

# Italy - INDEX

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<b>Consumption Summary</b> .....	<b>4</b>
CONSUMPTION - Wines: 000's 9 Litre Cases .....	4
CONSUMPTION - Spirits: 000's 9 Litre Cases .....	5
CONSUMPTION - Beer and Cider: 000's HL.....	6
CONSUMPTION - Wines: Local v Imported .....	7
CONSUMPTION - Spirits: Local v Imported .....	8
CONSUMPTION - Spirits: Local v Imported - Cont/d.....	9
CONSUMPTION - Beer and Cider: Local v Imported .....	9
Population By Sex and Age Group - 000's.....	10
<b>Demographics</b> .....	<b>10</b>
Economic Data - Annual %Change In: .....	10
Exchange Rates.....	11
<b>Still Light Wine</b> .....	<b>12</b>
CONSUMPTION - Local v Imported .....	12
CONSUMPTION - By Colour.....	12
PRICES - Lire until 2002 / Euros onwards .....	13
<b>Sparkling Wine</b> .....	<b>47</b>
CONSUMPTION - Local v Imported .....	47
CONSUMPTION - Other Sparkling Imported : By Country of Origin .....	47
CONSUMPTION - Other Sparkling Local : By Type .....	47
BRAND SALES - 000 9 Litre Cases .....	48
PRICES - Lire until 2002 / Euros onwards .....	53
<b>Fortified Wines - Summary</b> .....	<b>62</b>
CONSUMPTION - By Type .....	62
<b>Sherry and Sherry Style Wines</b> .....	<b>63</b>
CONSUMPTION - By Type .....	63
BRAND SALES - 000 9 Litre Cases .....	63
PRICES - Lire until 2002 / Euros onwards .....	63
<b>Port and Port Style Wines</b> .....	<b>64</b>
CONSUMPTION - By Type .....	64
BRAND SALES - 000 9 Litre Cases .....	64
PRICES - Lire until 2002 / Euros onwards .....	65
<b>Fortified Wines - Other</b> .....	<b>66</b>
CONSUMPTION - Local v Imported .....	66
CONSUMPTION - By Type .....	66
BRAND SALES - 000 9 Litre Cases .....	66
PRICES - Lire until 2002 / Euros onwards .....	67
<b>Light Aperitifs</b> .....	<b>69</b>
CONSUMPTION - Local v Imported .....	69
BRAND SALES - 000 9 Litre Cases .....	69
PRICES - Lire until 2002 / Euros onwards .....	70
<b>Other Wines</b> .....	<b>71</b>
CONSUMPTION - Local v Imported .....	71
BRAND SALES - 000 9 Litre Cases .....	71
PRICES - .....	71
<b>Whisky</b> .....	<b>72</b>
CONSUMPTION - Local v Imported .....	72
CONSUMPTION - By Type .....	72
CONSUMPTION - By Quality .....	73
BRAND SALES - 000 9 Litre Cases .....	74
PRICES - Lire until 2002 / Euros onwards .....	79
<b>Gin / Genever</b> .....	<b>83</b>
CONSUMPTION - Local v Imported .....	83
CONSUMPTION - by Type.....	83
BRAND SALES - 000 9 Litre Cases .....	83
PRICES - Lire until 2002 / Euros onwards .....	85

<b>Vodka</b> .....	<b>86</b>
CONSUMPTION - Local v Imported .....	86
BRAND SALES - 000 9 Litre Cases .....	86
PRICES - Lire until 2002 / Euros onwards .....	88
<b>Tequila</b> .....	<b>89</b>
CONSUMPTION - By Type .....	89
BRAND SALES - 000 9 Litre Cases .....	89
PRICES - Lire until 2002 / Euros onwards .....	91
<b>White Spirits</b> .....	<b>92</b>
PRICES - Lire until 2002 / Euros onwards .....	92
<b>Rum</b> .....	<b>93</b>
CONSUMPTION - Local v Imported : RUM .....	93
CONSUMPTION - By Colour .....	93
CONSUMPTION - By Quality .....	93
CONSUMPTION - Cane / Cachaca .....	93
BRAND SALES - 000 9 Litre Cases .....	94
PRICES - Lire until 2002 / Euros onwards .....	96
<b>Cane</b> .....	<b>99</b>
CONSUMPTION - Local v Imported .....	99
BRAND SALES - 000 9 Litre Cases .....	99
PRICES - .....	99
<b>Brandy</b> .....	<b>100</b>
CONSUMPTION - Local v Imported .....	100
CONSUMPTION - By Type .....	100
CONSUMPTION - Cognac / Armagnac By Quality .....	100
BRAND SALES - 000 9 Litre Cases - (Incl. Duty Free for some brands) .....	101
PRICES - Lire until 2002 / Euros onwards .....	105
<b>Liqueurs</b> .....	<b>110</b>
CONSUMPTION - Local v Imported .....	110
CONSUMPTION - by Type .....	110
BRAND SALES - 000 9 Litre Cases .....	111
PRICES - Lire until 2002 / Euros onwards .....	115
<b>Bitters / Aperitifs</b> .....	<b>121</b>
CONSUMPTION - Local v Imported .....	121
CONSUMPTION - by Type .....	121
CONSUMPTION - By Type : Bitters .....	121
CONSUMPTION - By Type : Aperitifs .....	121
BRAND SALES - 000 9 Litre Cases .....	122
PRICES - Lire until 2002 / Euros onwards .....	124
<b>Aniseed</b> .....	<b>127</b>
CONSUMPTION - Local v Imported .....	127
CONSUMPTION - By Type .....	127
BRAND SALES - 000 9 Litre Cases .....	128
PRICES - Lire until 2002 / Euros onwards .....	129
PRICES - Lire until 2002 / Euros onwards .....	130
<b>Fruit &amp; Other Eaux de Vie</b> .....	<b>131</b>
CONSUMPTION - Local v Imported .....	131
BRAND SALES - 000 9 Litre Cases .....	131
PRICES - Lire until 2002 / Euros onwards .....	132
<b>RTDs</b> .....	<b>133</b>
CONSUMPTION - Local v Imported .....	133
CONSUMPTION - By Type .....	133
BRAND SALES - 000 9 Litre Cases .....	134
PRICES - Lire until 2002 / Euros onwards .....	135

<b>Beer</b> .....	<b>136</b>
CONSUMPTION -Local v Imported .....	136
BRAND SALES - 000 9 Litre Cases .....	136
PRICES - Lire until 2002 / Euros onwards .....	137
<b>Distributors</b> .....	<b>142</b>
<b>Distributors</b> .....	<b>142</b>



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Section : Consumption Summary

Italy

CONSUMPTION - Wines: 000's 9 Litre Cases

000's 9 Litre Cases	2000	2005	2006	2007	2008	2009	F'Cast 2010	CAGR 00-09	CAGR 05-09	CAGR 08-09
<b>Wine Total</b>	<b>302,429.75</b>	<b>314,662.00</b>	<b>314,563.25</b>	<b>314,933.75</b>	<b>313,744.25</b>	<b>312,677.00</b>	<b>311,515.75</b>	<b>0.4%</b>	<b>-0.2%</b>	<b>-0.3%</b>
<b>Still Light Wine</b>	<b>288,805.00</b>	<b>299,010.00</b>	<b>298,985.00</b>	<b>299,010.00</b>	<b>298,354.00</b>	<b>297,710.00</b>	<b>296,945.00</b>	<b>0.3%</b>	<b>-0.1%</b>	<b>-0.2%</b>
<b>Sparkling Wine</b>	<b>9,854.75</b>	<b>11,839.00</b>	<b>11,932.25</b>	<b>12,368.00</b>	<b>11,994.50</b>	<b>11,693.50</b>	<b>11,438.75</b>	<b>1.9%</b>	<b>-0.3%</b>	<b>-2.5%</b>
- Champagne	740.25	750.00	761.00	801.25	757.00	687.50	618.25	-0.8%	-2.2%	-9.2%
- Other Sparkling	9,114.50	11,089.00	11,171.25	11,566.75	11,237.50	11,006.00	10,820.50	2.1%	-0.2%	-2.1%
<b>Fortified Wine</b>	<b>1,860.00</b>	<b>1,954.00</b>	<b>1,883.00</b>	<b>1,833.50</b>	<b>1,789.25</b>	<b>1,739.75</b>	<b>1,663.50</b>	<b>-0.7%</b>	<b>-2.9%</b>	<b>-2.8%</b>
- Sherry	8.50	9.00	8.00	7.00	6.50	6.50	6.25	-2.9%	-7.8%	0.0%
- Port	111.50	100.00	95.00	86.00	83.00	77.00	71.00	-4.0%	-6.3%	-7.2%
- Other Fortified	1,740.00	1,845.00	1,780.00	1,740.50	1,699.75	1,656.25	1,586.25	-0.5%	-2.7%	-2.6%
<b>Light Aperitifs</b>	<b>1,907.00</b>	<b>1,847.00</b>	<b>1,750.00</b>	<b>1,704.00</b>	<b>1,586.00</b>	<b>1,514.25</b>	<b>1,449.50</b>	<b>-2.5%</b>	<b>-4.8%</b>	<b>-4.5%</b>
- Vermouth	1,880.00	1,835.00	1,740.00	1,695.00	1,579.25	1,508.75	1,445.00	-2.4%	-4.8%	-4.5%
- Wine Aperitifs	27.00	12.00	10.00	9.00	6.75	5.50	4.50	-16.2%	-17.7%	-18.5%
- Fruit Based Aperitifs	Min	Nil	Nil	Nil						
<b>Other Wines</b>	<b>3.00</b>	<b>12.00</b>	<b>13.00</b>	<b>18.25</b>	<b>20.50</b>	<b>19.50</b>	<b>19.00</b>	<b>23.1%</b>	<b>12.9%</b>	<b>-4.9%</b>

Source: IWSR Calculations based on trade comment.

Section : Consumption Summary

Italy

**CONSUMPTION - Spirits: 000's 9 Litre Cases**

000's 9 Litre Cases	2000	2005	2006	2007	2008	2009	F'Cast 2010	CAGR 00-09	CAGR 05-09	CAGR 08-09
<b>Spirit Total</b>	<b>16,226.75</b>	<b>16,844.50</b>	<b>16,953.50</b>	<b>16,912.30</b>	<b>16,606.25</b>	<b>16,046.00</b>	<b>15,592.25</b>	<b>-0.1%</b>	<b>-1.2%</b>	<b>-3.4%</b>
<b>Whisky</b>	<b>2,095.50</b>	<b>1,751.50</b>	<b>1,671.25</b>	<b>1,550.00</b>	<b>1,370.75</b>	<b>1,155.00</b>	<b>1,011.75</b>	<b>-6.4%</b>	<b>-9.9%</b>	<b>-15.7%</b>
- Scotch Whisky	1,771.00	1,434.50	1,349.50	1,256.00	1,101.50	912.50	791.25	-7.1%	-10.7%	-17.2%
- US Whiskey	265.00	265.50	272.75	254.00	240.25	215.50	198.00	-2.3%	-5.1%	-10.3%
- Canadian Whisky	9.00	3.75	3.75	3.50	3.50	3.25	3.25	-10.7%	-3.5%	-7.1%
- Irish Whiskey	39.50	46.75	44.25	35.50	24.50	22.75	18.25	-5.9%	-16.5%	-7.1%
- Other Whisky	11.00	1.00	1.00	1.00	1.00	1.00	1.00	-23.4%	Nil	Nil
<b>Gin / Genever</b>	<b>583.00</b>	<b>594.50</b>	<b>586.00</b>	<b>576.00</b>	<b>549.50</b>	<b>513.25</b>	<b>483.50</b>	<b>-1.4%</b>	<b>-3.6%</b>	<b>-6.6%</b>
- Gin	582.00	594.00	585.50	575.50	549.00	512.75	483.00	-1.4%	-3.6%	-6.6%
- Genever	1.00	0.50	0.50	0.50	0.50	0.50	0.50	-7.4%	Nil	Nil
<b>Vodka</b>	<b>359.00</b>	<b>617.00</b>	<b>674.25</b>	<b>733.50</b>	<b>787.75</b>	<b>825.75</b>	<b>858.25</b>	<b>9.7%</b>	<b>7.6%</b>	<b>4.8%</b>
- Traditional Vodka	358.25	616.00	673.25	729.00	783.15	820.75	852.25	9.6%	7.4%	4.8%
- Flavoured Vodka	0.75	1.00	1.00	4.50	4.60	5.00	6.00	23.5%	49.5%	8.7%
<b>Tequila</b>	<b>122.50</b>	<b>114.00</b>	<b>105.00</b>	<b>101.30</b>	<b>97.75</b>	<b>76.00</b>	<b>63.00</b>	<b>-5.2%</b>	<b>-9.6%</b>	<b>-22.3%</b>
- White Tequila	91.50	92.00	81.00	75.00	75.25	57.00	47.00	-5.1%	-11.3%	-24.3%
- Gold Tequila	31.00	22.00	24.00	26.30	22.50	19.00	16.00	-5.3%	-3.6%	-15.6%
<b>National Spirits</b>	-	-	-	-	-	-	-	-	-	-
- Aquavit	-	-	-	-	-	-	-	-	-	-
<b>Rum</b>	<b>613.00</b>	<b>1,169.00</b>	<b>1,151.50</b>	<b>1,214.00</b>	<b>1,268.25</b>	<b>1,226.75</b>	<b>1,170.50</b>	<b>8.0%</b>	<b>1.2%</b>	<b>-3.3%</b>
- White Rum	265.00	297.00	280.00	310.00	363.25	407.00	407.00	4.9%	8.2%	12.0%
- Dark / Gold Rum	338.00	870.00	869.50	899.00	899.00	815.75	760.00	10.3%	-1.6%	-9.3%
- Flavoured Rum	10.00	2.00	2.00	5.00	6.00	4.00	3.50	-9.7%	18.9%	-33.3%
<b>Cane</b>	<b>34.00</b>	<b>24.50</b>	<b>24.00</b>	<b>23.50</b>	<b>29.75</b>	<b>30.00</b>	<b>31.25</b>	<b>-1.4%</b>	<b>5.2%</b>	<b>0.8%</b>
<b>Brandy</b>	<b>3,760.00</b>	<b>3,800.50</b>	<b>3,752.75</b>	<b>3,655.00</b>	<b>3,635.75</b>	<b>3,444.00</b>	<b>3,335.75</b>	<b>-1.0%</b>	<b>-2.4%</b>	<b>-5.3%</b>
- Cognac / Armagnac	114.00	86.75	83.75	88.00	85.00	77.75	71.00	-4.2%	-2.7%	-8.5%
- Other Brandy	3,646.00	3,713.75	3,669.00	3,567.00	3,550.75	3,366.25	3,264.75	-0.9%	-2.4%	-5.2%
<b>Flavoured Spirits</b>	<b>8,659.75</b>	<b>8,773.50</b>	<b>8,988.75</b>	<b>9,059.00</b>	<b>8,866.75</b>	<b>8,775.25</b>	<b>8,638.25</b>	<b>0.1%</b>	<b>0.0%</b>	<b>-1.0%</b>
- Liqueurs	3,525.25	3,581.50	3,602.50	3,626.50	3,483.75	3,372.00	3,276.00	-0.5%	-1.5%	-3.2%
- Bitters / Spirit Aperitifs	4,152.75	3,949.25	4,098.75	4,106.00	4,088.50	4,124.50	4,105.75	-0.1%	1.1%	0.9%
- Aniseed	968.00	1,225.25	1,269.50	1,309.00	1,277.50	1,261.50	1,239.75	3.0%	0.7%	-1.3%
- Fruit Eaux de Vie	13.75	17.50	18.00	17.50	17.00	17.25	16.75	2.6%	-0.4%	1.5%
<b>Other Spirits</b>	-	-	-	-	-	-	-	-	-	-
<b>Small Unit Drinks</b>	<b>2,640.00</b>	<b>4,213.00</b>	<b>3,761.00</b>	<b>3,510.50</b>	<b>3,387.00</b>	<b>3,204.50</b>	<b>3,082.00</b>	<b>2.2%</b>	<b>-6.6%</b>	<b>-5.4%</b>

Source: IWSR Calculations based on trade comment.

**Section : Consumption Summary**

**Italy**

**CONSUMPTION - Beer and Cider: 000's HL**

000's HL	2000	2005	2006	2007	2008	2009 F'Cast	2010	CAGR 00-09	CAGR 05-09	CAGR 08-09
<b>Beer</b>	<b>16,289.00</b>	<b>17,340.00</b>	<b>17,851.00</b>	<b>18,260.00</b>	<b>18,640.00</b>	<b>19,300.00</b>	<b>20,000.00</b>	<b>1.9%</b>	<b>2.7%</b>	<b>3.5%</b>
<b>Cider</b>	-	-	-	-	-	-	-	<b>Nil</b>	<b>Nil</b>	<b>Nil</b>

*Source: IWSR Calculations based on trade comment.*

Section : Consumption Summary

Italy

CONSUMPTION - Wines: Local v Imported

000's 9 Litre Cases	2000	2005	2006	2007	2008	2009 F'Cast	2010	CAGR 00-09	CAGR 05-09	CAGR 08-09
<b>Wine Total</b>	<b>302,429.75</b>	<b>314,662.00</b>	<b>314,563.25</b>	<b>314,933.75</b>	<b>313,744.25</b>	<b>312,677.00</b>	<b>311,515.75</b>	<b>0.4%</b>	<b>-0.2%</b>	<b>-0.3%</b>
- Local	300,459.00	312,573.00	312,469.50	312,796.50	311,742.00	310,869.50	309,868.50	0.4%	-0.1%	-0.3%
- Imported	1,970.75	2,089.00	2,093.75	2,137.25	2,002.25	1,807.50	1,647.25	-1.0%	-3.6%	-9.7%
<b>Still Light Wine</b>	<b>288,805.00</b>	<b>299,010.00</b>	<b>298,985.00</b>	<b>299,010.00</b>	<b>298,354.00</b>	<b>297,710.00</b>	<b>296,945.00</b>	<b>0.3%</b>	<b>-0.1%</b>	<b>-0.2%</b>
- Local	287,790.00	297,970.00	297,950.00	297,975.00	297,400.00	296,850.00	296,150.00	0.3%	-0.1%	-0.2%
- Imported	1,015.00	1,040.00	1,035.00	1,035.00	954.00	860.00	795.00	-1.8%	-4.6%	-9.9%
<b>Sparkling Wine</b>	<b>9,854.75</b>	<b>11,839.00</b>	<b>11,932.25</b>	<b>12,368.00</b>	<b>11,994.50</b>	<b>11,693.50</b>	<b>11,438.75</b>	<b>1.9%</b>	<b>-0.3%</b>	<b>-2.5%</b>
- Local	9,022.00	10,911.00	10,989.50	11,377.50	11,057.50	10,850.25	10,684.00	2.1%	-0.1%	-1.9%
- Imported	832.75	928.00	942.75	990.50	937.00	843.25	754.75	0.1%	-2.4%	-10.0%
<b>Fortified Wine</b>	<b>1,860.00</b>	<b>1,954.00</b>	<b>1,883.00</b>	<b>1,833.50</b>	<b>1,789.25</b>	<b>1,739.75</b>	<b>1,663.50</b>	<b>-0.7%</b>	<b>-2.9%</b>	<b>-2.8%</b>
- Local	1,740.00	1,845.00	1,780.00	1,740.00	1,698.50	1,655.00	1,585.00	-0.6%	-2.7%	-2.6%
- Imported	120.00	109.00	103.00	93.50	90.75	84.75	78.50	-3.8%	-6.1%	-6.6%
<b>Light Aperitifs</b>	<b>1,907.00</b>	<b>1,847.00</b>	<b>1,750.00</b>	<b>1,704.00</b>	<b>1,586.00</b>	<b>1,514.25</b>	<b>1,449.50</b>	<b>-2.5%</b>	<b>-4.8%</b>	<b>-4.5%</b>
- Local	1,907.00	1,847.00	1,750.00	1,704.00	1,586.00	1,514.25	1,449.50	-2.5%	-4.8%	-4.5%
- Imported	-	-	-	-	-	-	-	-	-	-
<b>Other Wines</b>	<b>3.00</b>	<b>12.00</b>	<b>13.00</b>	<b>18.25</b>	<b>20.50</b>	<b>19.50</b>	<b>19.00</b>	<b>23.1%</b>	<b>12.9%</b>	<b>-4.9%</b>
- Local	-	-	-	-	-	-	-	-	-	-
- Imported	3.00	12.00	13.00	18.25	20.50	19.50	19.00	23.1%	12.9%	-4.9%

Source: IWSR Calculations based on trade comment.

Section : Consumption Summary

Italy

CONSUMPTION - Spirits: Local v Imported

000's 9 Litre Cases	2000	2005	2006	2007	2008	2009 F'Cast	2010	CAGR 00-09	CAGR 05-09	CAGR 08-09
<b>Spirit Total</b>	<b>16,226.75</b>	<b>16,844.50</b>	<b>16,953.50</b>	<b>16,912.30</b>	<b>16,606.25</b>	<b>16,046.00</b>	<b>15,592.25</b>	<b>-0.1%</b>	<b>-1.2%</b>	<b>-3.4%</b>
- Local	11,817.00	12,047.50	12,242.25	12,183.00	12,032.00	11,818.50	11,621.00	0.0%	-0.5%	-1.8%
- Imported	4,409.75	4,797.00	4,711.25	4,729.30	4,574.25	4,227.50	3,971.25	-0.5%	-3.1%	-7.6%
<b>Whisky</b>	<b>2,095.50</b>	<b>1,751.50</b>	<b>1,671.25</b>	<b>1,550.00</b>	<b>1,370.75</b>	<b>1,155.00</b>	<b>1,011.75</b>	<b>-6.4%</b>	<b>-9.9%</b>	<b>-15.7%</b>
- Local	-	-	-	-	-	-	-	-	-	-
- Imported	2,095.50	1,751.50	1,671.25	1,550.00	1,370.75	1,155.00	1,011.75	-6.4%	-9.9%	-15.7%
<b>Gin / Genever</b>	<b>583.00</b>	<b>594.50</b>	<b>586.00</b>	<b>576.00</b>	<b>549.50</b>	<b>513.25</b>	<b>483.50</b>	<b>-1.4%</b>	<b>-3.6%</b>	<b>-6.6%</b>
- Local	239.00	201.50	205.00	197.00	192.50	185.50	180.00	-2.8%	-2.0%	-3.6%
- Imported	344.00	393.00	381.00	379.00	357.00	327.75	303.50	-0.5%	-4.4%	-8.2%
<b>Vodka</b>	<b>359.00</b>	<b>617.00</b>	<b>674.25</b>	<b>733.50</b>	<b>787.75</b>	<b>825.75</b>	<b>858.25</b>	<b>9.7%</b>	<b>7.6%</b>	<b>4.8%</b>
- Local	115.00	260.00	282.00	295.50	295.50	287.25	276.00	10.7%	2.5%	-2.8%
- Imported	244.00	357.00	392.25	438.00	492.25	538.50	582.25	9.2%	10.8%	9.4%
<b>Tequila</b>	<b>122.50</b>	<b>114.00</b>	<b>105.00</b>	<b>101.30</b>	<b>97.75</b>	<b>76.00</b>	<b>63.00</b>	<b>-5.2%</b>	<b>-9.6%</b>	<b>-22.3%</b>
- Local	-	-	-	-	-	-	-	-	-	-
- Imported	122.50	114.00	105.00	101.30	97.75	76.00	63.00	-5.2%	-9.6%	-22.3%
<b>National Spirits</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>						
- Local	-	-	-	-	-	-	-	-	-	-
- Imported	-	-	-	-	-	-	-	-	-	-
<b>Rum</b>	<b>613.00</b>	<b>1,169.00</b>	<b>1,151.50</b>	<b>1,214.00</b>	<b>1,268.25</b>	<b>1,226.75</b>	<b>1,170.50</b>	<b>8.0%</b>	<b>1.2%</b>	<b>-3.3%</b>
- Local	-	-	-	-	-	-	-	-	-	-
- Imported	613.00	1,169.00	1,151.50	1,214.00	1,268.25	1,226.75	1,170.50	8.0%	1.2%	-3.3%
<b>Cane</b>	<b>34.00</b>	<b>24.50</b>	<b>24.00</b>	<b>23.50</b>	<b>29.75</b>	<b>30.00</b>	<b>31.25</b>	<b>-1.4%</b>	<b>5.2%</b>	<b>0.8%</b>
- Local	-	-	-	-	-	-	-	-	-	-
- Imported	34.00	24.50	24.00	23.50	29.75	30.00	31.25	-1.4%	5.2%	0.8%
<b>Brandy</b>	<b>3,760.00</b>	<b>3,800.50</b>	<b>3,752.75</b>	<b>3,655.00</b>	<b>3,635.75</b>	<b>3,444.00</b>	<b>3,335.75</b>	<b>-1.0%</b>	<b>-2.4%</b>	<b>-5.3%</b>
- Local	3,571.00	3,648.50	3,605.00	3,494.00	3,481.50	3,301.75	3,207.00	-0.9%	-2.5%	-5.2%
- Imported	189.00	152.00	147.75	161.00	154.25	142.25	128.75	-3.1%	-1.6%	-7.8%

Source: IWSR Calculations based on trade comment.

