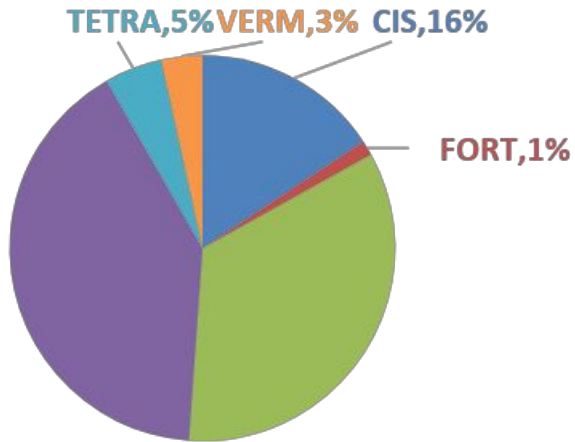


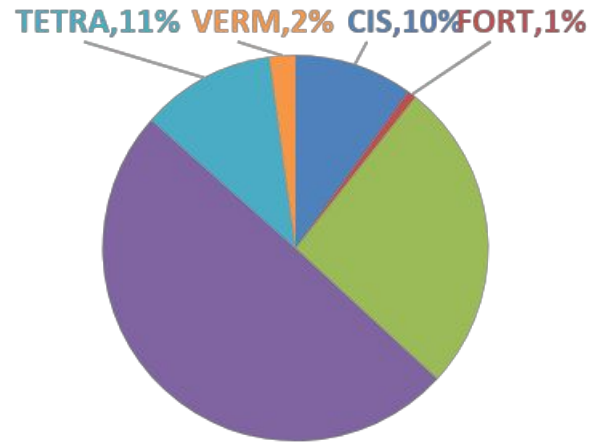
Wine category structure 1 - Country

Net Sales and Units 2016-2017 excluding December **ALL WINES**

Net Sales 2016-2017

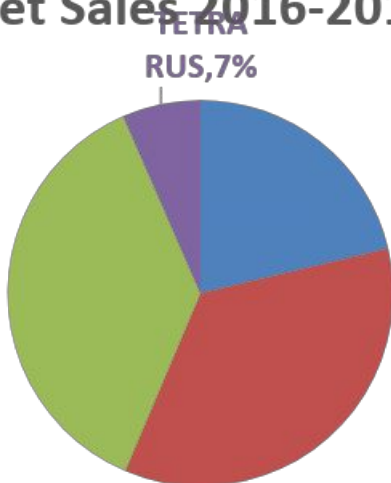


Units 2016-2017

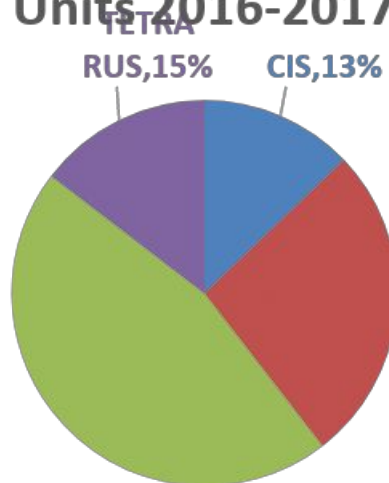


Net Sales and Units 2016-2017 excluding December **STILL WINES**

Net Sales 2016-2017



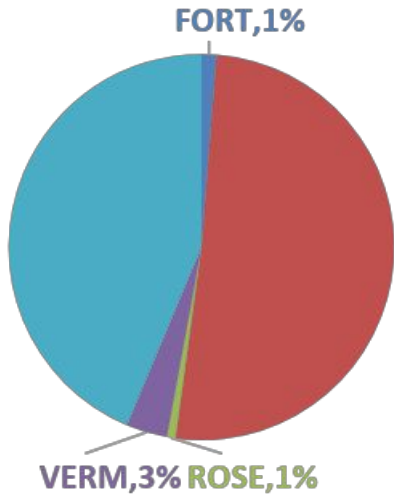
Units 2016-2017



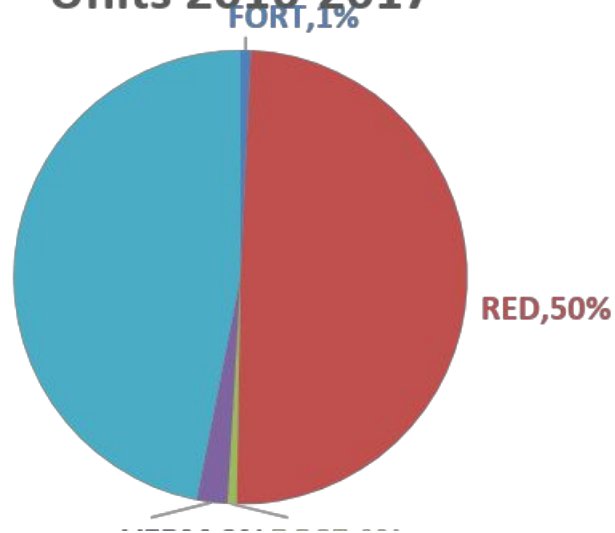
Wine category structure 2 - Color

Net Sales and Units 2016-2017 excluding December **ALL WINES**

Net Sales 2016-2017

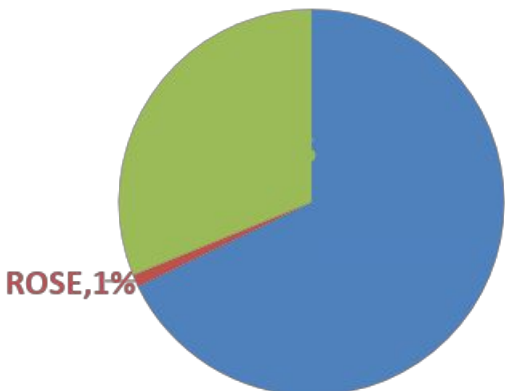


Units 2016-2017

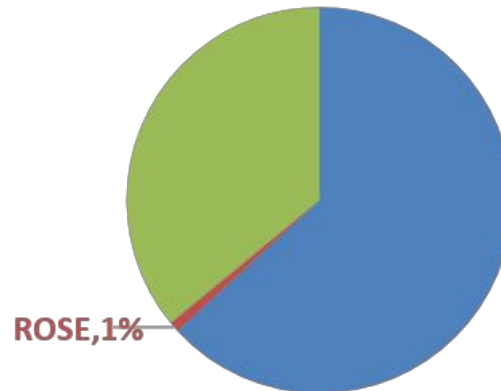


Net Sales and Units 2016-2017 excluding December **STILL WINES**

