: truckload quantities

+Napa Valley Sangiovese: 16 tons



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