Section : Consumption Summary

Italy

CONSUMPTION - Spirits: Local v Imported - Cont/d...

000's 9 Litre Cases	2000	2005	2006	2007	2008	2009 F'Cast	2010	CAGR 00-09	CAGR 05-09	CAGR 08-09
<b>Liqueurs</b>	<b>3,525.25</b>	<b>3,581.50</b>	<b>3,602.50</b>	<b>3,626.50</b>	<b>3,483.75</b>	<b>3,372.00</b>	<b>3,276.00</b>	<b>-0.5%</b>	<b>-1.5%</b>	<b>-3.2%</b>
- Local	2,887.00	2,857.00	2,872.75	2,864.75	2,778.50	2,722.75	2,669.00	-0.6%	-1.2%	-2.0%
- Imported	638.25	724.50	729.75	761.75	705.25	649.25	607.00	0.2%	-2.7%	-7.9%
<b>Bitters / Spirit Aperitifs</b>	<b>4,152.75</b>	<b>3,949.25</b>	<b>4,098.75</b>	<b>4,106.00</b>	<b>4,088.50</b>	<b>4,124.50</b>	<b>4,105.75</b>	<b>-0.1%</b>	<b>1.1%</b>	<b>0.9%</b>
- Local	4,106.50	3,910.50	4,058.50	4,063.25	4,045.75	4,094.00	4,081.00	0.0%	1.2%	1.2%
- Imported	46.25	38.75	40.25	42.75	42.75	30.50	24.75	-4.5%	-5.8%	-28.7%
<b>Aniseed</b>	<b>968.00</b>	<b>1,225.25</b>	<b>1,269.50</b>	<b>1,309.00</b>	<b>1,277.50</b>	<b>1,261.50</b>	<b>1,239.75</b>	<b>3.0%</b>	<b>0.7%</b>	<b>-1.3%</b>
- Local	890.00	1,158.50	1,207.00	1,256.50	1,226.75	1,215.75	1,197.00	3.5%	1.2%	-0.9%
- Imported	78.00	66.75	62.50	52.50	50.75	45.75	42.75	-5.8%	-9.0%	-9.9%
<b>Fruit Eaux de Vie</b>	<b>13.75</b>	<b>17.50</b>	<b>18.00</b>	<b>17.50</b>	<b>17.00</b>	<b>17.25</b>	<b>16.75</b>	<b>2.6%</b>	<b>-0.4%</b>	<b>1.5%</b>
- Local	8.50	11.50	12.00	12.00	11.50	11.50	11.00	3.4%	Nil	Nil
- Imported	5.25	6.00	6.00	5.50	5.50	5.75	5.75	1.0%	-1.1%	4.5%
<b>Other Spirits</b>	-	-	-	-	-	-	-	-	-	-
- Local	-	-	-	-	-	-	-	-	-	-
- Imported	-	-	-	-	-	-	-	-	-	-
<b>Small Unit Drinks</b>	<b>2,640.00</b>	<b>4,213.00</b>	<b>3,761.00</b>	<b>3,510.50</b>	<b>3,387.00</b>	<b>3,204.50</b>	<b>3,082.00</b>	<b>2.2%</b>	<b>-6.6%</b>	<b>-5.4%</b>
- Local	2,640.00	4,213.00	3,754.00	3,505.00	3,328.00	3,156.75	3,065.00	2.0%	-7.0%	-5.1%
- Imported	-	-	7.00	5.50	59.00	47.75	17.00	Nil	Nil	-19.1%

Source: IWSR Calculations based on trade comment.

CONSUMPTION - Beer and Cider: Local v Imported

000's HL	2000	2005	2006	2007	2008	2009 F'Cast	2010	CAGR 00-09	CAGR 05-09	CAGR 08-09
<b>Beer</b>	<b>16,289.00</b>	<b>17,340.00</b>	<b>17,851.00</b>	<b>18,260.00</b>	<b>18,640.00</b>	<b>19,300.00</b>	<b>20,000.00</b>	<b>1.9%</b>	<b>2.7%</b>	<b>3.5%</b>
- Local	12,147.00	12,082.00	12,037.00	12,400.00	12,710.00	13,100.00	13,500.00	0.8%	2.0%	3.1%
- Imported	4,142.00	5,258.00	5,814.00	5,860.00	5,930.00	6,200.00	6,500.00	4.6%	4.2%	4.6%
<b>Cider</b>	-	-	-	-	-	-	-	<b>Nil</b>	<b>Nil</b>	<b>Nil</b>
- Local	-	-	-	-	-	-	-	-	-	-
- Imported	-	-	-	-	-	-	-	Nil	Nil	Nil

Source: IWSR Calculations based on trade comment.

## Section : Demographics

Italy

### Population By Sex and Age Group - 000's

	Total	Male	Female	0 - 15	16 - 29	30 - 39	40 - 49	50 - 64	65 & Over
1992	56,840.8	27,583.0	29,257.8	9,697.4	12,526.5	8,021.7	7,400.7	10,312.6	8,881.9
1993	57,026.8	27,692.6	29,334.2	9,512.4	12,459.3	8,221.3	7,471.7	10,280.3	9,081.8
1994	57,179.5	27,785.1	29,394.4	9,343.8	12,302.4	8,451.3	7,558.2	10,252.0	9,271.8
1995	57,274.6	27,844.7	29,429.9	9,197.0	12,063.5	8,672.1	7,688.9	10,173.5	9,479.6
1996	57,367.0	27,903.3	29,463.7	9,070.8	11,805.3	8,877.0	7,736.5	10,191.2	9,686.2
1997	57,479.5	27,975.3	29,504.2	8,967.5	11,550.2	9,072.4	7,729.1	10,286.0	9,874.3
1998	57,550.3	28,025.4	29,524.9	8,873.2	11,269.6	9,247.0	7,718.4	10,394.8	10,047.3
1999	57,603.7	28,066.5	29,537.2	8,800.9	10,965.0	9,388.4	7,751.4	10,480.9	10,217.1
2000	57,719.3	28,144.6	29,574.7	8,764.2	10,679.1	9,500.8	7,841.6	10,539.5	10,394.1
2001	57,844.9	28,227.9	29,617.0	8,745.9	10,370.6	9,605.6	7,967.8	10,596.7	10,558.3
2002	57,927.0	28,284.6	29,642.4	8,732.1	10,042.5	9,671.6	8,129.1	10,640.8	10,710.9
2003	57,998.4	28,335.9	29,662.5	8,707.8	9,711.9	9,719.9	8,316.4	10,648.4	10,894.0
2004	58,057.5	28,380.9	29,676.6	8,679.4	9,395.6	9,704.1	8,535.4	10,650.4	11,092.6
2005	58,103.1	28,419.1	29,684.0	8,644.9	9,111.3	9,633.5	8,757.1	10,667.7	11,288.6
2006	58,133.5	28,449.5	29,684.0	8,606.6	8,868.1	9,518.5	8,965.3	10,725.0	11,450.0
2007	58,147.7	28,471.7	29,676.0	8,558.3	8,672.5	9,370.2	9,156.8	10,825.6	11,564.3
2008	58,126.2	28,490.6	29,635.6	8,431.4	8,386.0	8,982.1	9,481.6	11,100.9	11,744.2
2009	-	-	-	8,431.4	8,385.9	8,982.2	9,481.6	11,101.0	11,744.2

Source: US Census Bureau

### Economic Data - Annual %Change In:

	GDP	GDP Per Capita (USD)	Inflation	Unemployment
1992	+2.0%	21,226.0	+5.3%	9.8%
1993	-1.2%	-	+4.5%	10.2%
1994	+2.2%	-	+3.9%	11.9%
1995	+2.8%	-	+5.4%	12.9%
1996	+0.9%	-	+3.8%	12.2%
1997	+1.5%	-	+1.8%	12.4%
1998	+1.3%	-	+1.7%	12.6%
1999	+0.8%	-	+1.5%	11.8%
2000	+2.1%	-	+1.8%	11.3%
2001	+1.3%	-	+2.3%	9.0%
2002	+3.7%	21,281.0	+2.7%	9.0%
2003	+3.1%	26,316.0	+2.8%	8.4%
2004	+4.2%	29,788.0	+2.3%	7.8%
2005	+2.6%	30,450.0	+2.3%	7.7%
2006	+3.5%	29,950.0	+2.3%	6.8%
2007	+3.7%	30,400.0	+2.1%	6.0%
2008	+1.0%	31,000.0	+3.4%	6.8%
2009	+0.0%	0.0	+0.0%	0.0%

Source: CIA World Factbook / IMF

## Exchange Rates

	Euro	USD
1992 (Feb)	-	1,405.00
1993 (Feb)	-	1,535.00
1994 (Feb)	-	1,617.00
1995 (Mar)	-	1,651.00
1996 (Feb)	-	1,550.00
1997 (Mar)	-	1,785.00
1998 (Mar)	-	1,804.00
1999 (Feb)	2,013.72	1,974.00
2000 (Feb)	2,013.72	1,934.00
2001 (Feb)	1,936.00	2,098.00
2002 (Apr)	1.00	0.97
2003 (May)	1.00	0.93
2004	1.00	0.81
2005 (Mar)	1.00	0.76
2006 (Mar)	1.00	0.81
2007 (Mar)	1.00	0.75
2008 (Mar)	1.00	0.69
2009 (Mar)	1.00	0.79
2010 (Mar)	-	-

Source: Oanda.com

Section : Still Light Wine

Italy

CONSUMPTION - Local v Imported

000's 9 Litre Cases	2000	2005	2006	2007	2008	2009	F'Cast 2010	CAGR 00-09	CAGR 05-09	CAGR 08-09
<b>Total</b>	<b>288,805.00</b>	<b>299,010.00</b>	<b>298,985.00</b>	<b>299,010.00</b>	<b>298,354.00</b>	<b>297,710.00</b>	<b>296,945.00</b>	<b>0.3%</b>	<b>-0.1%</b>	<b>-0.2%</b>
<b>Local</b>	<b>287,790.00</b>	<b>297,970.00</b>	<b>297,950.00</b>	<b>297,975.00</b>	<b>297,400.00</b>	<b>296,850.00</b>	<b>296,150.00</b>	<b>0.3%</b>	<b>-0.1%</b>	<b>-0.2%</b>
<b>Imported</b>	<b>1,015.00</b>	<b>1,040.00</b>	<b>1,035.00</b>	<b>1,035.00</b>	<b>954.00</b>	<b>860.00</b>	<b>795.00</b>	<b>-1.8%</b>	<b>-4.6%</b>	<b>-9.9%</b>
- French	420.00	440.00	430.00	420.00	395.00	350.00	315.00	-2.0%	-5.6%	-11.4%
- Portuguese	260.00	190.00	185.00	195.00	193.00	190.00	187.00	-3.4%	Nil	-1.6%
- Spanish	15.00	85.00	95.00	95.00	80.00	65.00	55.00	17.7%	-6.5%	-18.8%
- US	10.00	75.00	65.00	60.00	40.00	47.00	51.00	18.8%	-11.0%	17.5%
- Chilean	45.00	75.00	68.00	75.00	65.00	45.00	37.00	Nil	-12.0%	-30.8%
- Australian	15.00	40.00	50.00	50.00	55.00	45.00	37.00	13.0%	3.0%	-18.2%
- German	40.00	30.00	30.00	30.00	25.00	22.00	20.00	-6.4%	-7.5%	-12.0%
- Argentinian	-	25.00	25.00	26.00	20.00	15.00	12.00	Nil	-12.0%	-25.0%
- Greek	95.00	20.00	20.00	20.00	15.00	14.00	13.00	-19.2%	-8.5%	-6.7%
- South African	-	-	-	-	11.00	10.00	10.00	Nil	Nil	-9.1%
- Bulgarian	-	4.00	4.00	4.00	5.00	7.00	8.00	Nil	15.0%	40.0%
- Other	115.00	56.00	63.00	60.00	50.00	50.00	50.00	-8.8%	-2.8%	Nil

Source : Trade Comment based on Trade Associations and ISTAT figures. Calculations based on imports in bottle, plus calculations for proportion of bulk not used in Italian wines.

CONSUMPTION - By Colour

000's 9 Litre Cases	2000	2005	2006	2007	2008	2009	F'Cast 2010	CAGR 00-09	CAGR 05-09	CAGR 08-09
<b>Total</b>	<b>288,805.00</b>	<b>299,010.00</b>	<b>298,985.00</b>	<b>299,010.00</b>	<b>298,354.00</b>	<b>297,710.00</b>	<b>296,945.00</b>	<b>0.3%</b>	<b>-0.1%</b>	<b>-0.2%</b>
- Red	142,000.00	150,990.00	149,835.00	149,775.00	149,013.00	149,409.50	149,225.00	0.6%	-0.3%	0.3%
- Rose	1,750.00	4,485.00	4,250.00	4,100.00	4,041.00	3,958.50	4,100.00	9.5%	-3.1%	-2.0%
- White	145,055.00	143,535.00	144,900.00	145,135.00	145,300.00	144,342.00	143,620.00	-0.1%	0.1%	-0.7%

Source: IWSR Calculations based on trade comment.

Section : Still Light Wine

Italy

PRICES - Lire until 2002 / Euros onwards

Brands	Bottle Size	Lire		Euros								
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar
<b>Red Wine DOC Barolo</b>												
Bersano	75cl	-	-	-	19.66	19.49	-	-	-	-	-	-
Chiarli	75cl	-	-	24.19	-	23.69	-	-	-	-	-	-
Fontanafredda	75cl	-	22,900	13.38	14.99	15.99	16.19	-	-	18.40	-	-
Franciacorta	75cl	25,500	-	-	-	-	-	-	-	-	-	-
LIDL	75cl	-	-	-	-	-	9.90	9.79	9.99	-	-	-
Marchese di Barolo	75cl	29,300	29,650	-	-	-	-	-	-	-	-	-
Pio Cesare	75cl	-	-	35.00	-	46.99	42.00	-	-	45.00	-	-
Own Label	75cl	-	24,900	18.62	16.99	17.99	10.84-16.29	11.25-16.85	10.94-16.94	12.50-14.95	-	-
<b>Bardolino</b>												
Bolla	75cl	-	5,750	4.12	-	-	-	-	-	-	-	-
Folonari	75cl	-	-	3.38	3.29	-	3.19	-	3.38	3.45	-	-
Lamberti	75cl	-	-	-	3.45	3.29	-	-	-	-	4.50	-
Mezzacorona	75cl	-	-	-	3.99	3.99	-	-	-	-	-	-
Pasqua	75cl	-	5,890	3.81	3.49	3.49	3.49	3.49	3.49	3.55	3.50	-
Tommasi	75cl	-	-	3.10	-	-	-	-	-	-	-	-
Zonin	75cl	-	5,490	2.64	-	-	-	-	-	-	-	-
Own Label	75cl	-	6,450	-	2.39	2.39	-	-	-	2.40-3.40	3.99	-
<b>Brunello Di Montalcino</b>												
Banfi	75cl	-	-	-	-	-	-	-	-	29.95	26.50	26.90
Frescobaldi	75cl	-	-	-	-	-	-	-	-	-	-	20.90
Il Bosso	75cl	-	-	-	-	-	-	-	-	-	-	26.45
LIDL	75cl	-	-	-	-	-	19.59	-	-	-	-	-
Piccini	75cl	-	-	-	-	-	-	-	-	-	-	24.90
Poggiotondo	75cl	-	-	-	-	-	-	-	-	-	-	25.25
Rosso di Montalcino	75cl	-	-	11.72	5.95	10.95	10.99	10.65	10.99	11.99	12.99	-
Tre Cerchi	75cl	32,680	32,800	25.49	-	-	23.49	-	-	-	-	-
Own Label	75cl	-	10,250	16.52	19.99	22.99	19.99	-	22.90	21.40	-	-
<b>Calabria</b>												
Barbera	75cl	-	-	-	-	-	-	2.79	-	-	-	-
Greca di Tufo	75cl	16,580	15,900	-	10.19	10.29	-	10.39	10.39	-	-	-

Source: IWSR Storechecks.

Section : Still Light Wine

Italy

PRICES - Lire until 2002 / Euros onwards - Cont/d...

Brands	Bottle Size	Lire		Euros								
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar
<b>Chianti Classico</b>												
Antinori	75cl	-	-	-	-	26.99	-	-	-	-	-	-
Antinori S Cristina	75cl	8,590	8,690	4.69	4.90	4.90	4.95	-	4.95	4.49	-	-
Barbanera	75cl	-	-	-	-	-	-	-	-	-	3.99	-
Brolio	75cl	-	-	-	-	-	25.96	-	-	-	-	-
Castello di Ana	75cl	-	-	-	-	-	-	-	-	-	28.00	-
Cecchi	75cl	-	6,690	3.17-6.17	-	4.09	4.45	-	4.49	4.49	5.90	-
Cecchi Riserva	75cl	-	-	-	-	-	11.99	-	-	-	-	-
Chianti Fiasche	75cl	-	-	-	-	-	-	2.89	-	4.29	-	-
Frescobaldi Nipozzano Riserva	75cl	-	-	-	-	-	-	-	-	-	10.99	-
Frescobaldi Nipozzano	75cl	-	-	10.84	11.29	11.49	11.49	-	-	-	-	-
Frescobaldi Remole	75cl	-	-	4.59	-	-	4.37	-	-	4.59	-	-
I Leccioni	75cl	-	-	-	-	-	-	-	-	-	6.00	-
La Cacciatora	75cl	6,980	6,950	-	-	-	-	-	-	-	-	-
La Gioiosa	75cl	-	-	-	9.79	9.90	-	-	-	-	-	-
La Pievaccia	75cl	-	-	-	-	-	-	-	-	-	2.99	-
Melini	75cl	-	5,780	4.59	4.70	4.79	4.89	4.79	4.89	4.98	-	-
Oliviera	75cl	-	-	-	-	-	-	-	-	-	8.00	-
Perseo	75cl	-	-	-	-	-	-	-	-	-	2.50	-
Planete	75cl	-	-	-	-	-	-	-	-	22.49	-	-
Ruffino	75cl	6,260	5,280	-	-	-	-	2.79	-	-	-	-
Ruffino Riserva Ducale	75cl	-	9,250	-	-	-	-	-	-	-	-	-
Villa Antinori	75cl	-	36,900	9.81	11.30	9.90	11.99	11.89	11.99	12.39	-	-
Villa Banfi Centine	75cl	-	-	5.65	5.68	-	-	-	-	-	-	-
Villa Banfi Fuma	75cl	-	-	5.65	6.99	-	-	-	-	-	-	-
Villa Banfi Riserva	75cl	-	-	-	-	-	-	-	-	-	21.58	-
Villa Banfi Summus	75cl	-	-	-	-	-	-	-	-	35.90	-	-
Own Label Chianti	75cl	-	3,890	2.51	2.69-3.30	-	3.85	2.39	-	2.85	-	-
Own Label Chianti Classico	75cl	-	9,380	3.98	4.09	-	4.29	6.35	6.35	6.45	-	-
<b>Ciro</b>												
Librandi	75cl	-	5,200	4.19	4.29	3.79	-	-	-	-	-	-
Own Label	75cl	3,310	3,300	2.12	-	-	-	-	-	-	-	-
Own Label Superiore	75cl	-	-	3.99	3.19	3.19	3.59	3.54	3.59	3.65	-	-
<b>Piemonte</b>												
Grignolino	75cl	-	3,850	3.25	3.42	3.48	3.19	-	-	-	-	-

Source: IWSR Storechecks.

## Section : Still Light Wine

Italy

## PRICES - Lire until 2002 / Euros onwards - Cont/d...

Brands	Bottle Size	Lire		Euros								
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar
<b>Freisa</b>												
Own Label	75cl	-	-	2.95	3.19	-	3.69	-	3.69	3.74-5.19	-	-
<b>Grignolino</b>												
Lambada	75cl	7,400	-	-	-	-	-	-	-	-	-	-
Own Label Grignolino	75cl	-	3,850	2.82	3.29	-	-	-	-	4.29	-	-
<b>Guttorno</b>												
Guttorno	75cl	-	5,250 7,890	2.04-3.89	3.25	3.29	3.19	-	-	3.49	-	-
Own Label Guttorno	75cl	-	7,580	-	-	-	-	-	-	-	-	-
<b>Lombardia</b>												
Grumello	75cl	-	8,450	-	6.59	6.79	4.69	-	6.39	6.95-12.90	-	-
Inferno	75cl	-	10,150	-	-	7.29	-	-	-	6.59	-	-
La Versa	75cl	7,300	7,400	4.35	-	-	-	-	-	-	-	-
Zonin Gambellara	75cl	-	5,790	-	-	-	-	-	-	-	-	-
<b>Marzemino</b>												
Cavit	75cl	-	-	4.40	-	-	-	-	-	-	-	-
Lamberti	75cl	-	-	3.50	-	-	-	-	-	-	-	-
Mezzacorona	75cl	-	-	3.78	-	-	3.69	-	-	8.19	-	-
<b>Montepulciano D'Abruzzi</b>												
Caldirola	75cl	-	-	2.95	-	-	-	2.75	-	-	-	-
Folonari	75cl	-	-	2.62	2.79	2.89	2.79	-	2.89	-	-	-
Montepulciano D'Abruzzi	75cl	3,740	4,350	-	-	-	3.95	-	-	4.59	-	-
Soldo	75cl	-	-	-	-	-	-	-	-	-	1.59	-
<b>Nobile di Montepulciano</b>												
Cecchi	75cl	-	-	8.37	8.49	8.99	-	-	-	-	11.00	-
Recioto	75cl	-	-	12.49	12.34	-	9.95	-	-	-	-	-
Sartori	75cl	-	-	-	-	-	8.95	-	-	-	-	-
<b>Sardegna</b>												
Jerzu Cannonau Riserva	75cl	-	-	-	-	-	-	-	-	-	5.99	-
Albada Cannonau	75cl	-	-	-	-	-	-	-	-	-	3.79	-
Cannonau Riserva	75cl	-	-	-	-	-	6.95	-	-	-	-	-
Jerzu Cannonau	75cl	-	-	-	-	-	-	-	-	-	4.15	-
Monica di Sardegna	75cl	-	-	-	-	-	-	-	-	-	3.49	-

Source: IWSR Storechecks.

