



THE FASTEST-SELLING WINES IN THE U.S.



RISING STARS

The brand must be less than five full years of age, and must have exhibited notable growth over the past few years.

WINES (Thousands of 9-liter cases)



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Brand	Supplier	2005	2006	2007	2008 ^p	'07/'08 % CHG
Redtree	Cecchetti Rake	21	82	++		
Line 39	Cecchetti Rake	11	20	81.8%		

Redtree	Cecchetti Rake	21	82	++		
Chamarre	The Other Wine & Spirits Company	48	78	62.5%		
Hob Nob	W.J. Deutsch & Sons	50	75	50.0%		
Coastal Vines Cellars	Bronco Wine Co.	15	63	++		
337	DFV Wines	2	12	40	50.0%	
Martin Codax	E & J Gallo Winery	35	60	71.4%		
Red Guitar	VineOne/Constellation (Cellar Door)	29	53	57	7.5%	
Irony	DFV Wines	15	36	53	47.2%	
Newman's Own	Trincherro Family Estates	43				
Ghost Pines	E & J Gallo Winery	15	40	++		
Sonoma Vineyards	Rodney Strong Vineyards	15	40	++		
Paso Creek	Icon Estates/Constellation	11	39	++		
Rockbrook Cellars	Bronco Wine Co.	15	19	38	++	
Clean Slate	Click Wine Group	6	35	38	8.6%	
Fat Cat Cellars	Bronco Wine Co.	11	23	32	39.1%	
Villa Pozzi	W.J. Deutsch & Sons	5	30	++		
Starborough	E & J Gallo Winery	30				
Silver Palm	Jackson Family Wines	10	25	++		
Two Hands	Terlato Wines International	25				
Diseno	VineOne/Constellation (Cellar Door)	6	23	++		
Line 39	Cecchetti Rake	11	20	81.8%		
Veuve Moisan	The Other Wine & Spirits Company	20				
Loredona	DFV Wines	1	18	++		
Seven Daughters	Terlato Wines International	18				
Cuma	Frederick Wildman and Sons	15				
Tangley Oaks	Terlato Wines International	15				
Ows Cellar Selection	The Other Wine & Spirits Company	15				
High Note	Click Wine Group	10				

(p) Preliminary. (++) Greater than 100%.

BEVERAGE DYNAMICS/CHEERS MARCH/APRIL 2009



redtree

CECCHETTIRACKE.COM