Net Sales 2016-2017



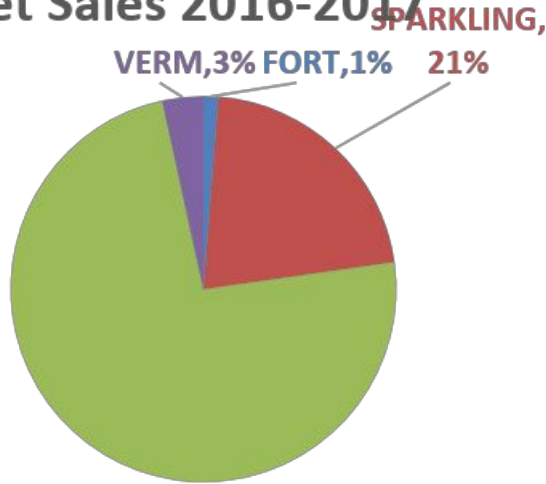
Units 2016-2017



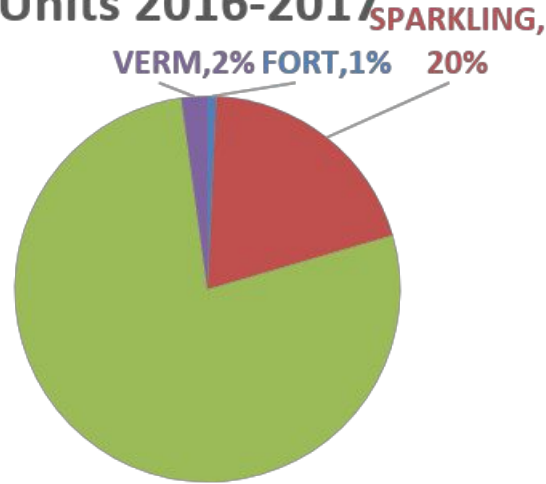
Wine category structure 3 – Still or Sparkling

Net Sales and Units 2016-2017 excluding December

Net Sales 2016-2017

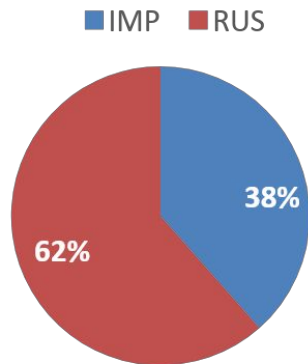


Units 2016-2017

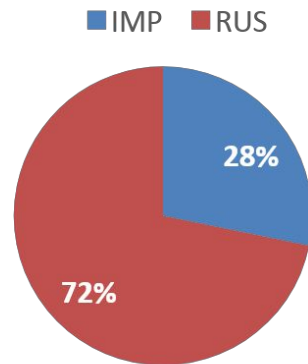


Among sparkling – Russian or Imported

Net Sales 2016-2017

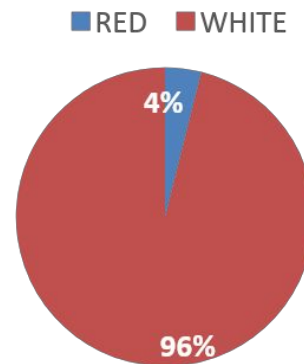


Units 2016-2017

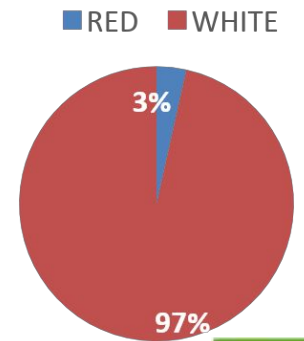


Among sparkling – Red or White

Net Sales 2016-2017



Units 2016-2017



Lambrusco consumption 50% white to 50% red



Recap

WINE CATEGORY STRUCTURE

- 1. 75-80% still** and **25-20% sparkling**.
- Among Still:
 - **60 % Red** - **35% White** - **5% Rose**
 - **40% Russian** - **10% CIS** - **50% Imported****(without FP & Tetra)
- Among Sparkling
 - **60% Russian** – **40% Imported**
 - Only **2 SKUs Red** – Lambrusco and Fragolino (or any other Frizzante)
- Among **TETRA** – **6 SKUs** - 2 FP SSW, 2 Rus DRY, 2 Imp DRY
- Fortified** – **2 SKU** – Rus Porto + Portuguese Porto



Total Number of SKUs 8 m Shelf

- 60% Wines (45% still and 15% sparkling) and 40 % spirits
- 4,8 meters of wine - 62 bottles per shelf
 - 62 bottles x 4 shelves = 248 facings 83-84 SKUs
 - **64 SKUs** Still and **20 SKUs** Sparkling

34 SKUs of Imported Wines

STILL WINES

- 26 SKUs Russian
- 34 SKUs Imported
- 4 SKUs CIS

SPAKLING WINES

- 12 SKUs Russian
- 8 SKUs Imported

FORTIFIED WINES

- 1 SKU Russian – Massandra (Crimea)
- 1 SKU Imported – Portuguese (Porto) (Porto)