Section : Still Light Wine

Italy

PRICES - Lire until 2002 / Euros onwards - Cont/d...

Brands Sardegna Cont/d..	Bottle Size	Lire		Euros								
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar
Sella & Mosca-Cannonau	75cl	20,000	5,950	4.07	4.79	4.89	4.99	-	4.99	5.59	4.59	-
Sella & Mosca-Cannonau Aged	75cl	7,800	8,700	-	-	-	-	-	-	-	-	-
Sella & Mosca-Nuraghe	75cl	-	6,700	3.31	-	-	-	-	-	-	-	-
Sella & Mosca Nuraghe Red	75cl	5,400	5,500	-	-	-	-	-	-	-	-	-
Selvatico Cannonau	75cl	-	-	-	-	-	-	-	-	-	4.14	-
Own Label Cannonau	75cl	-	6,790	3.60	3.35	3.39	3.29	-	-	3.95	-	-
<b>Sicilia</b>												
Corvo	75cl	6,680	8,580	5.95	3.83	4.39	4.75	-	-	5.39	3.95	5.80
Donnafugata	75cl	-	-	-	12.85	-	-	-	-	-	-	-
Fontalta	75cl	-	-	-	-	-	-	-	-	-	1.49	-
Rapitala	75cl	10,890	11,880	4.39	4.90	4.90	4.95	2.74	4.90	4.95	-	-
Regealali	75cl	-	10,250	7.02	7.19	7.29	8.38	-	-	6.49	-	-
Scansano	75cl	-	-	5.89	-	-	-	-	-	-	-	-
Sfurzat	75cl	-	-	16.89	-	-	-	-	-	21.42	-	-
<b>Trentino</b>												
Own Label	75cl	6,800	7,210	-	-	-	-	-	-	-	-	-
<b>Teroldego</b>												
Mezzacorona	75cl	-	-	-	3.99	-	-	-	-	-	-	-
Teroldego	75cl	6,800	7,210	4.07	3.99	3.89	4.69	-	4.79	-	-	-
<b>Torgiano</b>												
Lungarotti	75cl	-	-	6.19	6.61	6.89	6.99	-	6.99	5.49	-	-
<b>Valpolicella</b>												
Araia	75cl	-	-	-	2.80	-	3.75	-	3.75	-	3.49	-
Bertani	75cl	-	-	5.67	-	-	-	-	-	-	-	-
Bolla	75cl	-	7,890	3.74	-	-	-	-	-	-	-	-
Folonari	75cl	-	-	3.38	-	-	-	-	-	-	-	-
Lamberti	75cl	-	-	3.33	3.35	4.29	3.69	-	4.29	4.85	-	-
Pasqua	75cl	7,200	7,200	3.59	3.35	4.29	-	-	-	-	4.60	-
Recioto	75cl	-	-	-	-	-	9.90	-	9.99	-	-	-
Sartori	75cl	-	-	3.90	-	-	4.19	-	-	-	3.20	-
Zonin	75cl	5,490	5,800	3.04	3.39	4.29	3.69	3.25	3.69	3.49	-	-
Own Label	75cl	4,500	4,610	2.10	-	2.35	-	-	-	2.49	-	-

Source: IWSR Storechecks.

## Section : Still Light Wine

Italy

## PRICES - Lire until 2002 / Euros onwards - Cont/d...

Brands Sardegna Cont/d..	Bottle Size	Lire		Euros								
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar
<b>Valdadige</b>												
Own Label	75cl	3,330	3,300	-	-	-	-	-	-	-	-	-
<b>Veneto</b>												
Gambellara	75cl	-	4,050	3.15	-	-	-	-	-	-	-	-
<b>Oltrepo Pavese</b>												
Own Label	75cl	-	-	-	-	-	4.90	-	4.99	4.99	-	-
Own Label Oltrepo Pavese	75cl	-	-	-	-	-	4.90	-	4.99	4.99	-	-
<b>Other Red Amarone</b>												
Amarone	75cl	-	-	11.10-16.60	11.90-20.35	11.90-29.90	12.39-15.29	-	11.99-29.99	16.20-27.30	-	-
Bolla	75cl	-	-	-	-	-	-	-	-	-	-	31.77
Pasqua	75cl	-	28,400	12.85	18.29	-	-	-	19.89	-	7.89	-
Zonin	75cl	-	22,900	-	-	-	-	-	-	-	-	-
<b>Barbera</b>												
Bersano	75cl	-	-	5.67	-	-	-	-	-	-	-	-
Colli Bolognesi	75cl	-	3,850	-	-	-	-	-	-	-	-	-
Di Rubicon	75cl	-	3,700	-	-	-	-	-	-	-	-	-
Duchessa Lia	75cl	-	-	-	3.89	-	-	-	-	-	-	-
Fontanafredda	75cl	-	7,950	3.89	-	4.75	3.49	-	4.75	4.85	-	-
La Cacciatora	75cl	-	-	2.63	3.39	3.49	3.39	-	3.59	-	-	-
La Versa	75cl	-	-	-	3.19	3.19	3.29	-	3.29	3.29	-	-
LIDL	75cl	-	-	-	-	-	1.49	-	-	-	-	-
Marchese de Barolo	75cl	-	16,500	8.65	8.99	-	9.12	-	-	-	-	-
Oltrepo Pavese	75cl	3,350	-	-	-	-	-	-	-	-	-	-
San Orsano	75cl	-	-	2.83	-	-	-	-	-	-	-	-
Serafino	75cl	-	-	3.23	3.59	3.69	-	-	-	-	-	-
Own Label	75cl	5,680	5,470	2.55	2.49	2.49	2.45	2.79	2.79	2.95	-	-
Own Label Quality	75cl	-	8,200	3.95	3.99-5.68	3.00-4.10	3.45-4.15	-	3.45-4.15	3.50-4.20	-	-
<b>Barbaresco</b>												
Bersani	75cl	-	18,500	8.92	9.24	9.99	9.45	-	9.99	-	-	-
Fontanafredda	75cl	-	-	-	14.05	14.69	14.19	-	14.69	15.95	-	-
Oltrepo Pavese	75cl	-	6,950	-	-	-	-	-	-	-	-	-
Pasqua	75cl	-	16,500	-	-	-	-	-	-	-	-	-
Pio Cesare	75cl	-	-	-	-	-	-	-	-	45.00	-	-

Source: IWSR Storechecks.

Section : Still Light Wine

Italy

PRICES - Lire until 2002 / Euros onwards - Cont/d...

Brands Barbaresco Cont/d..	Bottle Size	Lire		Euros								
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar
Serafino	75cl	-	-	13.45	-	-	-	-	-	-	-	-
Own Label	75cl	-	7,950	-	-	-	-	-	-	14.00	-	-
<b>Cabernet</b>												
LIDL	75cl	-	-	-	-	-	2.59	-	-	-	-	-
Mezzacorona	75cl	-	-	3.85	-	-	4.50	-	4.69	4.85	-	-
Pasqua	75cl	7,830	-	-	3.35	5.09	-	-	-	-	-	-
San Osvaldo	75cl	4,790	-	-	-	-	-	-	-	-	-	-
Zonin	75cl	6,890	5,780	3.59	3.38	-	4.29	-	4.29	-	-	-
Own Label	75cl	-	2,580	1.97	1.99	1.99	1.89	-	1.99	-	-	-
<b>Cabernet Franc</b>												
Sta Margherita	75cl	-	-	3.25	-	-	-	-	-	-	5.09	-
<b>Cabernet Merlot</b>												
Pasqua	75cl	-	-	3.60	-	-	-	-	-	-	-	-
<b>Cabernet Sauvignon</b>												
Colli Berici	75cl	-	-	-	-	-	-	-	-	-	2.49	-
La Gioiosa	75cl	-	-	-	-	-	-	-	-	-	3.49	-
Mezzacorona	75cl	-	-	-	3.99	-	4.19	-	-	4.85	-	-
Pasqua	75cl	-	-	5.79	-	5.89	-	-	-	-	-	-
Zonin	75cl	-	5,800	-	-	-	-	-	-	-	-	-
Own Label	75cl	4,850	4,950	2.57	2.29	2.29	2.29	-	-	-	-	-
<b>Da Tavola (Non DOC)</b>												
Barone	75cl	-	-	-	-	-	-	1.45	-	-	-	-
Berengaria	75cl	-	-	10.25	-	-	-	-	-	-	-	-
Bonarda	75cl	-	-	2.54	-	3.04	-	-	-	3.49	-	-
Bronis	75cl	-	-	-	-	-	-	-	-	5.39	-	-
Cabreo	75cl	-	-	-	25.59	-	-	-	-	-	-	-
Canaletto	75cl	-	-	-	-	-	-	3.89-5.25	3.69-5.25	3.59	-	-
Cappella	75cl	-	-	-	-	-	-	3.25	-	-	-	-
Capula Rossa Reserva (Ruffino)	75cl	-	7,490	-	-	-	-	-	-	-	-	-
Cielo	75cl	-	-	-	-	-	-	3.59	-	-	-	-
Citra	75cl	-	-	-	-	-	-	-	-	2.19	-	-
Conero	75cl	6,780	6,280	3.87	3.39	-	-	-	-	-	-	-
Conti	75cl	-	-	-	-	-	-	1.99	-	1.95	-	-

Source: IWSR Storechecks.

Section : Still Light Wine

Italy

PRICES - Lire until 2002 / Euros onwards - Cont/d...

Brands Da Tavola Non DOC Cont/d..	Bottle Size	Lire		Euros								
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar
Doné	75cl	-	-	3.23	-	-	-	-	-	-	-	-
Felluga	75cl	-	-	-	11.59-13.69	-	-	-	-	-	-	-
Fontale	75cl	-	-	-	-	-	-	-	-	-	1.00	-
Galileo	75cl	-	6,060	-	-	-	-	-	-	-	-	-
<b>Gotta D'Oro (Ruffino)</b>	75cl	-	-	-	-	-	-	2.77	-	-	-	-
Il Casato	75cl	-	-	-	-	-	-	-	-	-	1.00	-
Inycon	75cl	-	-	-	-	-	-	-	-	4.59	-	-
Kalterersee	75cl	-	5,450 6,480	-	3.69	-	-	-	3.79	-	-	-
La Cacciatora	75cl	-	-	-	-	-	-	1.29-1.39	-	-	-	-
La Cacciatora	75cl	-	6,890	2.99	-	-	-	3.19	-	-	-	-
La Gioiosa	75cl	-	4,200	1.89	-	-	2.75	-	-	2.89	-	-
La Gioiosa Novello	75cl	-	4,230	4.80	-	-	-	-	-	-	-	-
La Rocca	75cl	-	8,160	-	-	-	-	-	-	-	-	-
La Vis Sormon	75cl	-	-	-	-	-	6.19	-	-	-	-	-
Lagrein	75cl	-	-	-	-	-	-	-	-	5.95	-	-
Le Terracce	75cl	-	3,950	-	-	-	-	-	-	-	-	-
Novello	75cl	-	-	2.51	-	-	-	-	-	-	-	-
Sangue Di Giuda	75cl	-	5,350	4.05	6.75	-	4.69	-	-	-	-	-
Santa Sofia	75cl	-	-	-	5.69	-	-	-	-	-	-	-
Settesoli	75cl	-	5,460	-	-	-	-	-	-	-	-	-
Summus	75cl	-	-	-	29.19	-	-	-	-	-	-	-
Tancredi	75cl	-	-	15.95	-	-	-	-	-	-	-	-
Taurino	75cl	-	-	8.59	-	-	-	-	-	-	-	-
Terre Fredde	75cl	-	4,350	2.53	-	-	2.59	-	-	-	-	-
Tura	75cl	5,350	5,350	2.56	-	2.89	2.79	-	-	2.49	-	-
<b>Dolcetto</b>												
Bersano	75cl	-	-	4.75	-	-	-	-	-	-	-	-
<b>Dolcetto D'Alba</b>	75cl	-	5,950 7,900	3.00-4.02	3.59	3.29	3.46-4.65	-	3.45-4.69	3.89-4.85	-	-
Duchessa Lia	75cl	-	-	3.95	-	-	-	-	-	-	-	6.45
Fontanafredda	75cl	-	-	4.51	4.99	4.29	5.65	-	5.69	6.45	-	-
Serafino	75cl	-	-	6.83	-	-	-	-	-	-	-	-
Own Label	75cl	3,330	3,880	-	-	-	-	-	-	-	-	-
Own Label Dolcetto	75cl	5,830	5,850	2.95	2.79	-	2.90	-	2.99	2.89	-	-

Source: IWSR Storechecks.

Section : Still Light Wine

Italy

PRICES - Lire until 2002 / Euros onwards - Cont/d...

Brands Da Tavola Non DOC Cont/d..	Bottle Size	Lire		Euros								
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar
<b>Merlot</b>												
Caldirola	75cl	-	-	-	-	-	-	-	-	-	-	1.00
Colli Berici Defra	75cl	-	-	-	-	-	-	-	-	-	-	4.25
Di Veneto	75cl	-	2,550	2.14	2.09	2.29	-	-	2.39	2.29	2.90	-
Folonari	75cl	-	-	2.19	-	-	-	-	-	-	-	-
Lamberti	75cl	-	-	3.19	3.77	3.79	-	-	-	-	-	-
LIDL	75cl	-	-	-	-	-	1.19	-	1.29	1.29	-	-
Mezzacorona	75cl	-	-	3.76	3.95	4.29	4.69	-	4.79	-	-	-
Pasqua	75cl	-	-	2.69	-	-	-	-	-	-	-	-
Quality Own Label	75cl	-	-	-	-	-	-	-	-	5.95	-	-
San Osvaldo	75cl	3,990	3,850	-	-	-	-	-	-	-	-	-
St Margherita	75cl	-	7,990	3.56	3.95	-	4.19	-	4.29	-	-	-
Villa del Re	75cl	-	-	-	-	-	-	-	-	-	1.99	-
Zonin	75cl	5,630	5,490	-	-	-	-	-	-	-	-	-
Own Label	75cl	-	7,580	3.50	1.44-2.00	1.59-2.39	1.79	-	1.49-1.79	1.40-1.79	-	-
<b>Nebbiolo</b>												
Bersano	75cl	-	7,850	-	-	-	-	-	-	-	-	-
Fontana Fredda	75cl	-	-	17.55	8.21	7.89	7.82	-	7.89	-	-	-
Own Label Nebbiolo	75cl	-	6,550	6.14	5.79	5.79	4.09	-	5.79	5.95	-	-
<b>Pinot</b>												
La Gioiosa	75cl	-	4,850	-	-	-	-	-	-	-	-	-
La Versa	75cl	-	5,480	-	-	-	-	-	-	-	-	-
Pasqua	75cl	6,080	-	3.09	3.45	3.59	4.39	-	4.39	-	-	-
Zonin	75cl	-	-	-	-	-	-	-	3.89	-	-	-
Own Label	75cl	-	-	3.56	3.79	3.89	3.39	-	-	3.45-5.39	-	-
<b>Nera dAvola</b>												
Due Neri	75cl	-	-	-	-	-	-	-	-	-	3.69	-
La Gioiosa	75cl	-	-	-	2.59	-	2.49	-	-	-	-	-
LIDL	75cl	-	-	-	-	-	2.19	-	-	-	-	-
Marosi	75cl	-	-	-	-	-	-	-	-	-	1.35	-
Nicosia	75cl	-	-	-	-	-	-	-	-	-	3.70	-
Quality Own Label	75cl	-	-	-	-	-	-	-	-	7.95	-	-
Rapitala	75cl	-	-	-	-	-	-	-	-	-	3.99	-
Settesoli	75cl	-	-	-	-	-	-	-	-	-	3.39	-
Own Label	75cl	-	-	-	3.69	-	-	-	-	3.85	-	-

Source: IWSR Storechecks.

Section : Still Light Wine

Italy

PRICES - Lire until 2002 / Euros onwards - Cont/d...

Brands Da Tavola Non DOC Cont/d..	Bottle Size	Lire		Euros								
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar
<b>Pinot Noir</b>												
Cavit	75cl	-	-	4.92	-	-	-	-	-	-	-	-
Pasqua	75cl	-	-	-	-	-	4.39	-	-	-	-	-
<b>Primitivo</b>												
Ciro DOC Riserva	75cl	-	-	-	-	-	-	-	-	-	7.50	-
La Versa	75cl	-	-	2.37	-	-	-	-	-	-	-	-
Mottura	75cl	-	-	-	-	-	-	-	-	-	3.49	-
Primitivo	75cl	-	5,780	3.87	3.69	-	3.69	-	3.87	3.92	-	-
<b>Refosco</b>												
Cielo	75cl	-	-	-	-	-	-	-	-	-	3.50	-
Potro Vinaria	75cl	-	-	-	-	-	-	-	-	-	2.99	3.32
Recioto	75cl	-	-	12.49	-	-	-	-	-	-	-	-
San Osvaldo	75cl	4,750	-	-	-	-	-	-	-	-	-	-
Sta Margherita	75cl	-	-	-	4.49	4.99	-	-	-	-	-	-
Zonin	75cl	5,720	5,720	3.19	-	-	-	-	-	-	-	-
Own Label	75cl	4,750	5,720	-	-	-	-	-	-	-	-	-
<b>Rosso Conero</b>												
Fazi Battaglia	75cl	-	-	-	-	-	-	-	-	-	5.99	-
Moncaro	75cl	-	-	-	-	-	-	-	-	-	3.99	-
Own Label Rosso Conero	75cl	-	-	-	-	-	3.68	-	-	-	-	-
<b>Sangiovese</b>												
Cavicchioli	75cl	-	-	3.09	-	-	3.59	-	-	-	-	-
Fontana Candida	75cl	-	-	3.20	-	-	-	-	-	-	-	-
Galliassi	75cl	-	-	2.90	-	-	-	-	-	-	-	-
Melini	75cl	-	-	3.85	2.69	2.59	3.09	-	3.85	-	-	-
Sangiovese	75cl	-	5,510	-	-	-	-	-	-	-	-	-
Own Label	75cl	-	-	1.51	1.49	1.49	1.49	-	1.49	1.49-2.90	-	-
<b>Sauvignon</b>												
Cecchi	75cl	5,780	-	-	-	-	-	-	-	-	-	-
Pasqua	75cl	-	4,570	3.30	4.19	-	4.39	-	4.39	-	-	-
Own Label	75cl	-	-	2.20	-	-	2.99	-	-	2.99	-	-
<b>Sfurzat</b>												
Sfurzat	75cl	-	-	16.89	19.90	-	-	-	-	-	-	20.51

Source: IWSR Storechecks.

Section : Still Light Wine

Italy

PRICES - Lire until 2002 / Euros onwards - Cont/d...

Brands Da Tavola Non DOC Cont/d..	Bottle Size	Lire		Euros								
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar
<b>Lambrusco</b>												
Albano	75cl	-	5,550	-	-	-	-	-	-	-	-	-
Cantina di Sorbara Lambrusco Grasperossa	75cl	-	-	-	-	-	-	-	-	-	-	3.29
Cantina di Sorbara Lambrusco Salamino	75cl	-	-	-	-	-	-	-	-	-	-	3.29
Castel Emilia Amabile	75cl	-	-	-	-	-	-	-	-	-	1.49	-
Castel Emilia Secco	75cl	-	-	-	-	-	-	-	-	-	1.49	-
Cavicchioli	75cl	-	-	2.19	2.69	3.39	2.79	-	-	3.19	-	-
Chiarli	75cl	4,320	4,120	2.49	2.39	2.49	2.49	-	-	-	3.50	-
Chiarli Amabile	75cl	-	-	-	-	-	-	-	-	-	2.20	-
Chiarli Lambrusco	75cl	-	-	-	-	-	-	-	-	-	-	2.29
Chiarli Morello Brioso	75cl	-	-	-	-	-	-	-	-	-	-	3.09
Chiarli Secco	75cl	-	-	-	-	-	-	-	-	-	2.20	-
Chiarli Vecchia Moderna	75cl	-	-	-	-	-	-	-	-	-	-	4.07
Chiarli Villa Cialdini	75cl	-	-	-	-	-	-	-	-	-	-	5.02
Contessa Matilda	75cl	-	5,500	-	3.09	3.49	3.19	-	-	3.35	-	-
Di Sorbara Estate	75cl	-	-	-	-	-	3.99	-	-	-	-	-
Donelli	75cl	3,740	3,690	1.67	1.69	1.64	-	-	-	1.79	-	-
Grasperossa di Castelvetro	75cl	-	-	-	-	-	-	-	-	-	3.49	-
L. di Malena Secco	75cl	-	-	-	-	-	-	-	-	-	-	3.10
L. di Serbara	75cl	-	-	-	-	-	-	-	-	-	-	3.59
L. di Sorbara Secco	75cl	-	-	-	-	-	-	-	-	-	-	2.90
L. Graspeross	75cl	-	-	-	-	-	-	-	-	-	-	3.07
L. Salamino di Santa Crole	75cl	-	-	-	-	-	-	-	-	-	-	3.99
Lambrusco Rose	75cl	-	3,900	-	-	-	-	-	-	-	-	-
LIDL	75cl	-	-	-	-	-	1.45	-	-	-	-	-
Medici Ermeiz Lambrusco	75cl	-	-	-	-	-	-	-	-	-	-	3.05
Medici Ermeiz Reggiano	75cl	-	-	-	-	-	-	-	-	-	-	3.06
Quality Own Label	75cl	-	-	-	-	-	-	-	-	4.65	-	-
Riunite Lambrusco	75cl	-	-	-	-	-	-	-	-	-	-	2.81
San Mateo	75cl	-	-	1.69	-	-	-	-	-	-	-	-
Santa Croce	75cl	-	-	-	-	-	-	-	-	-	-	3.18
Torre Colle Amabile	75cl	-	-	-	-	-	-	-	-	-	-	1.99
Torre Colle Secco	75cl	-	-	-	-	-	-	-	-	-	-	1.99
Vecchia Modena	75cl	-	5,400	2.81	3.29	3.39	3.29	-	-	-	-	-
Vivante	75cl	-	-	-	-	-	-	-	-	-	-	3.19
Own Label	75cl	2,590	2,490	1.73	1.69-2.06	1.45-2.09	1.79-2.15	-	1.45-2.25	1.39-2.35	-	-

Source: IWSR Storechecks.

Section : Still Light Wine

Italy

PRICES - Lire until 2002 / Euros onwards - Cont/d...

