



CK Mondavi has MOMENTUM ...and VALUE

CK Mondavi ranks 15th in the
TOP 30 MOMENTUM TABLE WINE BRANDS



Information Resources Inc. 2009 Momentum Report based on a combination of its dollar and volume sales, sales growth, market share and other criteria, as calculated by IRI from data collected at U.S. food and drug stores for the year ending Jan. 3, 2010.

IRI rankings capture how well certain brands continue to perform at retail during a time of generally slower wine sales. The rankings clearly showed that value drove consumers' behavior.

Based on brands with >100,000 9L cases sold in Total U.S. Food and Drug
52 Weeks Ending January 3, 2010
Source: IRI 2009 Momentum Report



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