Brands Da Tavola Non DOC Cont/d..	Bottle Size	Lire		Euros								
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar
<b>Larger Sizes Bottles (1.5L)</b>												
Barbera	1.5L	-	-	-	-	4.55	-	-	-	-	-	-
Barbera del Monferrato	1.5L	-	-	3.76	-	-	-	-	-	5.67	-	-
Barbera di Asti	1.5L	-	-	4.10	4.60	4.57	-	4.25	-	-	5.59	-
Barbera di Asti Own Label	1.5L	-	-	3.61	-	-	3.95	-	-	-	-	-
Barbera di Lombardia	1.5L	-	-	2.99	2.99	2.99	2.95	2.79	2.95	2.95	-	-
Barbera di Pavia	1.5L	-	-	3.90	-	-	3.95	-	-	-	-	-
Bardolino Own Label	1.5L	-	5,550	-	-	-	-	-	-	-	5.14	-
Bonsarda	1.5L	-	-	-	-	-	4.59	-	-	-	-	-
Bonsardo	1.5L	-	-	-	-	-	4.29	-	-	-	-	-
Cabernet Di Veneto	1.5L	-	-	2.56	2.45	2.39	-	-	-	4.75	-	-
Cabernet Sartori	1.5L	6,580	-	-	-	-	-	-	-	-	-	-
Cabernet Zonin	1.5L	-	6,890	3.24	3.12	3.35	-	-	-	3.99	-	-
Capetta	1.5L	-	-	-	-	-	-	-	-	5.99	-	4.09
Capula Rossa (Ruffino)	1.5L	-	7,990	-	-	-	-	-	-	-	-	-
Casteldelmonte	1.5L	-	-	3.05	3.09	-	-	3.35	-	-	3.90	-
Caviccholi Lambrusco	1.5L	-	-	2.98	-	-	3.95	3.35	3.95	2.99	-	-
Caviccholi Lambrusco di Modena	1.5L	-	-	3.31	-	3.79	-	3.35	-	-	-	-
Cecchi	1.5L	-	-	8.58	-	-	-	-	-	-	-	-
Chianti	1.5L	11,800	11,750	-	-	5.77	-	-	-	5.85	-	-
Chianti	1.5L	-	-	6.59	5.09	5.79	5.99	-	5.99	-	-	-
Chianti Classico	1.5L	-	12,650	6.58	-	-	-	-	-	-	-	-
Chianti Classico Own Label	1.5L	-	9,880	-	-	-	-	-	-	-	-	-
Chianti Fiaschi	1.5L	-	-	6.95	8.10	8.69	9.59	9.29	9.59	9.49	-	-
Chiarli Lambrusco	1.5L	-	-	6.58	-	-	-	-	-	-	-	-
Chiarli Sangiovese	1.5L	4,850	-	4.15	-	-	-	-	-	-	-	-
Citra Red	1.5L	-	-	3.30	-	-	-	-	-	4.15	-	-
Croatina	1.5L	-	-	4.51	-	-	-	-	-	-	-	-
Dolcetto Own Label	1.5L	-	4,900	4.25	4.25	-	4.85	2.95	4.85	-	-	-
Dolcetto Scanavino	1.5L	-	4,790	-	-	-	-	-	-	-	-	-
Fabius	1.5L	4,500	4,500	-	-	-	-	-	-	-	-	-
Feudo Reale	1.5L	-	-	2.53	-	-	2.39	-	-	-	-	-
Fontana di Papa	1.5L	5,400	4,950	-	-	-	-	-	-	-	-	-
Gotto d'Oro	1.5L	4,520	4,250	2.85	-	3.19	2.69	2.59	2.69	2.59-3.19	-	3.02
Gutturno	1.5L	-	-	4.25	-	3.79	-	-	-	-	-	-
La Cacciatora Barbera d'Asti	1.5L	-	-	5.78	5.49	-	3.79	-	-	2.99	5.59	6.37
La Cacciatora Chianti	1.5L	-	-	6.59	-	-	-	-	-	-	-	-
La Cacciatora Montepulciano d'Abbruzzi	1.5L	7,930	7,930	5.67	5.25	-	-	-	-	6.37	-	-

Source: IWSR Storechecks.

Section : Still Light Wine

Italy

PRICES - Lire until 2002 / Euros onwards - Cont/d...

Brands Bottles 15L Cont/d..	Bottle Size	Lire		Euros								
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar
La Cacciatora Red	1.5L	-	-	-	-	-	3.79	-	-	2.99	-	4.99
La Cacciatora Rosso d'Abbruzzi	1.5L	-	9,300	-	-	-	-	-	-	-	-	-
La Collina Rosso Rustico	1.5L	-	-	-	-	-	-	-	-	-	2.99	-
Lambrusco Cabricchioli	1.5L	-	-	-	-	-	-	-	-	-	3.09	-
Lambrusco Chiarli	1.5L	5,330	5,490	6.58	-	-	-	-	-	3.81	3.29	-
Lambrusco CIV	1.5L	6,500	-	-	-	-	-	-	-	4.99	-	-
Lambrusco Donelli	1.5L	4,850	4,790	2.51	-	-	-	-	-	-	-	-
Lambrusco Own Label	1.5L	3,300	-	2.10	-	-	-	1.55	-	1.99	2.79	-
Lambrusco Own Label Quality	1.5L	-	5,490	3.95	-	3.79	3.38	-	3.79	3.29	-	-
Lambrusco Tavernello	1.5L	3,300	3,200	2.47	-	-	-	-	-	-	-	-
Locorotondo	1.5L	6,900	5,900	-	-	-	-	-	-	-	-	-
Merlot	1.5L	4,380	3,700	2.02-3.35	2.19-3.35	-	-	-	-	-	-	-
Merlot	1.5L	-	12,250	-	-	-	-	-	-	-	-	-
Merlot Di Veneto	1.5L	-	3,850	1.99	1.99	-	-	-	-	4.39	-	-
Merlot Friuli	1.5L	-	-	3.61	-	-	-	-	-	-	-	-
Merlot Own Label	1.5L	-	3,700	3.02	-	-	-	-	-	2.89	-	-
Montepulciano d'Abbruzzi	1.5L	-	7,930	3.51	-	-	3.49	-	-	-	-	5.95
Negro Amaro	1.5L	-	-	-	-	-	4.29	-	-	3.37	-	-
Oltrepo Pavese	1.5L	4,570	5,190	-	-	-	2.45	-	-	5.55	7.50	-
Pasqua	1.5L	-	-	3.25	-	-	-	-	-	-	-	-
Puglie	1.5L	-	-	-	-	-	2.15	-	-	-	-	-
Puglie	1.5L	-	12,500	-	-	-	-	-	-	-	-	-
Rosso di Puglia	1.5L	-	5,800	2.69	-	2.38	2.49	-	-	-	-	-
Rosso Toscanao	1.5L	-	3,400	2.57	-	-	-	-	-	3.86	-	-
Rubino	1.5L	-	5,550	-	-	-	-	-	-	-	-	-
Ruffino Capella Rossa	1.5L	-	14,950	-	-	-	-	-	-	-	-	-
Salice	1.5L	-	-	-	-	-	6.19	-	-	6.25	-	6.25
San Matteo	1.5L	-	-	1.99	-	-	-	-	-	2.39	2.29	-
San Orsola	1.5L	-	-	-	3.59-3.91	3.29-3.79	-	-	3.39-3.95	3.45-3.95	-	-
Sangiovese	1.5L	4,350	4,180	3.40	-	-	4.45	-	-	3.89	-	-
Sangiovese	1.5L	-	3,980	6,540	-	-	-	-	-	-	-	-
Tavernello	1.5L	4,750	4,500	2.57	-	-	-	-	-	-	-	-
Trebbiano	1.5L	3,850	3,800	-	-	3.39	-	-	-	-	-	-
Valpolicella	1.5L	6,890	6,850	-	-	-	-	-	-	-	-	-
Vivante	1.5L	-	-	-	-	-	-	2.49	-	-	-	-
Zonin Bardolino	1.5L	-	7,250	3.94	-	-	-	-	-	-	-	-
Zonin Cabernet	1.5L	-	-	3.24	3.15	3.35	-	-	-	3.59	-	-
Zonin Valpolicella	1.5L	-	7,290	3.94	-	-	-	-	-	-	-	-

Source: IWSR Storechecks.

Section : Still Light Wine

Italy

PRICES - Lire until 2002 / Euros onwards - Cont/d...

Brands Cont/d..	Bottle Size	Lire		Euros								
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar
Own Label Barbera Di Piemonte	1.5L	5,400	-	-	-	-	-	-	-	-	-	-
Own Label Red	1.5L	-	-	1.70	-	-	2.15	-	-	-	-	-
Own Label Veneta	1.5L	11,800	-	-	-	-	-	-	-	-	-	-
<b>Bottles (2L)</b>												
Barbera La Cacciatore	2L	-	6,300	-	-	-	-	-	-	-	-	-
Bardolino Zonin	2L	-	-	-	-	5.19	-	-	-	-	-	-
Cecchi Chianti	2L	-	-	9.76	-	-	-	-	-	9.50	-	-
Chianti Fiaschi	2L	-	-	8.90	10.04	9.49	9.19	-	-	-	-	-
Civ & Civ	2L	-	4,260	-	-	-	-	-	-	-	-	-
Costaroca	2L	-	3,400	-	-	-	-	-	-	-	-	-
Dolcetto	2L	-	-	-	4.75	-	-	-	-	-	-	-
<b>Gotto D'Oro</b>	2L	-	-	-	2.99	3.19	3.29	-	3.29	-	-	-
Grignolino	2L	-	-	-	3.59	3.19	-	-	-	-	-	-
Gutturno	2L	-	-	-	4.28	3.79	-	-	-	-	-	-
Lambrusco	2L	-	4,440	-	-	3.89	-	-	-	-	-	-
Merlot	2L	-	3,850	6,300	8.90	2.95	-	-	-	-	-	-
Oltrepo Pavese	2L	-	-	-	3.35	3.38	-	-	-	-	-	-
Primitivo	2L	-	-	-	5.89	5.19	-	-	5.89	-	-	-
Rubino	2L	-	5,800	-	-	-	-	-	-	-	-	-
Ruffino	2L	-	-	-	3.15	-	-	-	-	-	-	-
San Matteo	2L	-	-	-	2.59	2.49	-	-	2.59	-	-	-
Sangiovese	2L	-	3,980	-	-	-	-	-	-	-	-	-
Tavernello	2L	4,700	4,290	-	-	-	-	-	-	-	-	-
Own Label Cabernet	2L	-	-	-	1.85	1.79	-	-	1.85	-	-	-
Own Label Red	2L	-	-	-	-	-	3.90	-	-	-	-	-
<b>Sauvignon (1.5L)</b>												
Own Label	1.5L	-	-	-	-	-	-	-	-	-	-	2.89
<b>Bric (1L)</b>												
Albastro	1L	-	-	1.03	1.19	1.15	1.15	1.15	1.15	1.09	0.95	-
Brindate	1L	-	-	-	-	-	-	-	-	-	0.65	-
Casatelli	1L	1,380	-	-	-	-	-	-	-	-	-	-
Castellino	1L	2,550	2,550	1.33	1.06	0.99	1.39	-	-	1.12	-	-
Poggese	1L	2,250	2,200	0.79	-	-	-	-	-	-	-	-
Rubestro	1L	-	-	-	-	-	-	-	-	-	1.20	-
San Crispino	1L	-	-	-	-	-	-	-	-	-	1.39	-

Source: IWSR Storechecks.

## Section : Still Light Wine

Italy

## PRICES - Lire until 2002 / Euros onwards - Cont/d...

Brands Bric 1L Cont/d..	Bottle Size	Lire		Euros								
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar
San Matteo	1L	-	-	0.65	0.69	0.71	0.62	-	-	-	-	-
Tavernello	1L	2,390	2,390	1.28	1.06	1.11	0.86	-	-	1.19	-	-
Terre di Ghiaia	1L	2,290	2,280	-	1.09	1.19	1.35	1.35	1.35	1.29	1.79	-
Own Label	1L	1,390	990	0.51	0.69	0.75	0.55	0.55	-	0.65-0.89	-	-
<b>Glass (5L)</b>												
Bonarda	5L	-	-	-	-	-	-	7.25	-	-	-	10.95
Botticello	5L	-	-	5.48	-	-	-	-	-	-	-	-
Caldirola	5L	-	-	-	-	-	-	-	-	-	8.99	-
La Cacciatora	5L	20,380	20,200	5.67	6.55	-	10.39	-	-	-	-	-
La Colline	5L	-	-	-	-	-	-	-	-	-	5.59	-
Merlot	5L	-	-	-	-	-	7.93	8.35	8.35	8.49	-	-
Montepulciano d'Abbruzzi	5L	-	20,000	8.25	-	-	10.95	-	-	13.18	-	13.69
Oltrepo Pavese	5L	-	-	10.25	-	-	-	-	-	-	-	-
Puglie	5L	-	-	-	-	-	7.94	-	-	-	-	-
Red	5L	11,800	9,200	8.29	-	-	-	-	-	-	3.99	-
Ronco	5L	13,900	-	7.59	-	-	8.19	-	-	-	-	-
Rosato	5L	-	11,500	6.72	-	-	-	-	-	-	-	-
Rosso di Puglia	5L	-	-	-	-	-	7.94	-	-	7.71	-	-
Salento	5L	-	-	-	-	-	7.73	7.55	7.75	-	-	-
Sangiovese	5L	-	-	-	-	-	5.69	-	-	9.90	-	7.29
Villanella	5L	-	-	-	-	-	-	-	-	-	7.29	-
<b>Wine Box (5L)</b>												
Barbera	5L	-	-	-	-	-	-	11.99	-	-	-	-
Botticelli	5L	-	-	7.22	-	-	-	-	-	-	-	-
Conte Zucca	5L	-	-	6.79	-	-	-	-	-	-	-	-
Martino	5L	-	-	-	4.60	-	-	-	-	-	-	-
Montepulciano d'Abbruzzi	5L	-	-	-	-	-	-	7.99	-	-	-	-
Puglie	5L	-	-	8.40	-	-	-	7.99	-	-	-	-
Red	5L	-	8,900	3.65	4.05	3.59	-	-	-	-	-	-
Ronco	5L	13,200	13,400	5.99	6.95-7.94	6.99-7.59	-	-	-	7.46	6.59	-
Rose	5L	-	11,000	-	-	3.59	-	-	-	-	-	-
Rosello	5L	-	11,800	-	-	-	-	-	-	-	-	-
Rubestro	5L	-	-	-	-	-	-	4.81	-	-	-	-
Rubina	5L	-	-	-	-	-	-	4.25	-	-	-	-
Salento	5L	-	-	8.40	-	-	-	9.40	9.45	9.45	-	-
Sangiovese	5L	-	11,800	-	-	-	-	-	-	-	-	-

Source: IWSR Storechecks.

Section : Still Light Wine

Italy

PRICES - Lire until 2002 / Euros onwards - Cont/d...

Brands Wine Box 5L Cont/d..	Bottle Size	Lire		Euros								
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar
Tavernello	5L	-	-	8.25	-	-	-	-	-	-	-	-
Own Label	5L	-	-	7.10	4.29	4.69	-	4.81	4.81	-	-	-
<b>Smaller Sizes Bottles</b>												
Banfi Brunello di Montalcino	37.5cl	-	-	-	-	-	-	-	-	-	20.00	-
Banfi Chianti Classico	37.5cl	-	-	-	-	-	-	-	-	-	5.00	-
Consorzio Morellino	37.5cl	-	-	-	-	-	-	-	-	-	5.19	-
Corvo	37.5cl	-	-	-	-	-	-	-	-	-	3.25	-
Fontanafredda Barolo	37.5cl	-	-	-	-	-	-	-	-	-	11.00	-
La Mora	37.5cl	-	-	-	-	-	-	-	-	-	5.49	-
Le Chiantigiane	37.5cl	-	-	-	-	-	-	-	-	-	6.00	-
Moris	37.5cl	-	-	-	-	-	-	-	-	-	9.99	-
Villa Antinori Toscana	37.5cl	-	-	-	-	-	-	-	-	-	6.99	-
<b>White Wine DOC Calabria</b>												
Collio Own Label	75cl	-	-	-	-	-	-	-	-	4.39	-	-
Greco di Tufo	75cl	-	-	-	-	-	-	9.39	-	8.29	-	-
<b>Ciro</b>												
Librandi	75cl	-	5,200	-	-	-	-	-	-	-	-	-
Own Label	75cl	3,330	3,300	2.62	3.19-4.05	3.17	3.15	-	3.15	-	-	-
<b>Custoza</b>												
Cadis	75cl	-	-	-	-	-	-	-	-	-	2.75	-
Cevaldina	75cl	-	-	-	-	-	-	-	-	-	5.10	-
La Cacciatora	75cl	-	-	4.71	-	-	-	-	-	-	-	-
Lamberti	75cl	-	-	3.39	-	-	-	-	-	-	-	-
Pasqua	75cl	5,950	6,100	-	3.99	-	-	-	-	-	-	-
Sartori	75cl	-	-	-	-	-	2.91	-	-	-	-	-
Own Label Bianco di Custoza	75cl	5,180	4,200	3.69	2.99	2.89	3.09	-	-	2.89	-	-
<b>Est Est Est</b>												
Bigi	75cl	-	-	-	-	-	-	-	-	-	4.70	-
Own Label	75cl	5,120	5,120	2.49-3.40	2.49-3.45	2.95	3.29	-	-	2.49	-	-

Source: IWSR Storechecks.

Section : Still Light Wine

Italy

PRICES - Lire until 2002 / Euros onwards - Cont/d...

Brands Wine Box 5L Cont/d..	Bottle Size	Lire		Euros								
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar
<b>Frascati</b>												
Fontana Candida	75cl	-	5,380	3.21	2.99	3.39	2.99	-	-	2.29	-	-
Lamberti	75cl	-	-	-	-	-	3.95	-	-	3.85	-	-
LIDL	75cl	-	-	-	-	-	1.49	-	-	-	-	-
Porzia	75cl	-	-	-	-	-	-	-	-	-	3.49	-
Own Label	75cl	2,980	3,300	2.42	2.29	2.39	2.19	-	-	2.15	-	-
<b>Friuli</b>												
Own Label	75cl	-	-	3.61	-	-	-	-	-	-	-	-
<b>Gavi</b>												
Own Label	75cl	-	-	-	3.59	3.85	3.19	-	3.83	3.95	-	-
<b>Gavi di Friuli</b>												
Bertani	75cl	-	11,900	5.84	6.97	6.89	7.19	-	7.19	7.29	-	-
Estate	75cl	-	-	-	22.95	-	-	-	-	-	-	-
Galestro	75cl	-	5,700	-	-	-	-	-	-	-	-	-
Own Label	75cl	7,180	8,400	6.17	2.29	3.89	2.39	-	3.89	4.65	-	-
<b>Langhe</b>												
Own Label	75cl	-	-	3.72	-	-	-	-	-	-	-	-
<b>Lugana</b>												
Lamberti	75cl	-	-	-	-	-	3.95	-	-	4.59	-	-
<b>Oltrepo Pavese</b>												
La Versa	75cl	-	5,590	-	-	-	-	-	-	-	4.59	-
Riesling	75cl	-	6,550	3.15	-	-	-	-	-	-	-	-
Own Label	75cl	-	-	-	1.83	1.89	1.79	-	-	1.79	-	-
<b>Orvieto</b>												
Antinori	75cl	-	7,750	-	-	-	-	-	-	-	4.19	-
Bigi	75cl	-	5,340	3.10	3.19	3.99	2.99	-	3.99	3.99	-	-
Cecchi	75cl	4,240	4,240	2.95	-	-	-	-	-	-	-	-
Own Label	75cl	-	-	2.52	2.95	2.99	2.89	-	2.99	2.79	-	-

Source: IWSR Storechecks.

## Section : Still Light Wine

Italy

## PRICES - Lire until 2002 / Euros onwards - Cont/d...

Brands Wine Box 5L Cont/d..	Bottle Size	Lire		Euros								
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar
<b>Prosecco</b>												
Fontana Candida	75cl	-	5,220	-	-	-	-	-	-	-	-	-
La Cacciatora	75cl	-	4,200	-	-	-	-	-	-	-	-	-
La Gioiosa	75cl	7,200	7,300	3.85	-	4.39	3.79	-	4.39	-	-	-
Own Label Still Prosecco	75cl	-	5,120	-	-	-	-	-	-	3.39	-	-
<b>Sardegna</b>												
Jerzu Vermentino	75cl	-	-	-	-	-	-	-	-	-	4.00	-
Sella & Mosca Vermentino White	75cl	7,500	7,250	3.31	-	3.39	-	-	-	3.49	-	-
Own Label Nuraghe	75cl	-	-	3.52	-	-	-	-	-	-	-	-
Own Label Vermentino	75cl	-	-	3.39	-	3.39	-	2.99	3.39	3.29	-	-
<b>Sicilia</b>												
'Sicilia'	75cl	-	-	2.58	2.61	2.69	2.69	-	2.69	-	-	-
Corvo	75cl	7,680	7,350	3.95	3.85	4.39	4.25	3.85	4.25	4.19	-	-
Corvo Glicine	75cl	-	-	-	4.60	4.69	4.90	4.90	4.90	4.90	-	-
Donnafugata	75cl	-	-	-	-	-	-	5.95	-	-	-	-
Rapitala	75cl	7,300	7,380	4.15	-	4.99	4.95	4.15	-	-	-	-
Regealali	75cl	-	8,980	5.29	5.42	5.69	5.79	5.29	5.79	5.82	-	-
<b>Soave</b>												
Bertani	75cl	-	7,800	5.69	-	-	-	-	-	-	-	-
Bolla	75cl	-	-	3.67	-	3.79	-	-	-	-	-	-
Bolla Sup.	75cl	-	7,890	-	-	-	-	-	-	-	-	-
Cecchi	75cl	-	-	-	2.99	2.99	2.89	-	2.99	-	-	-
Lamberti	75cl	-	-	3.38	-	3.49	-	-	-	-	-	-
LIDL	75cl	-	-	-	-	-	1.75	-	-	-	-	-
Pasqua	75cl	-	5,900	3.61	2.99	3.19	2.79	-	-	-	3.00	-
Pasqua Sup.	75cl	-	6,820	-	-	4.49	-	-	-	-	-	-
Sartori	75cl	-	-	3.25	-	-	-	-	-	-	2.93	-
Zonin	75cl	5,380	5,380	3.09	-	3.39	-	-	-	-	-	-
Own Label	75cl	3,280	3,140	2.04	-	2.14	-	-	-	-	-	-
Own Label DOC	75cl	4,390	4,200	3.55	-	2.99	3.29	-	3.29	-	-	-
<b>Toscana</b>												
Capsula Viola	75cl	-	-	-	-	-	-	-	-	-	5.90	-
Villa Antinori	75cl	-	-	-	-	-	5.99	-	-	-	-	-
Own Label	75cl	4,180	4,050	1.29	-	-	1.99	-	1.99	-	-	-

Source: IWSR Storechecks.

Section : Still Light Wine

Italy

PRICES - Lire until 2002 / Euros onwards - Cont/d...

Brands Wine Box 5L Cont/d..	Bottle Size	Lire		Euros								
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar
<b>Verdicchio</b>												
Fazi Battaglia	75cl	-	5,550	3.51	4.19	3.99	4.19	-	-	5.29	5.39	-
Maschio	75cl	-	4,550	-	3.39	3.39	-	-	-	-	-	-
Zonin	75cl	-	-	-	-	-	2.45	-	-	-	-	-
Own Label	75cl	-	4,200	-	3.60	3.19	2.19-3.39	-	3.19	3.19	-	-
Own Label	1L	-	5,350	-	3.90	-	-	-	-	-	-	-
Own Label Super	75cl	5,380	5,180	2.81	-	-	-	-	-	-	-	-
<b>Other White Chardonnay</b>												
Fontana Candida	75cl	-	-	-	3.99	-	-	-	-	-	-	-
Il Poggio	75cl	-	4,890	-	-	-	-	-	-	-	-	-
La Gioiosa	75cl	-	-	-	2.69	2.69	-	-	2.79	2.79	-	-
LIDL	75cl	-	-	-	-	-	1.35	-	-	-	-	-
Maschio	75cl	-	4,500	2.40	2.39	2.79	2.99	-	2.99	2.95	-	-
Mezzacorona	75cl	-	-	3.40	3.59	3.69	-	-	-	-	-	-
Pasqua	75cl	-	6,250	3.35	-	-	-	-	-	-	-	-
Santa Margherita	75cl	8,200	8,220	-	4.45	4.39	4.59	-	4.59	-	-	-
Zonin	75cl	-	6,240	3.19	3.39	3.39	3.59	-	3.59	3.59	-	-
Own Label	75cl	-	3,980	2.19	-	2.69	-	-	-	2.19	-	-
Own Label	1.5L	5,400	5,350	-	-	-	-	-	-	-	-	-
Own Label from Veneto	75cl	-	-	1.49	-	-	-	-	-	-	2.79	-
<b>Da Tavola Non-DOC</b>												
Bianco Toscana	1.5L	4,230	4,450	2.80	-	-	-	-	-	-	-	-
Bigi Orvieto	1.5L	-	6,380	-	-	-	-	-	-	4.50	-	-
Bombino	1.5L	-	-	-	-	-	6.59	-	-	-	-	-
Bonarda	1.5L	-	-	3.49	-	-	-	-	-	-	-	-
Capetta	1.5L	-	-	-	-	-	-	-	-	5.09	-	-
Castelli Romani	1.5L	4,800	4,850	-	-	-	3.45	-	-	3.19	3.20	-
Castelli Romani	1.5L	-	-	2.45	-	2.49	2.75	-	2.79	2.69	3.20	-
Castelli Romani La Cacciatora	1.5L	-	4,380	-	-	-	-	-	-	-	-	-
Castellino	1.5L	-	3,450	-	-	-	-	-	-	-	-	-
Cavicchioli Lambrusco	1.5L	-	-	-	-	-	2.95	-	-	3.09	2.39	-
Centinela	1.5L	-	-	5.72	-	5.39	-	-	-	-	-	-
Chardonnay	1.5L	-	4,260	6,590	-	-	-	-	-	-	-	-
Chianti	1.5L	-	-	-	-	-	-	-	-	4.49	7.59	-
Chiarli Frizzante	1.5L	-	-	2.85	-	-	-	-	-	-	3.49	-
Chiarli Lambrusco	1.5L	-	-	-	7.59	8.69	-	-	8.89	-	3.41	-

Source: IWSR Storechecks.

Section : Still Light Wine

Italy

PRICES - Lire until 2002 / Euros onwards - Cont/d...

Brands Da Tavola Non-DOC Cont/d..	Bottle Size	Lire		Euros								
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar
Citra	1.5L	-	-	3.09	1.59	-	-	-	-	3.59	-	-
Civ + Civ	1.5L	-	-	-	-	-	2.99	-	-	-	-	-
CivCiv Bianco	1.5L	-	-	-	-	-	2.99	-	-	-	-	-
Colli Albani	1.5L	-	4,900	-	-	-	3.95	-	-	3.95	-	-
Conte Zucca	1.5L	-	-	2.99	-	-	-	-	-	-	-	-
Donelli	1.5L	-	-	-	-	-	-	-	-	4.19	-	-
Etna	1.5L	-	-	-	6.69	-	-	-	-	-	-	-
Fabius	1.5L	-	4,500	-	-	-	-	-	-	-	-	-
Fazi Battaglia Verd.	1.5L	-	10,130	-	-	-	-	-	-	-	-	-
Fiesta de Sole	1.5L	-	-	-	4.25	-	-	-	-	-	-	-
Fontana Candida	1.5L	6,580	6,580	5.15	-	-	-	-	-	-	4.99	-
Fontana di Papa	1.5L	-	-	3.24	-	3.29	-	-	-	-	3.59	-
Frascati	1.5L	-	6,800	3.33	-	3.39	-	-	-	-	-	-
Freschetto	1.5L	-	-	-	1.39	-	-	-	-	-	-	-
Friuli	1.5L	-	-	3.60	-	-	-	-	-	-	-	-
Frizzanti	1.5L	5,210	5,280	-	-	-	-	-	-	-	-	-
Frizzantino Red	1.5L	-	-	-	-	1.99	-	-	-	-	2.39	-
Frizzantino White	1.5L	-	-	-	-	1.99	-	-	-	-	3.49	-
<b>Gotto d'Oro</b>	1.5L	4,560	4,580	2.16	-	3.19	-	-	-	-	2.65	-
<b>Gotto d'Oro Frascati</b>	1.5L	-	6,280	3.50	-	3.19	3.13	-	3.50	3.49	-	-
<b>Gotto d'Oro Frizzante</b>	1.5L	-	5,190	2.85	-	3.19	-	-	-	-	-	-
<b>Gotto d'Oro Marino</b>	1.5L	-	5,280	2.16	-	-	3.15	-	-	3.04	-	-
Gutturno	1.5L	-	-	-	-	-	-	-	-	2.95	-	-
La Cacciatora	1.5L	-	6,350	5.67	-	5.49	2.56	-	-	2.95	-	-
La Cacciatora Soave	1.5L	-	6,580	-	7.09	-	-	-	-	-	-	-
La Gioiosa	1.5L	-	-	-	3.15	3.19	-	-	-	-	-	-
Lambrusco	1.5L	-	5,980	-	-	1.79	3.15	-	3.29	3.19	-	-
Locorotondo Trulli	1.5L	6,900	6,900	-	3.29	3.39	-	-	3.59	-	-	-
Marino	1.5L	4,980	5,280	2.16	-	-	-	-	-	-	-	-
Merlot	1.5L	-	-	-	-	-	-	-	-	3.49	-	-
Muller Thurgau	1.5L	-	6,250	-	-	-	-	-	-	-	-	-
Pinot Bianco	1.5L	-	4,600	-	-	-	-	-	-	-	-	-
Puglia	1.5L	-	3,520	-	-	2.30	-	-	-	-	-	-
Riunite	1.5L	-	-	-	-	-	-	-	-	3.89	-	-
Rubino	1.5L	-	5,800	-	-	-	-	-	-	-	-	-
Salento	1.5L	-	-	4.10	-	3.49	-	-	-	-	-	-
San Matteo	1.5L	-	5,300	-	-	-	-	-	-	-	-	-

Source: IWSR Storechecks.

Section : Still Light Wine

Italy

PRICES - Lire until 2002 / Euros onwards - Cont/d...

Brands Cont/d..	Bottle Size	Lire		Euros								
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar
San Matteo Pinot Bianco	1.5L	-	-	1.99	-	-	-	-	-	1.59	-	-
San Matteo Verduzzo	1.5L	-	-	1.99	-	-	-	-	-	-	-	-
San Orsola Chardonnay	1.5L	-	-	3.38	-	-	-	-	-	-	-	-
San Orsola White	1.5L	-	-	3.56	-	-	-	-	-	-	-	-
San Severo	1.5L	-	-	2.59	-	-	-	-	-	3.29-4.19	-	-
Sangiovese	1.5L	-	-	-	-	-	-	-	-	3.89	4.65	-
Sangiovese Merlot	1.5L	-	-	-	-	-	-	-	-	3.49	-	-
Sangiovese Riunite	1.5L	-	-	-	-	-	-	-	-	3.89	-	-
Tavernello	1.5L	-	4,290	2.37	2.37	2.39	-	-	-	-	-	-
Terre Fredde	1.5L	-	-	-	2.59	2.89	-	-	-	-	-	-
Toscano	1.5L	-	-	2.57	-	3.39	1.69	-	3.39	-	2.80	-
Trebbiano	1.5L	5,850	3,750	-	-	3.39	-	-	-	3.89	-	-
Velletri	1.5L	-	5,250	-	-	-	-	-	-	3.99	3.41	-
Verdicchio	1.5L	-	5,450	2.37-5.67	-	-	3.99	-	-	-	-	-
Vivace	1.5L	-	5,950	-	-	-	-	-	-	-	-	-
Zonin Barbero	1.5L	-	6,430	-	-	-	-	-	-	-	-	-
Zonin Frizzante	1.5L	-	5,950	2.78	-	-	3.39	-	-	3.59	-	-
Zonin Pinot	1.5L	5,620	5,600	2.63	-	2.79	2.95	-	2.95	2.95	-	-
Zonin Pinot Grigio	1.5L	-	6,350	-	-	3.35	-	-	-	-	5.00	-
Zonin Riesling	1.5L	-	-	3.58	-	-	-	-	-	-	-	-
Zonin Verdicchio	1.5L	-	-	3.53	-	3.35	-	-	-	-	-	-
Zonin Vivace	1.5L	-	5,450	2.58	-	-	-	-	-	4.19	-	-
<b>Est Est Est</b>												
di Montefiascone	1.5L	-	-	-	-	-	-	-	-	-	3.89	-
<b>Frizzanti (Pearlwines)</b>												
C.I.V.	75cl	-	-	1.21	-	-	-	-	-	-	-	-
Canei	75cl	4,290	4,560	-	2.75	2.79	-	-	-	-	-	-
Frizzanti Vivace	1.5L	5,150	5,150	-	-	-	-	-	-	-	-	-
Frizzanti Zonin	1.5L	-	5,960	3.60	-	-	-	-	-	-	-	-
La Gioiosa	75cl	3,950	3,950	-	-	-	2.25	-	-	-	-	-
La Versa Chardonnay	75cl	5,150	5,500	-	-	-	-	-	-	-	-	-
LIDL	75cl	-	-	-	-	-	0.99	-	-	-	-	-
Muller Thurgau	75cl	-	-	2.97	-	-	-	-	-	-	-	-
Own Label	75cl	-	-	1.79	1.55	1.59	-	-	-	-	-	-
Own Label	1.5L	-	4,450	-	-	-	-	-	-	-	-	-
Own Label Frizzanti	75cl	-	3,090	2.59	1.45	1.39	1.29	1.09	1.29	1.19	-	-

Source: IWSR Storechecks.

Section : Still Light Wine

Italy

PRICES - Lire until 2002 / Euros onwards - Cont/d...

Brands Cont/d..	Bottle Size	Lire		Euros								
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar
<b>Galestro</b>												
Cecchi	75cl	5,900	-	-	-	-	-	-	-	-	-	-
Own Label	75cl	-	5,700	3.55	-	2.99	3.29	-	3.29	4.29	-	-
<b>Gavi</b>												
Pasqua	75cl	-	-	6.97	-	-	-	-	-	-	-	-
San Orsano	75cl	-	-	3.94	-	-	-	-	-	-	-	-
Own Label	75cl	-	-	-	3.59	3.89-5.69	3.19	-	-	3.30	-	-
<b>Lambrusco</b>												
Cavicchioli	75cl	-	-	-	-	-	2.95	-	-	-	-	-
Chiarli	75cl	-	4,490	2.34	2.68	2.49	2.59	-	2.69	2.69	-	-
Own Label	75cl	-	-	3.07	-	-	-	-	-	-	-	-
<b>Malvasia</b>												
Pellegrino	75cl	-	-	-	-	-	-	-	-	-	4.24	-
Own Label Malvasia	75cl	-	-	-	-	-	3.45-3.59	-	3.59	-	-	-
<b>Moscato</b>												
D'Asti (Serafino)	75cl	-	8,800	2.05	-	-	-	-	-	-	-	-
Duchessa Lia	75cl	-	-	3.12	-	3.29	-	-	-	-	-	-
Grecale	75cl	-	-	-	-	-	-	-	-	-	4.99	-
La Gioiosa	75cl	-	-	2.05	-	-	-	-	-	-	-	-
La Versa	75cl	-	5,550	-	-	-	-	-	-	-	-	-
Own Label	75cl	-	-	-	3.20	3.20	-	-	3.20	3.15	-	-
<b>Muller-Thurgau</b>												
Mezzacorona	75cl	-	-	4.39	-	4.39	-	-	-	-	-	-
Pasqua	75cl	5,760	7,920	4.19	-	-	-	-	-	-	-	-
Sta Margherita	75cl	7,580	7,580	4.82	3.09	3.29	-	-	-	-	-	-
Own Label	1.5L	6,890	6,800	-	-	-	3.89	-	3.99	-	-	-
Own Label	75cl	-	-	3.82	3.79	2.89-3.89	-	-	-	3.99-4.95	-	-
<b>Pinot Bianco</b>												
La Marca	75cl	-	4,450	-	-	-	-	-	-	-	-	-
Le Montecchia	75cl	-	-	-	-	-	-	-	-	-	6.99	-
Maschio	75cl	-	4,860	2.48	-	2.49	-	-	2.49	-	-	-
Zonin	75cl	-	-	2.31	-	-	3.59	-	-	-	-	-
Own Label	75cl	-	-	1.54	-	2.19	-	-	-	1.99	-	-

Source: IWSR Storechecks.

## Section : Still Light Wine

Italy

## PRICES - Lire until 2002 / Euros onwards - Cont/d...

Brands Cont/d..	Bottle Size	Lire				Euros						
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar
<b>Pinot Chardonnay</b>												
Duchessa Lia	75cl	-	-	-	3.80	3.69	-	-	-	-	-	-
Garda	75cl	-	-	-	3.79	-	-	-	-	-	-	-
La Cacciatora	75cl	-	4,850	-	3.25	3.29	3.29	-	3.39	3.39	-	-
La Versa	75cl	6,200	-	-	-	-	-	-	-	-	-	-
Pasqua	75cl	6,990	6,860	-	-	-	-	-	-	-	-	-
Sta Margherita	75cl	-	-	-	4.99	4.99	4.99	-	4.99	-	-	-
Zonin	75cl	-	-	-	4.79	4.89	4.99	-	4.99	4.99	-	-
Own Label	75cl	4,180	-	2.51	-	-	-	-	-	2.49	-	-
<b>Pinot Grigio</b>												
Fontanafredda	75cl	-	-	-	-	-	7.82	-	-	-	-	-
La Cacciatora	75cl	-	6,790	-	-	-	-	-	-	-	-	-
La Versa	75cl	6,500	6,520	-	-	-	-	-	-	-	-	-
Lamberti	75cl	-	-	3.08	-	-	-	-	-	-	-	-
Mezzacorona	75cl	-	7,590	3.35	4.09	4.09	-	-	-	-	4.85	-
Pasqua	75cl	-	7,490	3.84	3.95	3.99	4.99	-	4.99	4.99	-	-
Sta. Margherita	75cl	-	7,790	4.96	5.19	4.99	6.52	-	5.29	5.29	6.39	-
Zonin Superiore	75cl	6,290	6,490	-	-	4.79	3.59	-	4.79	-	-	-
Own Label	75cl	2,580	2,540	2.88	2.36	2.99	-	-	-	2.89	-	-
Own Label Superiore	75cl	8,680	5,480	4.38	3.60	-	3.39	-	3.39	3.49	-	-
<b>Pinot Grigio del Friuli</b>												
Sta Margherita	75cl	-	8,790	5.16	5.19	4.99	-	-	5.19	-	-	-
Own Label	1.5L	6,890	6,920	-	-	-	-	-	-	-	-	-
<b>Pinot Sauvignon</b>												
Maschio	75cl	-	-	2.53	3.19	3.29	-	-	-	-	-	-
<b>Prosecco</b>												
Own Label	75cl	-	-	-	3.62	3.59	-	-	-	3.35	-	-
<b>Riesling</b>												
Cielo	75cl	-	-	-	-	-	2.60	-	-	-	-	-
Folonari	75cl	-	4,750	-	-	-	-	-	-	-	-	-
Franciacorta	75cl	-	7,990	-	-	5.49	-	-	-	-	-	-
Oltrepo Pavese	75cl	-	6,550	-	-	-	-	-	-	-	-	-

Source: IWSR Storechecks.

Section : Still Light Wine

Italy

PRICES - Lire until 2002 / Euros onwards - Cont/d...

Brands Cont/d..	Bottle Size	Lire				Euros						
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar
<b>Sauvignon</b>												
Collio	75cl	-	-	-	-	-	-	-	-	-	8.50	-
Lamberti	75cl	-	-	3.53	-	-	-	-	-	-	-	-
Maschio	75cl	4,570	4,570	2.25	-	2.19	2.19	-	2.19	2.19	-	-
Pasqua	75cl	-	-	-	4.19	-	-	-	-	-	-	-
Own Label	1.5L	-	-	2.20	-	2.99	2.00	-	2.99	2.99	-	-
<b>Tocai</b>												
La Gioiosa	75cl	-	4,250	-	-	-	-	-	-	-	-	-
Maschio	75cl	-	-	2.62	2.75	2.79	-	-	2.89	-	-	-
Zonin	75cl	5,360	5,360	3.09	3.19	3.29	-	-	-	-	-	-
Own Label	1L	2,900	2,890	-	-	-	-	-	-	-	-	-
Own Label	1.5L	-	4,580	-	-	-	-	-	-	-	-	-
Own Label Tocai	75cl	2,980	-	-	-	-	4.59	-	-	-	-	-
<b>Trebbiano</b>												
Chiarli	75cl	-	-	-	3.59	3.49	-	-	-	-	-	-
Folonari	75cl	-	-	2.05	-	-	-	-	-	-	-	-
Galassi	75cl	-	-	-	2.69	2.79	-	-	-	-	-	-
San Matteo	75cl	-	-	-	1.71	-	-	-	-	-	-	-
Torre Colle	75cl	-	-	-	-	-	-	-	-	-	2.45	-
Own Label Trebbiano	75cl	2,400	3,650	1.31	1.75	1.75-3.29	0.97	-	1.99	1.99-2.99	-	-
<b>Verduzzo</b>												
La Gioiosa	75cl	-	-	2.45	2.59	2.59	2.89	-	2.89	2.89	-	-
LIDL	75cl	-	-	-	-	-	1.25	-	-	-	-	-
Maschio	75cl	4,320	4,320	2.36	2.49	2.49	2.99	-	-	-	-	-
Own Label	1.5L	-	4,190	-	-	-	-	-	-	-	-	-
Own Label	75cl	-	3,480	-	2.79	2.99	1.24	-	2.99	-	-	-
<b>Vernaccia Di S Gimignano</b>												
Cecchi	75cl	6,700	6,700	4.30	4.89	4.89	-	-	4.89	-	-	-
Melini	75cl	-	-	3.51	3.44	3.49	-	-	-	-	-	-
Own Label	75cl	6,590	6,580	3.60	3.99	3.99	-	-	3.99	4.39	-	-
<b>Vermentino</b>												
Funtanaliras	75cl	-	-	-	-	-	-	-	-	-	6.99	-
Own Label	75cl	-	-	-	3.99	5.29	-	-	3.99	3.99	-	-

Source: IWSR Storechecks.

Section : Still Light Wine

Italy

PRICES - Lire until 2002 / Euros onwards - Cont/d...

Brands Cont/d..	Bottle Size	Lire		2002 Apr	2003 May	2004	Euros					
		2000 Feb	2001 Feb				2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar
<b>Other</b>												
Abadia	75cl	-	-	-	3.59	-	-	-	-	-	-	-
Aglianico	75cl	-	-	3.95	-	-	-	-	-	-	-	-
Albana di Rocca	75cl	5,150	5,750	2.05	2.07	2.09	-	-	-	-	-	-
Aleamo	75cl	-	-	-	-	-	-	2.45	-	-	-	-
Aragosta	75cl	-	7,850	3.65	3.59	3.89	3.86	3.49	3.89	3.59	-	-
Astice	75cl	-	6,590	-	-	-	-	3.45	-	-	-	-
Barocco	75cl	4,340	-	-	-	-	-	-	-	-	-	-
Berengaria	75cl	-	-	10.25	-	-	-	-	-	-	-	-
Berlucchi Imperiale	75cl	-	-	-	-	-	7.39	-	-	-	-	-
Ca del Bosco	75cl	-	-	-	-	-	-	-	-	17.59	-	-
Canei	75cl	-	-	2.14	-	-	-	-	-	-	-	-
Cerche La Morsa	75cl	-	-	-	6.17	6.49	-	-	-	-	-	-
Cinque Terre	75cl	-	-	6.62	7.39	-	-	-	-	-	-	-
Ciro	75cl	-	-	4.12	3.25	-	3.15	-	-	-	-	-
Citra	75cl	-	-	-	-	-	-	-	-	1.59	2.89	-
Cold Wine (Blue bottle)	75cl	-	6,250	-	-	-	-	-	-	-	-	-
Copertina	75cl	-	-	3.65	-	-	-	-	-	-	-	-
Fontana di Papa	75cl	-	4,350	2.37	-	2.39	-	-	-	-	-	-
Franciacorta	75cl	-	7,450	-	-	-	-	-	-	-	-	-
Galassi	75cl	-	-	3.31	-	3.35	-	-	-	-	-	-
Galestro Ruffino	75cl	5,900	5,750	3.95	-	3.99	-	-	-	-	-	-
Gotto d'Oro	75cl	-	4,550	-	-	3.40	-	-	-	1.99	1.99	-
Ischia	75cl	-	-	-	3.35	-	-	-	-	-	-	-
La Cacciatora	75cl	-	3,990	2.97	-	-	-	-	-	-	-	-
La Gioiosa	75cl	-	-	-	-	2.29	-	-	-	-	-	-
La Gioiosa Muscat	75cl	-	-	4.84	-	-	-	-	-	-	-	-
La Gioiosa Novello	75cl	-	4,250	-	-	-	2.65	-	-	-	-	-
La Maria	75cl	-	-	-	-	-	-	-	-	4.95	-	-
Lacrima Christi	75cl	-	-	-	-	-	-	6.59	-	-	-	-
Lacrima Cristi	75cl	-	8,500	4.62	-	-	-	-	-	-	-	-
LIDL Castelli Romani	75cl	-	-	-	-	-	1.75	-	-	-	-	-
Locorotondo Trulli	75cl	-	4,850	2.49	2.69	2.69	2.99	-	2.99	2.99	-	-
Lugana	75cl	-	7,650	4.65	-	4.79	-	-	-	-	-	-
Maschio Var.	75cl	-	4,570	-	-	-	2.89	-	-	-	-	-
<b>Melini Lacrima d'Arno</b>	75cl	-	4,390	-	-	-	-	-	-	-	-	-
Moscato	75cl	-	3,890	-	-	-	-	-	-	-	-	-
Normani	75cl	-	-	3.85	-	-	-	-	-	-	-	-
Oltrepo Pavese	75cl	-	-	2.84	2.89	2.99	-	-	-	-	-	-

Source: IWSR Storechecks.

Section : Still Light Wine

Italy

PRICES - Lire until 2002 / Euros onwards - Cont/d...

Brands Other Cont/d..	Bottle Size	Lire		Euros								
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar
Oristano	75cl	-	-	5.83	-	-	-	-	-	-	-	-
Pio Cesare	75cl	-	-	-	11.52	-	-	-	-	-	-	-
Prime Rose	75cl	-	4,840	-	-	-	-	-	-	-	-	-
Prosecco	75cl	-	-	1.61	1.99	1.99	1.89	-	1.99	1.99	-	-
Ronco Vin de Table	75cl	-	2,250	-	-	-	-	-	-	-	-	-
San Severo	75cl	-	-	6.49	-	-	-	-	-	-	-	-
Selvatico	75cl	-	-	-	-	-	-	3.19	-	-	-	-
Serafino	75cl	-	6,950 9,950	-	-	-	-	-	-	-	-	-
Settesoli	75cl	-	-	-	-	-	3.39	-	-	-	-	-
Solegro	75cl	4,100	4,100	-	-	-	-	-	-	-	-	-
Soletto	75cl	3,500	3,500	-	-	-	-	-	-	-	-	-
Terrale	75cl	-	-	-	-	-	-	2.89	-	2.85	-	-
Terrazze de la Luna	75cl	-	-	-	5.85	5.99	-	-	-	-	-	-
Terre de Fontana Candida	75cl	-	7,650	-	-	-	3.99	-	-	-	-	-
Terre Di Lupa	75cl	-	-	-	-	-	-	5.99	-	-	-	-
Terre Fredde	75cl	-	-	2.03	1.99	2.59	2.59	-	2.59	2.59	-	-
Toscana	75cl	-	-	1.75	1.69	1.69	-	-	-	-	-	-
Trebbiano	75cl	4,100	4,450	-	-	-	-	-	-	-	-	-
Tura	75cl	5,350	5,350	2.56	2.49	2.59	2.49	-	2.59	2.49	-	-
Verduzzo	75cl	-	-	-	-	-	1.24	-	-	-	-	-
Villa Antinori	75cl	-	-	-	5.10	5.19	5.99	-	5.99	5.99	-	-
Vivante	75cl	-	-	-	-	-	-	2.40	-	-	-	-
Zonin Pinot Bianco	75cl	-	6,890	-	-	-	-	-	-	-	-	-
Own Label	75cl	-	-	-	3.85	4.99	3.75	-	4.99	-	-	-
Own Label Frizzante	75cl	-	3,450	-	-	-	-	-	-	-	-	-
Own Label Galestro	75cl	-	5,750	-	-	-	-	-	-	-	-	-
Own Label White	75cl	-	-	1.00	0.99	0.95	-	-	-	-	-	-
<b>Larger Sizes 2 Litre</b>												
Castelli Romani	2L	-	4,380	-	2.39	-	-	-	-	5.36	-	-
Cavit Sangiovese	2L	-	-	-	2.99	-	-	-	-	-	-	-
Chardonnay	2L	-	-	-	3.49	-	-	-	-	-	-	-
Chianti	2L	-	-	-	5.83	5.79	5.79	-	5.79	-	10.59	-
Frascati	2L	7,800	6,280	-	-	-	-	-	-	-	-	-
Frizzante	2L	-	5,150	-	3.19-4.02	-	-	2.49	-	-	-	-
Gotto D'Oro	2L	-	4,580	-	2.59	-	-	-	-	-	-	-
La Cacciatora Soave	2L	-	6,580	-	-	-	-	-	-	-	-	-

Source: IWSR Storechecks.

Section : Still Light Wine

Italy

PRICES - Lire until 2002 / Euros onwards - Cont/d...

Brands 2 Litre Cont/d..	Bottle Size	Lire		Euros								
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar
Locorotondo	2L	-	6,900	-	3.29	-	-	-	-	-	-	-
Marino	2L	-	5,230	-	-	-	-	-	-	-	-	-
Pinot Grigio	2L	-	-	-	4.49	-	-	-	-	-	-	-
Riesling	2L	-	-	-	3.36	-	-	-	-	-	-	-
San Matteo	2L	-	-	-	2.59	-	-	-	-	-	-	-
Soave	2L	-	-	-	-	-	-	3.55	-	-	-	-
Tavernello	2L	-	4,390	-	-	-	-	-	-	-	-	-
Trebbiano	2L	-	3,780	-	2.99	-	-	-	-	-	-	-
Verdicchio	2L	-	4,590	-	-	-	-	-	-	-	-	-
Zonin Vivace	2L	-	5,960	-	-	-	-	-	-	-	-	-
<b>Bottles (1.5 L)</b>												
Banear	1.5L	-	-	-	-	-	-	-	-	-	3.19	-
Carpetta Barbera	1.5L	-	-	-	-	-	-	-	-	-	4.89	-
Castelli Romani	1.5L	-	-	-	-	-	-	-	-	-	2.49	-
Colli Romani	1.5L	-	-	-	-	-	-	-	-	-	2.49	-
Frascati Soc San Marino	75cl	-	5,650	-	-	-	-	-	-	-	-	-
La Cacciatora	1.5L	-	-	-	-	-	-	-	-	3.89-5.45	-	-
Miglianico	1.5L	-	-	-	-	-	-	-	-	-	2.89	-
Orvieto Bigi	1.5L	6,580	6,300	-	-	-	-	-	-	-	-	-
Orvieto Ruffino	1.5L	8,400	8,300	-	-	-	-	-	-	-	-	-
Palio Bianco	1.5L	-	-	-	-	-	-	-	-	-	1.90	-
Soave-CS di Soave	1.5L	-	5,650	4.13	-	-	-	-	-	-	-	-
Soldo Barbera	1.5L	-	-	-	-	-	-	-	-	-	2.19	-
Verdicchio Fazi Battaglia	1.5L	-	8,450	-	-	-	-	-	-	-	-	-
Verdicchio Own Label	1.5L	5,380	5,380	-	4.29	-	3.99	-	3.99	3.89	-	-
Vivante	1.5L	-	-	-	-	-	-	2.49	-	-	-	-
<b>Glass 5L</b>												
Bianco	5L	-	9,200	3.60	3.55	-	-	-	-	-	-	-
Caldirola	5L	-	-	-	-	-	-	-	-	-	4.99	-
Castelli Romani	5L	16,280	16,280	5.50	6.29	5.99	5.99	5.95	5.99	5.90	5.99	-
Galasso	5L	-	-	-	-	-	-	-	-	-	6.99	-
La Cacciatora	5L	20,380	20,380	5.95	6.95	5.99	5.99	5.95	5.99	-	-	-
La Collina	5L	-	-	-	-	-	-	-	-	-	6.49	-
Locorotondo	5L	-	-	4.99	6.09	5.99	-	-	-	-	-	-
Marche	5L	-	-	-	6.99	-	-	-	-	-	-	-
Marino	5L	-	-	-	4.69	-	-	-	-	-	-	-

Source: IWSR Storechecks.

Section : Still Light Wine

Italy

PRICES - Lire until 2002 / Euros onwards - Cont/d...

Brands Glass 5L Cont/d..	Bottle Size	Lire		Euros								
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar
Merlot	5L	-	-	-	-	-	-	-	-	10.59	-	-
Montana	5L	-	-	6.75	-	-	-	-	-	-	-	-
Montepulciano D'Abbruzzi	5L	-	-	-	-	-	-	-	-	11.29	7.99	-
Puglia	5L	-	-	-	-	-	-	-	-	4.49	5.29-4.99	-
Salento	5L	-	-	8.40	6.95	6.49	-	-	-	-	7.90	-
Trebbiano	5L	-	11,100	-	-	-	-	-	-	4.99	-	-
Unbriade	5L	-	-	-	-	-	-	-	-	-	6.00	-
Verdicchio	5L	-	-	10.27	11.75	-	-	-	-	13.63	-	-
Villanella	5L	-	-	-	-	-	-	-	-	-	6.29	-
White	5L	11,800	9,200	3.80	-	-	-	-	-	-	-	-
<b>Wine Box (3L)</b>												
Sicilia	3L	-	-	-	-	2.79	-	-	-	-	-	-
Own Label Rose	3L	-	-	-	-	-	-	-	-	7.25	-	-
<b>Wine Box (5L)</b>												
Botticelli	5L	-	-	7.22	-	7.09	-	-	-	-	-	-
Castelli Romani	5L	-	16,280	-	-	-	-	-	-	-	-	-
Marche	5L	-	-	-	6.95	-	-	-	-	-	-	-
Ronco	5L	13,200	13,450	4.91	6.95	7.19	-	-	-	-	-	-
Sangiovese	5L	-	11,800	-	-	-	-	-	-	-	-	-
Trebbiano	5L	-	11,000	-	-	-	-	-	-	-	-	-
White	5L	-	9,050	-	-	-	-	-	-	-	-	-
<b>Bric</b>												
Albestro	1L	-	-	1.03	1.19	1.15	1.09	-	-	-	0.95	-
Casatelli	1L	1,380	-	-	-	-	-	-	-	-	-	-
Castellino	1L	2,550	2,950	1.29	1.06	1.09	1.39	-	-	1.12	-	-
Poggese	1L	-	2,200	-	-	-	-	-	-	-	-	-
Pratolina	1L	-	1,290	-	-	-	-	-	-	-	-	-
San Matteo	1L	-	-	0.65	0.69	0.69	0.62	-	-	-	-	-
Tavernello Corovin	1L	-	2,950	1.28	1.06	1.11	0.86	0.85	-	1.19	-	-
Terre di Ghiaia	1L	2,250	2,280	-	-	1.59	1.35	-	-	-	1.49	-
Own Label	1L	1,390	990	0.51-0.70	0.69-0.99	0.55-0.95	0.55-0.79	-	0.55-0.95	0.65-0.89	-	-

Source: IWSR Storechecks.

Section : Still Light Wine

Italy

PRICES - Lire until 2002 / Euros onwards - Cont/d...

Brands Glass 5L Cont/d..	Bottle Size	Lire		Euros									
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar	
<b>Smaller Sizes Bottles</b>													
Cavit Muller Thurgau	37.5cl	-	-	-	-	-	-	-	-	-	-	3.25	-
Cavit Pinot Grigio	37.5cl	-	-	-	-	-	-	-	-	-	-	3.85	-
Fontana Candida Frascati	37.5cl	-	-	-	-	-	-	-	-	-	-	2.90	-
Villa Antinori	37.5cl	-	-	-	-	-	-	-	-	-	-	4.50	-
<b>Rose Wine 75cl</b>													
Antinori Cipressani	75cl	-	7,490	3.51	3.99	3.69	-	4.25	-	4.75	-	-	-
Canei	75cl	-	4,500	-	2.79	2.79	-	-	-	-	-	-	-
Chiaretto	75cl	-	2,900	-	-	-	-	-	-	-	-	-	-
Ciro	75cl	5,330	5,250	-	-	-	-	3.89	-	-	-	4.09	-
Civ + Civ	75cl	-	-	-	-	-	2.92	-	-	-	-	-	-
Corvo	75cl	-	-	-	-	-	3.29	3.24	-	3.54	-	-	-
<b>Gotto d'Oro</b>	75cl	3,800	-	1.89	1.95	1.99	-	1.95	-	-	-	2.06	-
Granseola	75cl	-	-	2.72	2.69	-	-	-	-	-	-	-	-
La Gioiosa	75cl	-	4,580	-	-	-	2.65	-	-	-	-	-	-
La Marca	75cl	-	4,800	-	-	-	-	-	-	-	-	-	-
Lagrein	75cl	-	-	5.99	-	-	-	-	-	-	-	4.19	-
Lamberti	75cl	4,800	-	3.05	3.19	3.19	-	-	-	-	-	-	-
Lambrusco	75cl	-	4,120	-	-	-	-	-	-	-	-	-	-
Marche	75cl	-	4,750	-	-	-	-	-	-	-	-	-	-
Maschio	75cl	4,570	4,570	2.47	2.19	2.95	2.89	2.89	-	2.80	2.70	-	-
Melini	75cl	6,260	4,290	-	-	-	-	-	-	-	-	-	-
Mezzacorona	75cl	-	-	-	-	-	-	3.25	-	-	-	4.39	-
Pasqua Rose	75cl	6,860	6,880	-	3.55	3.39	-	-	-	-	-	-	-
Prime	75cl	-	-	2.78	2.79	-	-	-	-	-	-	-	-
Puglia	75cl	-	3,790	-	-	-	-	-	-	-	-	-	-
Rapitala	75cl	-	-	-	-	-	3.89	4.29	-	4.32	-	-	-
Regealeali	75cl	-	-	5.49	5.42	5.69	-	5.65	-	5.69	-	-	-
Rosa	75cl	-	-	1.39	1.36	1.39	-	-	-	-	-	-	-
Salento	75cl	-	3,200	-	-	-	-	-	-	-	-	5.94	-
Sella & Mosca	75cl	-	-	3.54	3.89	3.99	-	-	-	-	-	3.99	-
Solegro	75cl	-	3,980	-	-	-	-	-	-	-	-	-	-
Terra di Trulli	75cl	-	4,700	-	-	-	-	-	-	-	-	-	-
Terrale	75cl	-	-	-	-	-	-	2.89	-	2.85	-	-	-
Terre Fredde	75cl	-	4,600	2.51	-	-	2.59	2.59	-	2.59	2.69	-	-
Tura	75cl	5,350	4,250	2.56	2.69	2.89	2.49	2.59	-	2.59	3.50	-	-

Source: IWSR Storechecks.

## Section : Still Light Wine

Italy

## PRICES - Lire until 2002 / Euros onwards - Cont/d...

Brands Glass 5L Cont/d..	Bottle Size	Lire			Euros							
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar
<b>1.5L</b>												
Castelli Romani	1.5L	-	-	2.32	-	-	-	-	-	-	-	-
Chiaretto	1.5L	-	-	4.15	-	-	-	-	-	-	-	-
<b>Gotto d'Oro</b>	1.5L	-	-	-	2.99	3.19	-	-	-	-	-	3.02
Rosato	1.5L	-	-	6.72	6.65	6.69	-	-	-	-	-	-
Rose di Rose	1.5L	7,110	-	-	-	-	2.95	-	-	-	-	-
Rosera	1.5L	-	-	-	3.95	3.99	-	-	-	-	-	-
Ruffino Rosatello	1.5L	8,480	-	-	-	-	-	-	-	-	-	-
Zonin Rosato	1.5L	-	5,400	2.85	-	3.39	-	-	-	-	-	4.36
Own Label Rose	1.5L	-	-	1.22	1.19	-	1.09	-	-	1.15	-	-
<b>5L</b>												
La Cacciatore	5L	-	-	5.10	5.95	5.99	4.75	-	-	-	-	-
Rose Glass	5L	-	11,800	8.30-9.29	-	6.99	-	-	-	-	-	-
Salento	5L	-	-	-	-	-	7.79	-	-	-	-	-
Own Label	5L	-	-	2.20	-	2.39	-	-	-	-	-	-
<b>Bric</b>												
Castellini	1L	-	-	1.15	1.18	-	1.39	-	-	-	-	-
Own Label	1L	-	-	0.70	0.62	0.75	0.59	-	-	-	-	-
<b>Imported French</b>												
7 Soeurs Chardonnay	75cl	-	-	-	-	3.86	-	-	-	-	-	-
7 Soeurs Sauv.	75cl	-	-	-	-	3.26	-	-	-	-	-	-
7 Soeurs Syrah	75cl	-	-	-	-	3.26	-	-	-	-	-	-
Alsace Gerwurz.	75cl	-	-	-	-	-	-	4.64	-	-	-	-
Alsace Pinot	75cl	-	-	-	-	-	7.19	-	-	-	-	-
Alsace Riesling	75cl	-	8,200	-	6.69	4.49	4.42	-	-	-	-	-
Alsace Sylvaner	75cl	-	8,600	4.64	-	4.09	4.15	-	-	-	-	-
Arrogant	75cl	-	-	-	-	-	-	-	-	4.59	-	-
<b>B &amp; G '1725'</b>	75cl	-	-	5.89	5.95	5.95	-	-	-	5.95	-	-
Beaujolais	75cl	-	-	4.02	3.99	3.99	5.95	3.56	-	4.90	-	-
Beaujolais Nouveau	75cl	-	-	-	-	-	4.09	2.59	4.09	-	-	-
Beaujolais Villages	75cl	-	-	8.03	8.05	-	-	-	-	-	-	-
Beauvillon	75cl	-	4,950	-	-	-	3.29	-	-	-	-	-
Bergerac	75cl	-	-	-	3.49	-	-	-	-	-	-	-
Bordeaux Red	75cl	-	-	4.25	4.15	4.19	-	2.65	-	-	-	-
Bordeaux Sup.	75cl	-	19,300	7.21	6.77	10.39	-	-	-	-	3.99	-

Source: IWSR Storechecks.

Section : Still Light Wine

Italy

PRICES - Lire until 2002 / Euros onwards - Cont/d...

Brands French Cont/d..	Bottle Size	Lire		Euros									
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar	
Bordeaux Sup. White	75cl	-	11,590	6.81	-	-	-	-	-	-	-	-	-
Bordeaux White	75cl	-	-	3.51	3.39	-	-	2.49	-	4.09	-	5.49	-
Bourgogne	75cl	-	-	-	-	6.19	-	-	-	-	-	9.65	-
Bourgogne Aligote	75cl	-	-	-	-	-	-	2.72	-	-	-	-	-
Cabernet Sauvignon	75cl	-	-	-	2.95	-	-	-	-	2.95	2.49	-	-
Cahors	75cl	-	-	-	3.25	6.99	-	-	-	-	9.90	15.79	-
Cambras	75cl	-	-	-	-	-	-	1.64	-	-	-	-	-
Chablis	75cl	16,180	-	8.25	7.79	13.49	-	6.65	-	8.79	9.90	-	-
Chateaufeuf du Pape	75cl	34,000	22-25,000	19.09-23.80	10.49-26.30	15.49	12.79	-	-	15.45	14.99	-	-
Chenet	75cl	-	-	-	-	-	-	-	-	3.49	-	4.57	-
Chenet Reserve	75cl	-	-	-	-	-	-	-	-	4.65	-	-	-
Cordier Bordeaux	75cl	-	-	-	-	-	-	4.39	-	-	-	-	-
Cotes de Provence	75cl	-	-	-	-	-	-	3.34	-	3.79	-	-	-
Cotes de Provence Rose	75cl	13,390	-	3.05	3.07	3.09	-	-	-	-	3.99	3.39	-
Cotes du Rhone	75cl	-	6,990	3.65	3.39-6.41	3.39	2.25-6.49	2.48-3.09	-	3.59	3.99	-	-
Cuvee du Pape	75cl	-	-	-	-	-	-	0.88	-	-	-	-	-
Fortant	75cl	-	-	-	-	-	-	2.93-3.15	-	-	-	-	-
Georges Duboeuf Var.	75cl	-	-	-	-	-	-	1.42-2.81	-	-	-	-	-
Gigondas	75cl	24,500	-	-	-	-	-	-	-	-	-	-	-
Graves	75cl	-	15,500	-	-	-	-	-	-	-	-	-	-
Le Cop	75cl	-	-	-	-	-	-	-	-	3.79	-	-	-
Listel	75cl	-	-	-	-	-	-	2.23	-	-	-	-	-
Macon	75cl	-	-	-	-	-	-	4.04	-	-	-	-	-
Malesan	75cl	-	-	-	-	-	-	2.76	-	-	-	-	-
Malesan Beaujolais	75cl	-	11,950	-	-	-	-	-	-	-	-	-	-
Malesan Bordeaux	75cl	-	9,750	-	-	4.99	-	-	-	-	-	-	-
Malesan Chablis	75cl	-	16,900	-	-	-	-	-	-	-	-	-	-
Malesan Cotes du Rhone	75cl	-	8,750	5.29	-	-	5.25	-	-	-	-	-	-
Malesan Var.	75cl	-	-	4.93	4.89	-	4.69	2.95	-	-	-	-	-
Medoc	75cl	-	9,950	12.34	5.25-10.05	6.15-10.39	6.15	5.24	6.15	-	-	-	-
Merlot	75cl	-	-	2.32	2.34	2.39	-	-	-	2.95	-	-	-
Meur Sault	75cl	-	-	19.90	-	-	-	-	-	-	-	-	-
Moulin à Vent	75cl	-	-	6.99	-	-	-	-	-	-	-	-	-
Mouton Cadet Red	75cl	-	-	8.73	9.29	9.29	-	7.76	-	11.95	-	-	-
Mouton Cadet Reserve	75cl	-	-	-	-	-	-	-	-	-	19.50	-	-
Mouton Cadet Rose	75cl	-	-	-	-	-	-	-	-	11.95	-	-	-
Mouton Cadet White	75cl	-	-	6.48	8.19	8.19	8.19	-	-	9.45	10.50	-	-
Muscadet	75cl	-	7,100	-	4.19	-	4.19	-	-	3.49	4.49	-	-

Source: IWSR Storechecks.

Section : Still Light Wine

Italy

PRICES - Lire until 2002 / Euros onwards - Cont/d...

Brands Cont/d..	Bottle Size	Lire		Euros								
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar
Notre Dame	75cl	-	-	-	-	-	-	0.86	-	-	-	-
Nuits St Georges	75cl	-	40,900	18.20	21.95	-	-	-	-	-	-	-
Pays d'Oc Var.	75cl	-	-	-	-	-	4.25	1.60	-	-	-	-
Pouilly Fumé	75cl	-	-	12.86	24.94	-	-	-	-	-	-	10.90
Primus	75cl	-	-	-	-	-	-	2.51-2.61	-	-	-	-
PTS Chateaux	75cl	6,650-9,150	8,200 19,850	10.00-13.45	8.29-13.59	-	-	2.49-4.49	-	-	-	-
Rosa del Golfo	75cl	-	-	-	-	-	-	-	-	-	7.20	-
Rothschild Medoc	75cl	-	-	-	-	-	-	-	-	14.95	-	-
Rothschild Other Regions	75cl	-	-	-	-	-	-	-	-	20.00-25.00	-	-
Rouge	75cl	-	8,900	-	-	-	-	-	-	-	-	-
Sancerre	75cl	-	-	13.89	8.39	-	9.75-13.39	-	-	13.89	-	-
Saumur	75cl	-	-	-	3.34	-	-	-	-	-	-	-
Sauternes	75cl	-	21,920	11.87	11.87	-	12.65	-	-	-	13.90	-
Syrah	75cl	-	-	3.29	-	-	-	-	-	-	-	-
Valmont	75cl	-	-	-	-	-	2.89	-	-	-	-	-
Own Label Bordeaux Red	75cl	-	-	-	4.29	4.49	3.75	-	4.49	4.39	-	-
<b>Spanish</b>												
Baron del Valle	75cl	-	-	-	-	-	-	0.89	-	-	-	-
Berberana	75cl	-	-	-	-	-	-	1.29-1.49	-	-	-	-
Campo Viejo	75cl	-	-	-	-	-	-	3.21-5.85	-	3.65-5.90	-	-
Don Simon	75cl	-	-	-	-	-	-	1.55	-	-	-	-
Gran Corpo	75cl	-	7,950	-	-	-	-	-	-	-	-	-
Llanos	75cl	-	-	-	-	-	-	1.92	-	-	-	-
Llanos Res.	75cl	-	-	-	-	-	-	2.92	-	-	-	-
Marq. de Caceres	75cl	-	-	-	-	-	-	3.42	-	-	-	-
Marq. del Vero	75cl	-	-	-	-	-	5.39-6.35	-	-	-	-	-
Mercal	3L	-	-	-	-	-	-	2.49	-	-	-	-
Paternina	75cl	-	-	-	-	-	-	3.42	-	2.95	-	-
Rioja	75cl	-	11,200	-	6.75	5.96	5.95	-	-	-	-	-
Romarl	75cl	-	-	5.65	-	-	-	-	-	-	-	-
Torres Coronas	75cl	-	-	-	-	-	-	-	-	6.75	-	-
Torres Gran Coronas	75cl	-	-	-	9.49	-	-	-	-	-	-	-
Torres Mas la Planta	75cl	-	-	-	25.08	26.90	-	-	-	-	-	-
Torres Sangre de Toro	75cl	-	-	-	5.99	6.49	6.29	-	-	6.29	6.89	-
Torres Satinela	75cl	-	-	-	-	-	-	4.34	-	-	-	-
Torres V. Bravo	75cl	-	-	-	-	-	-	-	-	5.95	-	-
Torres Vin Esmeralda	75cl	-	-	-	5.95	-	-	-	-	-	-	-

Source: IWSR Storechecks.

Section : Still Light Wine

Italy

PRICES - Lire until 2002 / Euros onwards - Cont/d...

Brands Spanish Cont/d..	Bottle Size	Lire					Euros					
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar
Torres Vina Sol	75cl	-	-	-	-	-	4.95	-	-	-	-	-
<b>Portuguese</b>												
Lancers	75cl	6,900	6,490	3.35	3.58	3.69	3.79	-	3.79	4.35	4.65	4.11
Mateus	75cl	6,780	6,390	3.51	3.25	3.55	3.59	3.80	3.59	3.35	4.79	3.62
Mateus White	75cl	6,260	6,390	3.07	-	3.19	-	-	-	-	-	-
Vinho Verde	75cl	-	5,250	2.78	3.09	2.99	3.59	-	3.59	3.09	2.96	-
Own Label Rose	75cl	-	5,350	2.78	3.09	2.89	2.79	-	2.89	3.19	-	-
<b>Hungarian</b>												
Balapata	75cl	-	-	-	7.29	7.29	7.29	-	-	-	-	-
Tokaj 3 Put	75cl	19,490	-	-	-	-	-	-	-	-	-	-
Tokaj Furmint	75cl	-	8,500	-	-	-	4.09	-	-	-	-	-
<b>Spanish San Gria</b>												
Real	75cl	-	5,970	-	-	2.99	-	-	-	-	-	-
<b>Bulgarian</b>												
Kadarka	75cl	-	-	-	-	-	-	0.82	-	-	-	-
<b>Greek</b>												
Retsina	75cl	-	6,950	-	-	-	-	-	-	-	4.19	-
Tsantalis Retsina	75cl	-	-	4.13	4.18	4.19	4.21	-	-	-	-	-
<b>Slovenian</b>												
Picolit	75cl	-	-	-	-	-	22.44	-	-	-	-	-
Quercus	75cl	-	-	-	-	-	4.29	-	-	-	-	-
Simcic	75cl	-	-	-	5.86	-	-	-	-	-	-	-
Verduc	75cl	-	-	-	-	-	9.44	-	-	-	-	-
<b>US</b>												
Atlas Peak	75cl	-	-	4.31	-	-	-	-	-	-	-	-
Concannon	75cl	-	-	10.15	-	-	-	-	-	-	-	-
E & J Gallo	75cl	-	-	2.99	4.18-4.35	3.65-4.49	-	-	-	-	-	-
Gallo Var.	75cl	-	9,200 9,890	5.25	4.98	4.49	4.99	-	4.99	3.89	4.99	-
Nathanson Creek	75cl	-	-	-	-	-	-	8.09	-	-	-	-
Sutter Home	75cl	-	11,200	5.27	6.25	5.29-5.99	-	-	-	4.19	-	-

Source: IWSR Storechecks.

Section : Still Light Wine

Italy

PRICES - Lire until 2002 / Euros onwards - Cont/d...

Brands US Cont/d..	Bottle Size	Lire		Euros								
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar
Turning Leaf	75cl	-	-	7.66	7.04	7.89	7.64	-	-	6.95	-	-
Wente Bros	75cl	-	-	10.83	-	-	-	-	-	-	-	-
Own Label	75cl	-	-	-	4.49	-	-	-	-	-	-	-
<b>Chilean</b>												
"120"	75cl	-	-	-	-	-	-	-	-	5.19	-	-
Carta Vieja	75cl	6,950	-	-	-	-	-	-	-	-	-	-
Casillero de Diablo	75cl	-	-	-	7.89	-	-	-	-	-	-	-
Concha y Toro Frontera	75cl	-	-	-	-	-	-	3.49	3.49	3.95	-	-
Concha y Toro Sunrise	75cl	-	-	5.30	-	-	-	-	-	-	-	-
Cono Sur	75cl	-	-	-	-	-	-	-	-	3.49	3.99	4.39
Emperador	75cl	-	-	6.60	-	4.39	-	-	-	-	-	-
Errazuriz	75cl	-	12,800	-	4.99	-	4.95	-	-	-	-	-
Gato Negro	75cl	6,350	-	4.64	-	-	-	-	-	-	-	-
Leon De Tarapaca	75cl	-	-	4.60	-	-	-	-	-	-	-	-
Sta Helena	75cl	-	-	8.75	-	-	-	-	-	-	-	-
Sta Rita	75cl	-	-	-	5.70	5.19	5.19	-	-	-	-	-
Tarapaca	75cl	-	7,900	3.97-4.08	4.19	3.99-4.29	4.29-4.79	4.15	4.29	4.49	4.35	-
Tarapaca Reserva	75cl	-	-	-	-	-	7.69-7.99	-	-	-	7.70	-
<b>Mexican</b>												
Lo Cetto Cabernet Sauvignon	75cl	-	8,500	-	-	-	-	-	-	-	-	-
San Isidro	75cl	-	7,390	-	-	-	4.91	-	-	-	-	-
<b>Argentinian</b>												
Cuvée Var:	75cl	7,450	-	-	-	-	-	-	-	-	-	-
Don Tiburcio	75cl	-	-	-	-	-	7.95	-	-	-	-	-
Las Medinas	75cl	-	-	-	-	-	7.99	-	-	-	-	-
Suter	75cl	-	8,500	4.38-5.42	5.39-5.49	4.79-5.19	4.59	-	-	-	-	-
Trapiche	75cl	-	-	2.58	-	-	-	-	-	-	-	-
Trapiche Var.	75cl	-	-	5.99	5.29-6.25	6.25	6.45	7.95	7.95	-	-	-
Trivento	75cl	-	-	-	-	-	5.25	-	-	4.29	4.49	-
Valmont	75cl	-	-	-	2.79	2.85	-	-	-	-	-	-
<b>Uruguayan</b>												
Las Medinas	75cl	-	12,800	-	-	-	-	-	-	-	-	-

Source: IWSR Storechecks.

Section : Still Light Wine

Italy

PRICES - Lire until 2002 / Euros onwards - Cont/d...

Brands US Cont/d..	Bottle Size	Lire		Euros								
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar
<b>Australian</b>												
Arunda	75cl	-	8,990	-	-	-	-	-	-	-	-	-
Badgers Creek	75cl	-	-	-	-	-	-	4.29	-	4.95	-	-
Cawarra	75cl	-	-	-	-	-	13.99	-	-	4.19	-	-
Jacobs Creek	75cl	-	-	-	-	-	-	4.49	-	-	-	-
Kanga's Leap	75cl	-	-	-	-	-	4.09	-	-	-	-	-
Lindeman Cawarra	75cl	9,600-9,980	8,570	5.15-6.84	6.84	-	6.19-6.49	-	-	6.45	6.59	-
Willowglen	75cl	-	-	-	6.46	6.46	-	-	-	-	-	-
Yellowtail	75cl	-	-	-	-	-	-	-	-	7.09	6.50	-
<b>New Zealand</b>												
Hawkes Bay	75cl	-	-	-	-	-	13.49	-	-	-	-	-
Park	75cl	-	-	-	12.99	-	-	-	-	-	-	-
<b>South African</b>												
African Sky	75cl	-	-	-	-	-	4.07	-	-	-	-	-
Bellingham	75cl	-	-	-	7.90	-	-	-	-	-	-	-
Cape Spring	75cl	-	-	-	-	-	-	4.99	-	4.39	-	-
<b>Devil's Peak</b>	75cl	-	6,500	-	-	-	-	-	-	-	-	-
KWV	75cl	-	-	5.15	-	5.15	5.12	-	5.15	-	-	-
Sinnya Valley	75cl	7,400	-	-	-	-	-	-	-	-	-	-
Van Loveren	75cl	-	-	-	7.90	-	-	-	-	-	-	-
Voorspoed	75cl	7,200	-	5.11	-	-	-	-	-	-	-	-
<b>Algerian</b>												
Dom du Sahara	75cl	-	-	-	-	-	3.60	-	-	3.95	-	-
Sidi Brahim (Red / Rose)	75cl	-	6,950	3.67	4.13	4.39	4.15	-	4.39	-	-	-
<b>Lebanese</b>												
Hochar	75cl	-	-	-	11.90	9.99	-	-	-	-	-	-
<b>Chinese</b>												
Jin Pu Tao	75cl	-	-	-	-	7.99	-	-	-	-	-	-

Source: IWSR Storechecks.

## Section : Sparkling Wine

Italy

### CONSUMPTION - Local v Imported

000's 9 Litre Cases	2000	2005	2006	2007	2008	2009 F'Cast	2010	CAGR 00-09	CAGR 05-09	CAGR 08-09
<b>Total</b>	<b>9,854.75</b>	<b>11,839.00</b>	<b>11,932.25</b>	<b>12,368.00</b>	<b>11,994.50</b>	<b>11,693.50</b>	<b>11,438.75</b>	<b>1.9%</b>	<b>-0.3%</b>	<b>-2.5%</b>
Champagne	740.25	750.00	761.00	801.25	757.00	687.50	618.25	-0.8%	-2.2%	-9.2%
<b>Other Sparkling</b>	<b>9,114.50</b>	<b>11,089.00</b>	<b>11,171.25</b>	<b>11,566.75</b>	<b>11,237.50</b>	<b>11,006.00</b>	<b>10,820.50</b>	<b>2.1%</b>	<b>-0.2%</b>	<b>-2.1%</b>
- Local	9,022.00	10,911.00	10,989.50	11,377.50	11,057.50	10,850.25	10,684.00	2.1%	-0.1%	-1.9%
- Imported	92.50	178.00	181.75	189.25	180.00	155.75	136.50	6.0%	-3.3%	-13.5%

Source : Trade Comment based on retail audits.

### CONSUMPTION - Other Sparkling Imported : By Country of Origin

000's 9 Litre Cases	2000	2005	2006	2007	2008	2009 F'Cast	2010	CAGR 00-09	CAGR 05-09	CAGR 08-09
<b>Total</b>	<b>92.50</b>	<b>178.00</b>	<b>181.75</b>	<b>189.25</b>	<b>180.00</b>	<b>155.75</b>	<b>136.50</b>	<b>6.0%</b>	<b>-3.3%</b>	<b>-13.5%</b>
- Spanish	69.50	146.00	149.00	151.00	140.00	120.75	105.00	6.3%	-4.6%	-13.7%
- French	18.00	17.00	18.00	22.00	25.00	20.00	16.50	1.2%	4.1%	-20.0%
- German	1.00	6.50	5.75	5.25	5.00	5.00	5.00	19.6%	-6.3%	Nil
- Portuguese	-	-	-	-	-	-	-	Nil	Nil	Nil
- Other	4.00	8.50	9.00	11.00	10.00	10.00	10.00	10.7%	4.1%	Nil

Source : Estimates based on Import statistics and brand sales.

### CONSUMPTION - Other Sparkling Local : By Type

000's 9 Litre Cases	2000	2005	2006	2007	2008	2009 F'Cast	2010	CAGR 00-09	CAGR 05-09	CAGR 08-09
<b>Total</b>	<b>9,022.00</b>	<b>10,911.00</b>	<b>10,989.50</b>	<b>11,377.50</b>	<b>11,057.50</b>	<b>10,850.25</b>	<b>10,684.00</b>	<b>2.1%</b>	<b>-0.1%</b>	<b>-1.9%</b>
- Metodo Classico	1,540.00	1,882.00	1,885.00	1,876.50	1,865.50	1,865.25	1,866.50	2.2%	-0.2%	0.0%
- Bracchetto	195.00	308.00	295.00	715.00	661.00	620.50	593.00	13.7%	19.1%	-6.1%
- Varietal - di Vitigno	1,387.00	1,646.00	1,565.00	1,536.00	1,481.00	1,421.00	1,360.00	0.3%	-3.6%	-4.1%
- Dry - Secchi	1,470.00	1,464.00	1,491.00	1,470.00	1,430.00	1,401.50	1,369.50	-0.5%	-1.1%	-2.0%
- Sweet - Asti	1,445.00	1,238.00	1,243.00	1,220.00	1,105.00	982.00	835.00	-4.2%	-5.6%	-11.1%
- Sweet - Dolci	1,200.00	1,713.00	1,705.50	1,480.00	1,293.00	1,202.50	1,110.00	0.0%	-8.5%	-7.0%
- Prosecco	1,785.00	2,660.00	2,805.00	3,080.00	3,222.00	3,357.50	3,550.00	7.3%	6.0%	4.2%

Source : Trade Comment. Asti 1998 onwards. Cons:per la Tutela dellAsti.

Section : Sparkling Wine

Italy

BRAND SALES - 000 9 Litre Cases

Brand Name	RSP 2009	On Pr.	Off Pr.	2000	2005	2006	2007	2008	2009	CAGR 00-09	CAGR 05-09	CAGR 08-09	Distributor
<b>Champagne</b>				<b>740.25</b>	<b>750.00</b>	<b>761.00</b>	<b>801.25</b>	<b>757.00</b>	<b>687.50</b>	<b>-0.8%</b>	<b>-2.2%</b>	<b>-9.2%</b>	
<b>Ultra Premium</b>				<b>5.50</b>	<b>4.50</b>	<b>4.50</b>	<b>4.50</b>	<b>4.50</b>	<b>3.75</b>	<b>-4.2%</b>	<b>-4.5%</b>	<b>-16.7%</b>	
Krug	E 125.00 (75cl)	65%	35%	5.50	4.50	4.50	4.50	4.50	3.75	-4.2%	-4.5%	-16.7%	Moet Hennessy
<b>Super Premium</b>				<b>512.75</b>	<b>521.50</b>	<b>523.00</b>	<b>548.25</b>	<b>533.50</b>	<b>486.75</b>	<b>-0.6%</b>	<b>-1.7%</b>	<b>-8.8%</b>	
Moet et Chandon	E 30.00 (75cl)	55%	45%	160.00	169.00	170.00	171.00	166.00	150.00	-0.7%	-2.9%	-9.6%	Moet Hennessy
Veuve Clicquot	44.50 (75cl)	55%	45%	168.00	158.00	158.00	160.00	157.00	140.00	-2.0%	-3.0%	-10.8%	Moet Hennessy
Mumm	E 30.00 (75cl)	40%	60%	26.00	50.00	51.00	58.00	59.50	54.50	8.6%	2.2%	-8.4%	Pernod Ricard Italia
Pommery	E 29.00 (75cl)	20%	80%	50.00	11.50	12.00	13.00	16.00	21.00	-9.2%	16.2%	31.3%	Pommery
Laurent Perrier	36.84 (75cl)	60%	40%	24.50	25.00	20.00	22.00	18.00	20.00	-2.2%	-5.4%	11.1%	D & C
Piper Heidsieck	E 29.00 (75cl)	15%	85%	21.00	32.00	32.00	32.00	21.00	15.00	-3.7%	-17.3%	-28.6%	Branca
Perrier Jouet	E 35.00 (75cl)	40%	60%	7.00	11.50	12.00	12.50	12.00	10.50	4.6%	-2.2%	-12.5%	Pernod Ricard Italia
Lanson	E 29.00 (75cl)	80%	20%	9.00	23.00	23.00	19.00	15.00	10.00	1.2%	-18.8%	-33.3%	Premium
Billecart Salmon	E 47.00 (75cl)	80%	20%	-	8.00	10.00	11.50	10.00	10.00	-	5.7%	Nil	Velier
Bollinger	E 50.00 (75cl)	60%	40%	1.50	1.75	2.00	7.50	8.75	10.00	23.5%	54.6%	14.3%	Meregalli
Ruinart	E 57.00 (75cl)	60%	40%	12.00	7.50	7.50	8.00	8.50	8.50	-3.8%	3.2%	Nil	Philharmonica
Jacquart	E 30.00 (75cl)	100%	0%	3.50	5.00	5.50	6.50	8.50	7.00	8.0%	8.8%	-17.6%	Rinaldi
Louis Roederer	E 37.00 (75cl)	70%	30%	8.50	3.50	4.00	4.50	5.00	7.00	-2.1%	18.9%	40.0%	Sagna
Taittinger	E 32.00 (75cl)	60%	40%	12.00	8.00	8.00	7.50	7.00	6.50	-6.6%	-5.1%	-7.1%	Pescarmona
Nicolas Feuillatte	E 26.00 (75cl)	50%	50%	-	-	-	-	3.00	4.00	-	-	33.3%	Bacardi - Martini
Charles Heidsieck	E 31.00 (75cl)	90%	10%	8.00	5.75	6.00	7.25	4.25	2.25	-13.1%	-20.9%	-47.1%	Branca
Pol Roger	E 37.00 (75cl)	70%	30%	1.75	2.00	2.00	2.00	2.00	2.00	1.5%	Nil	Nil	Branca
Ayala	E 40.00 (75cl)	70%	30%	-	-	-	-	-	2.00	-	-	-	Meregalli
Tsarine	E 38.00 (75cl)	20%	80%	-	-	-	-	-	1.50	-	-	-	Biscaldi
Montvillers	E 35.00 (75cl)	60%	40%	-	-	-	-	-	1.00	-	-	-	Meregalli
Other Champagne	-	70%	30%	-	-	-	6.00	12.00	4.00	-	-	-66.7%	
<b>Premium</b>				<b>222.00</b>	<b>224.00</b>	<b>233.50</b>	<b>248.50</b>	<b>219.00</b>	<b>197.00</b>	<b>-1.3%</b>	<b>-3.2%</b>	<b>-10.0%</b>	
de St. Gall	E 26.00 (75cl)	10%	90%	-	1.50	1.50	1.50	1.50	Min	-	-99.7%	-100.0%	Pasqua
Philipponat	E 24.00 (75cl)	10%	90%	0.50	1.25	1.25	1.25	1.25	Min	-91.6%	-99.7%	-100.0%	
Mercier	-	-	-	4.50	3.50	3.50	0.50	Min	Nil	-100.0%	-100.0%	-	Moet Hennessy
Other Champagne	-	10%	90%	217.00	217.75	227.25	245.25	216.25	197.00	-1.1%	-2.5%	-8.9%	
<b>Italian</b>				<b>9,021.00</b>	<b>10,911.00</b>	<b>10,989.50</b>	<b>11,377.50</b>	<b>11,057.50</b>	<b>10,850.25</b>	<b>2.1%</b>	<b>-0.1%</b>	<b>-1.9%</b>	
<b>Metodo Classico</b>				<b>1,539.00</b>	<b>1,882.00</b>	<b>1,885.00</b>	<b>1,876.50</b>	<b>1,865.50</b>	<b>1,865.25</b>	<b>2.2%</b>	<b>-0.2%</b>	<b>0.0%</b>	
<b>Ultra Premium</b>				<b>32.00</b>	<b>39.00</b>	<b>42.00</b>	<b>46.00</b>	<b>50.00</b>	<b>54.00</b>	<b>6.0%</b>	<b>8.5%</b>	<b>8.0%</b>	
Bellavista	E 35.00 (75cl)	30%	70%	32.00	39.00	42.00	46.00	50.00	54.00	6.0%	8.5%	8.0%	Moretti
<b>Super Premium</b>				<b>19.00</b>	<b>26.00</b>	<b>27.00</b>	<b>28.00</b>	<b>31.00</b>	<b>32.00</b>	<b>6.0%</b>	<b>5.3%</b>	<b>3.2%</b>	
Del Bosco	E 25.00 (75cl)	20%	80%	19.00	26.00	27.00	28.00	31.00	32.00	6.0%	5.3%	3.2%	Ca' del Bosco

Source: Trade Comment.

Section : Sparkling Wine

Italy

BRAND SALES - 000's 9 Litre Cases - Cont/d...

Brand Name	RSP 2009	On Pr.	Off Pr.	2000	2005	2006	2007	2008	2009	CAGR 00-09	CAGR 05-09	CAGR 08-09	Distributor
<b>Premium</b>				<b>841.00</b>	<b>1,023.00</b>	<b>1,057.00</b>	<b>1,083.00</b>	<b>1,133.50</b>	<b>1,160.00</b>	<b>3.6%</b>	<b>3.2%</b>	<b>2.3%</b>	
Berlucchi	10.99 (75cl)	10%	90%	350.00	445.00	460.00	440.00	450.00	450.00	2.8%	0.3%	Nil	Berlucchi
Ferrari	13.15 (75cl)	10%	90%	270.00	340.00	356.00	406.00	420.00	425.00	5.2%	5.7%	1.2%	Ferrari
Boschi	E 17.00 (75cl)	20%	80%	100.00	119.00	126.00	131.00	131.00	135.00	3.4%	3.2%	3.1%	Boschi
Cesarini Sforza	12.50 (75cl)	10%	90%	35.00	31.00	32.50	27.00	45.00	50.00	4.0%	12.7%	11.1%	Rinaldi
La Versa	8.90 (75cl)	10%	90%	34.00	36.00	35.00	31.00	38.00	43.00	2.6%	4.5%	13.2%	La Versa
Martini	E 11.00 (75cl)	10%	90%	15.00	17.00	16.50	15.50	15.00	16.00	0.7%	-1.5%	6.7%	Bacardi - Martini
Antinori	E 17.50 (75cl)	10%	90%	14.50	10.50	9.00	9.50	10.00	11.00	-3.0%	1.2%	10.0%	Antinori
Barbero	E 11.50 (75cl)	10%	90%	7.50	10.00	10.00	11.00	11.00	10.50	3.8%	1.2%	-4.5%	Campari
Fontanafredda	E 12.00 (75cl)	10%	90%	3.00	3.00	3.00	5.50	7.50	9.00	13.0%	31.6%	20.0%	Fontanafredda
Quadra	E 12.00 (75cl)	20%	80%	-	-	-	-	-	5.50	-	-	-	
Carlo Gancia	E 13.00 (75cl)	10%	90%	3.50	2.50	2.50	2.00	3.50	4.00	1.5%	12.5%	14.3%	Gancia
Testa Verde Prosecco	E 14.00 (75cl)	10%	90%	8.50	9.00	6.50	4.50	2.50	1.00	-21.2%	-42.3%	-60.0%	La Versa
<b>Standard</b>				<b>647.00</b>	<b>794.00</b>	<b>759.00</b>	<b>719.50</b>	<b>651.00</b>	<b>619.25</b>	<b>-0.5%</b>	<b>-6.0%</b>	<b>-4.9%</b>	
Rotari	7.29 (75cl)	10%	90%	77.00	61.00	62.50	63.00	64.00	64.00	-2.0%	1.2%	Nil	Rotari
Gran Cavit	E 6.50 (75cl)	10%	90%	12.00	20.00	21.00	22.00	24.00	27.00	9.4%	7.8%	12.5%	Cavit
Carpene Malvolti	E 6.50 (75cl)	10%	90%	6.50	8.50	9.50	10.00	10.00	11.00	6.0%	6.7%	10.0%	Carpene Malvolti
Duca D'Alba	E 6.00 (75cl)	95%	5%	3.00	1.50	1.50	1.50	3.00	7.25	10.3%	48.3%	141.7%	Stock
Riccadonna	-	10%	90%	4.00	Min	Min	-	-	-	-	-	-	
Other M. Champenoise	-	10%	90%	544.50	703.00	664.50	623.00	550.00	510.00	-0.7%	-7.7%	-7.3%	
<b>Bracchetto Premium</b>				<b>195.00</b>	<b>308.00</b>	<b>295.00</b>	<b>715.00</b>	<b>661.00</b>	<b>620.50</b>	<b>13.7%</b>	<b>19.1%</b>	<b>-6.1%</b>	
Gancia Bracchetto	E 9.50 (75cl)	10%	90%	15.00	37.00	35.00	30.00	15.00	10.00	-4.4%	-27.9%	-33.3%	Gancia
<b>Standard</b>				<b>180.00</b>	<b>271.00</b>	<b>260.00</b>	<b>685.00</b>	<b>646.00</b>	<b>610.50</b>	<b>14.5%</b>	<b>22.5%</b>	<b>-5.5%</b>	
Duchessa Lia	6.99 (75cl)	10%	90%	-	-	-	460.00	425.00	400.00	-	-	-5.9%	Duchessa Lia
Cinzano	E 7.00 (75cl)	10%	90%	-	22.00	24.00	32.00	36.00	34.00	-	11.5%	-5.6%	Campari
Tosti Bracchetto	E 8.00 (75cl)	10%	90%	15.00	20.00	19.00	16.00	14.00	11.50	-2.9%	-12.9%	-17.9%	Bosca
Conte di Cavour Bracchetto	E 7.00 (75cl)	10%	90%	25.00	49.00	50.00	10.00	10.00	10.00	-9.7%	-32.8%	Nil	Gancia
Duca D'Alba	E 7.00 (75cl)	10%	90%	10.00	10.50	11.00	7.75	1.00	Min	-94.0%	-99.8%	-100.0%	Stock
Other Red	-	10%	90%	130.00	169.50	156.00	159.25	160.00	155.00	2.0%	-2.2%	-3.1%	
<b>Varietal - di Vitigno Standard</b>				<b>1,387.00</b>	<b>1,646.00</b>	<b>1,565.00</b>	<b>1,536.00</b>	<b>1,481.00</b>	<b>1,421.00</b>	<b>0.3%</b>	<b>-3.6%</b>	<b>-4.1%</b>	
Martini - Riesling	4.90 (75cl)	10%	90%	235.00	177.00	175.00	160.00	150.00	135.00	-6.0%	-6.5%	-10.0%	Bacardi - Martini
Gran Cavit	E 5.00 (75cl)	10%	90%	60.00	135.00	135.00	130.00	130.00	130.00	9.0%	-0.9%	Nil	Cavit
Tosti Pinot Chardonnay	E 4.75 (75cl)	10%	90%	25.00	31.00	70.00	75.00	81.00	85.00	14.6%	28.7%	4.9%	Bosca
Zonin Chardonnay	E 7.00 (75cl)	10%	90%	17.00	34.00	31.00	24.00	20.00	16.00	-0.7%	-17.2%	-20.0%	Zonin
Duca D'Alba	-	10%	90%	35.00	4.00	Min	-	-	-	-	-	-	

Source: Trade Comment.

Section : Sparkling Wine

Italy

BRAND SALES - 000's 9 Litre Cases - Cont/d...

Brand Name	RSP 2009	On Pr.	Off Pr.	2000	2005	2006	2007	2008	2009	CAGR 00-09	CAGR 05-09	CAGR 08-09	Distributor
<b>Value</b>				<b>1,015.00</b>	<b>1,265.00</b>	<b>1,154.00</b>	<b>1,147.00</b>	<b>1,100.00</b>	<b>1,055.00</b>	<b>0.4%</b>	<b>-4.4%</b>	<b>-4.1%</b>	
Gancia - Pinot di Pinot	6.49 (75cl)	10%	90%	250.00	345.00	325.00	310.00	325.00	335.00	3.3%	-0.7%	3.1%	Gancia
Cinzano - Pinot Chardonnay	4.11 (75cl)	10%	90%	95.00	160.00	130.00	145.00	150.00	150.00	5.2%	-1.6%	Nil	Campari
La Versa	E 4.50 (75cl)	10%	90%	85.00	90.00	85.00	70.00	60.00	50.00	-5.7%	-13.7%	-16.7%	La Versa
Carpene Malvolti	E 4.00 (75cl)	10%	90%	-	-	-	16.00	32.00	40.00	-	-	25.0%	Carpene Malvolti
Maschio	E 3.75 (75cl)	10%	90%	12.00	4.00	3.00	17.50	22.00	25.00	8.5%	58.1%	13.6%	Maschio
Conte di Cavour - Pinot Chardonnay	E 4.00 (75cl)	10%	90%	35.00	13.00	7.00	3.50	1.00	Min	-94.8%	-99.8%	-100.0%	Gancia
Other Varietal	-	10%	90%	538.00	653.00	604.00	585.00	510.00	455.00	-1.8%	-8.6%	-10.8%	
<b>Dry - Secchi Premium</b>				<b>1,470.00</b>	<b>1,464.00</b>	<b>1,491.00</b>	<b>1,470.00</b>	<b>1,430.00</b>	<b>1,401.50</b>	<b>-0.5%</b>	<b>-1.1%</b>	<b>-2.0%</b>	
				<b>67.00</b>	<b>92.00</b>	<b>99.00</b>	<b>105.00</b>	<b>85.00</b>	<b>75.00</b>	<b>1.3%</b>	<b>-5.0%</b>	<b>-11.8%</b>	
Cesarini Sforza	7.99 (75cl)	10%	90%	67.00	92.00	99.00	105.00	85.00	75.00	1.3%	-5.0%	-11.8%	Cesarini Sforza
<b>Standard</b>				<b>285.00</b>	<b>145.00</b>	<b>127.00</b>	<b>60.00</b>	<b>60.00</b>	<b>64.00</b>	<b>-15.3%</b>	<b>-18.5%</b>	<b>6.7%</b>	
Cinzano	E 4.50 (75cl)	10%	90%	Min	Min	27.00	35.00	40.00	45.00	-	-	12.5%	Campari
Conte di Cavour - Brut	E 5.00 (75cl)	10%	90%	167.00	125.00	90.00	25.00	20.00	15.00	-23.5%	-41.1%	-25.0%	Gancia
Bellarco	E 6.00 (75cl)	100%	0%	-	-	-	-	-	4.00	-	-	-	
Tosti Asti	-	-	-	25.00	-	-	-	-	-	-	-	-	
Conte di Cavour Other	E 5.00 (75cl)	10%	90%	90.00	20.00	10.00	-	-	-	-	-	-	
Lionello	-	-	-	3.00	Min	Min	-	-	-	-	-	-	
<b>Value</b>				<b>1,118.00</b>	<b>1,227.00</b>	<b>1,265.00</b>	<b>1,305.00</b>	<b>1,285.00</b>	<b>1,262.50</b>	<b>1.4%</b>	<b>0.7%</b>	<b>-1.8%</b>	
La Versa (All Products)	E 4.50 (75cl)	10%	90%	330.00	325.00	310.00	260.00	245.00	235.00	-3.7%	-7.8%	-4.1%	La Versa
Magici Istanti	E 4.00 (75cl)	10%	90%	176.00	203.00	197.00	190.00	185.00	185.00	0.6%	-2.3%	Nil	Bacardi - Martini
Gancia Brut	5.50 (75cl)	10%	90%	89.50	100.00	90.00	80.00	65.00	60.00	-4.3%	-12.0%	-7.7%	Gancia
Zonin Asti Spumante	E 4.50 (75cl)	10%	90%	45.00	68.00	70.00	67.00	65.00	60.00	3.2%	-3.1%	-7.7%	Zonin
Riccadonna - Presidente	E 4.99 (75cl)	10%	90%	62.00	56.00	60.00	61.00	63.00	60.00	-0.4%	1.7%	-4.8%	Campari - Barbero
Frattina	E 4.75 (75cl)	100%	0%	-	21.00	20.00	15.00	15.00	12.50	-	-12.2%	-16.7%	Averna
Other Dry	-	10%	90%	415.50	454.00	518.00	632.00	647.00	650.00	5.1%	9.4%	0.5%	
<b>Sweet - Asti Premium</b>				<b>1,445.00</b>	<b>1,238.00</b>	<b>1,243.00</b>	<b>1,220.00</b>	<b>1,105.00</b>	<b>982.00</b>	<b>-4.2%</b>	<b>-5.6%</b>	<b>-11.1%</b>	
				<b>20.00</b>	<b>13.50</b>	<b>6.00</b>	<b>5.00</b>	<b>3.00</b>	<b>Min</b>	<b>-94.4%</b>	<b>-99.8%</b>	<b>-100.0%</b>	
Mondoro	E 9.50 (75cl)	10%	90%	20.00	13.50	6.00	5.00	3.00	Min	-94.4%	-99.8%	-100.0%	Campari
<b>Standard</b>				<b>350.00</b>	<b>294.00</b>	<b>290.00</b>	<b>274.50</b>	<b>282.00</b>	<b>297.00</b>	<b>-1.8%</b>	<b>0.3%</b>	<b>5.3%</b>	
Fontanafredda	6.55 (75cl)	10%	90%	170.00	192.00	195.00	214.00	225.00	240.00	3.9%	5.7%	6.7%	Fontanafredda
Riccadonna	5.19 (75cl)	10%	90%	25.00	27.00	30.00	32.00	35.00	37.00	4.5%	8.2%	5.7%	Campari - Barbero
Tosti	4.10 (75cl)	10%	90%	42.00	32.00	30.00	26.00	22.00	20.00	-7.9%	-11.1%	-9.1%	Bosca
Conte di Cavour - Brut	E 5.00 (75cl)	10%	90%	113.00	43.00	35.00	2.50	Min	-	-	-	-	Gancia

Source: Trade Comment.

Section : Sparkling Wine

Italy

BRAND SALES - 000's 9 Litre Cases - Cont/d...

Brand Name	RSP 2009	On Pr.	Off Pr.	2000	2005	2006	2007	2008	2009	CAGR 00-09	CAGR 05-09	CAGR 08-09	Distributor
<b>Value</b>				<b>1,075.00</b>	<b>930.50</b>	<b>947.00</b>	<b>940.50</b>	<b>820.00</b>	<b>685.00</b>	<b>-4.9%</b>	<b>-7.4%</b>	<b>-16.5%</b>	
Asti Martini	5.85 (75cl)	10%	90%	405.00	383.00	371.50	360.00	345.00	300.00	-3.3%	-5.9%	-13.0%	Bacardi - Martini
Gancia	5.69 (75cl)	10%	90%	145.00	192.00	184.00	178.00	145.00	120.00	-2.1%	-11.1%	-17.2%	Gancia
Cinzano	E 5.75 (75cl)	10%	90%	130.00	164.00	188.00	183.00	135.00	100.00	-2.9%	-11.6%	-25.9%	Campari
Zonin Asti Spumante	E 5.75 (75cl)	10%	90%	8.00	16.00	12.00	3.00	Min	Min	-93.9%	-99.8%	-	Zonin
Other Asti	-	10%	90%	387.00	175.50	191.50	216.50	195.00	165.00	-9.0%	-1.5%	-15.4%	
<b>Sweet - Dolci Standard</b>				<b>1,200.00</b>	<b>1,713.00</b>	<b>1,705.50</b>	<b>1,480.00</b>	<b>1,293.00</b>	<b>1,202.50</b>	<b>0.0%</b>	<b>-8.5%</b>	<b>-7.0%</b>	
				<b>18.00</b>	<b>Min</b>	<b>Min</b>							
Barbero	-	-	-	12.00	Min	-	-	-	-	-	-	-	
Stock Gran Brio	-	-	-	6.00	Min	Min	-	-	-	-	-	-	
<b>Value</b>				<b>1,182.00</b>	<b>1,713.00</b>	<b>1,705.50</b>	<b>1,480.00</b>	<b>1,293.00</b>	<b>1,202.50</b>	<b>0.2%</b>	<b>-8.5%</b>	<b>-7.0%</b>	
Martini Grandi Auguri	4.49 (75cl)	10%	90%	315.00	355.00	344.00	360.00	340.00	340.00	0.9%	-1.1%	Nil	Bacardi - Martini
Gancia - Gran Reale	3.60 (75cl)	10%	90%	250.00	475.00	475.00	250.00	230.00	215.00	-1.7%	-18.0%	-6.5%	Gancia
Gran Cinzano	E 5.50 (75cl)	10%	90%	25.00	170.00	219.00	232.00	205.00	200.00	26.0%	4.1%	-2.4%	Campari
Tosti Moscat Exstasi	3.39 (75cl)	10%	90%	155.00	130.00	120.00	105.00	90.00	75.00	-7.7%	-12.8%	-16.7%	Bosca
La Versa	3.29 (75cl)	10%	90%	100.00	90.00	80.00	70.00	60.00	50.00	-7.4%	-13.7%	-16.7%	La Versa
Bosca Aniversario	E 3.50 (75cl)	10%	90%	65.00	75.00	90.00	65.00	55.00	48.00	-3.3%	-10.6%	-12.7%	Bosca
Riccadonna	E 4.50 (75cl)	10%	90%	25.00	25.00	35.00	31.00	27.00	23.00	-0.9%	-2.1%	-14.8%	Riccadonna
Conte di Cavour Other	E 4.50 (75cl)	10%	90%	-	-	-	9.00	10.00	12.00	-	-	20.0%	Premium
Frattina	E 3.99 (75cl)	10%	90%	-	6.00	6.50	6.00	8.00	10.00	-	13.6%	25.0%	Averna
Zonin Gran Brindisi	E 3.50 (75cl)	10%	90%	50.00	25.00	20.00	15.00	10.00	5.00	-22.6%	-33.1%	-50.0%	Zonin
Maschio Gran Festa	E 3.25 (75cl)	10%	90%	16.00	3.00	3.00	3.00	3.00	1.50	-23.1%	-15.9%	-50.0%	Maschio
Cora Sweet	E 3.25 (75cl)	10%	90%	25.00	8.00	7.00	4.00	2.00	1.00	-30.1%	-40.5%	-50.0%	Cora
Gancia Rosso	E 2.99 (75cl)	10%	90%	15.00	9.00	8.00	6.00	3.00	Min	-94.3%	-99.8%	-100.0%	Gancia
Tosti Moscat Exstasi	E 5.00 (75cl)	10%	90%	4.00	12.00	3.00	1.00	Min	Min	-93.4%	-99.8%	-	Tosti
Other Sweet	-	10%	90%	137.00	330.00	295.00	323.00	250.00	222.00	5.5%	-9.4%	-11.2%	
<b>Prosecco Standard</b>				<b>1,785.00</b>	<b>2,660.00</b>	<b>2,805.00</b>	<b>3,080.00</b>	<b>3,222.00</b>	<b>3,357.50</b>	<b>7.3%</b>	<b>6.0%</b>	<b>4.2%</b>	
				<b>1,148.00</b>	<b>1,596.00</b>	<b>1,716.00</b>	<b>1,864.00</b>	<b>2,085.00</b>	<b>2,207.50</b>	<b>7.5%</b>	<b>8.4%</b>	<b>5.9%</b>	
Mionetto	E 8.00 (75cl)	10%	90%	335.00	375.00	460.00	575.00	700.00	750.00	9.4%	18.9%	7.1%	Mionetto
Carpene Malvolti	7.29 (75cl)	10%	90%	290.00	395.00	390.00	400.00	400.00	400.00	3.6%	0.3%	Nil	Carpene Malvolti
Val D'Oca	E 5.00 (75cl)	-	-	-	150.00	210.00	275.00	320.00	375.00	-	25.7%	17.2%	
La Gioiosa	6.15 (75cl)	10%	90%	135.00	210.00	205.00	190.00	185.00	175.00	2.9%	-4.5%	-5.4%	La Gioiosa
Ruggeri	E 4.50 (75cl)	10%	90%	180.00	130.00	130.00	135.00	145.00	150.00	-2.0%	3.6%	3.4%	Mionetto
Zonin Prosecco	E 5.75 (75cl)	10%	90%	130.00	140.00	125.00	90.00	105.00	115.00	-1.4%	-4.8%	9.5%	Zonin
Prosecciva de Vald	E 5.00 (75cl)	10%	90%	33.00	65.00	65.00	70.00	80.00	90.00	11.8%	8.5%	12.5%	Animali
Martini Prosecco	E 5.00 (75cl)	10%	90%	45.00	60.00	58.00	55.00	60.00	80.00	6.6%	7.5%	33.3%	Bacardi - Martini
Bisol	E 8.00 (75cl)	10%	90%	-	60.00	60.00	60.00	60.00	60.00	-	Nil	Nil	
Frattina	E 5.00 (75cl)	100%	0%	-	11.00	13.00	14.00	30.00	12.50	-	3.2%	-58.3%	Averna

Source: Trade Comment.

Section : Sparkling Wine

Italy

BRAND SALES - 000's 9 Litre Cases - Cont/d...

Brand Name	RSP 2009	On Pr.	Off Pr.	2000	2005	2006	2007	2008	2009	CAGR 00-09	CAGR 05-09	CAGR 08-09	Distributor
<b>Value</b>				<b>637.00</b>	<b>1,064.00</b>	<b>1,089.00</b>	<b>1,216.00</b>	<b>1,137.00</b>	<b>1,150.00</b>	<b>6.8%</b>	<b>2.0%</b>	<b>1.1%</b>	
Valdo Prosecco	E 4.99 (75cl)	10%	90%	132.00	340.00	340.00	352.00	365.00	379.00	12.4%	2.8%	3.8%	Valdo
Prosecchiva	E 3.49 (75cl)	10%	90%	125.00	175.00	180.00	190.00	200.00	212.00	6.0%	4.9%	6.0%	Animali
Maschio	4.37 (75cl)	10%	90%	190.00	70.00	65.00	80.00	100.00	120.00	-5.0%	14.4%	20.0%	Maschio
Tosti Asti	E 3.99 (75cl)	10%	90%	45.00	47.00	55.00	65.00	75.00	85.00	7.3%	16.0%	13.3%	Bosca
Nino Franco Prosecco	E 4.50 (75cl)	10%	90%	-	-	-	-	-	27.00	-	-	-	Meregalli
Gancia Prosecco	E 3.25 (75cl)	10%	90%	13.50	65.00	65.00	80.00	26.00	10.00	-3.3%	-37.4%	-61.5%	Gancia
Conte di Cavour Other	E 3.99 (75cl)	10%	90%	-	20.00	15.00	13.00	10.00	7.00	-	-23.1%	-30.0%	Premium
Duca D'Alba	4.99 (75cl)	30%	70%	8.50	12.00	10.00	8.00	7.00	5.00	-5.7%	-19.7%	-28.6%	Stock
Other Prosecco	-	10%	90%	123.00	335.00	359.00	428.00	354.00	305.00	10.6%	-2.3%	-13.8%	
<b>French</b>				<b>18.00</b>	<b>17.00</b>	<b>18.00</b>	<b>22.00</b>	<b>25.00</b>	<b>20.00</b>	<b>1.2%</b>	<b>4.1%</b>	<b>-20.0%</b>	
Varichon et Clerc	E 9.00 (75cl)	90%	10%	-	-	1.00	3.00	5.00	3.50	-	-	-30.0%	Velier
Veuve du Vernay	E 9.50 (75cl)	70%	30%	-	3.00	3.00	3.00	3.00	1.50	-	-15.9%	-50.0%	
Other French	-	50%	50%	18.00	14.00	14.00	16.00	17.00	15.00	-2.0%	1.7%	-11.8%	
<b>Spanish</b>				<b>69.50</b>	<b>146.00</b>	<b>149.00</b>	<b>151.00</b>	<b>140.00</b>	<b>120.75</b>	<b>6.3%</b>	<b>-4.6%</b>	<b>-13.7%</b>	
Freixenet	6.99 (75cl)	40%	60%	50.50	98.00	92.00	60.00	45.00	25.00	-7.5%	-28.9%	-44.4%	Biscaldi
Castellblanch	E 6.49 (75cl)	50%	50%	2.50	5.50	15.00	24.00	25.00	15.00	22.0%	28.5%	-40.0%	Boldrini
Codorniu	E 8.49 (75cl)	50%	50%	1.00	3.50	3.00	4.50	5.00	4.00	16.7%	3.4%	-20.0%	
Segura Viudas	E 8.95 (75cl)	90%	10%	0.50	-	2.50	4.20	3.75	2.75	20.9%	-	-26.7%	Velier
Castell de Vilarnau	E 7.00 (75cl)	60%	40%	-	0.60	0.50	0.30	0.25	Min	-	-99.6%	-100.0%	
Other Spanish	-	50%	50%	15.00	38.40	36.00	58.00	61.00	74.00	19.4%	17.8%	21.3%	
<b>German</b>				<b>1.00</b>	<b>6.50</b>	<b>5.75</b>	<b>5.25</b>	<b>5.00</b>	<b>5.00</b>	<b>19.6%</b>	<b>-6.3%</b>	<b>Nil</b>	
Henkell Trocken	E 8.00 (75cl)	10%	90%	-	5.50	4.75	4.25	4.00	4.00	-	-7.7%	Nil	
Other German	-	5%	95%	1.00	1.00	1.00	1.00	1.00	1.00	Nil	Nil	Nil	
<b>Other</b>				<b>4.00</b>	<b>8.50</b>	<b>9.00</b>	<b>11.00</b>	<b>10.00</b>	<b>10.00</b>	<b>10.7%</b>	<b>4.1%</b>	<b>Nil</b>	
Other Flavoured	-	10%	90%	4.00	8.50	9.00	11.00	10.00	10.00	10.7%	4.1%	Nil	

Source: Trade Comment.

Section : Sparkling Wine

Italy

PRICES - Lire until 2002 / Euros onwards

Brands	Bottle Size	Lire		Euros									
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar	
<b>Champagne Premium</b>													
Dom Perignon	75cl	149,850	129,900	73.85	89.90	79.90	78.85	77.90	78.85	79.89	125.00	-	
Krug Grand Cuvee Brut	75cl	159,900	183,700	83.00	85.00	112.00	-	109.00	112.00	116.00	-	-	
Laurent Perrier Grande Siecle	75cl	-	-	-	-	-	-	85.00	-	-	-	-	
Roederer Cristal	75cl	-	-	-	-	129.00	-	-	129.00	-	-	-	
Veuve Clicquot Grande Dame	75cl	-	143,000	-	73.00	-	83.00	-	-	85.00	120.00	-	
<b>Vintage</b>													
Billecart Salmon Rose	75cl	-	-	-	-	-	-	-	-	72.00	-	-	
Bollinger G.D.	75cl	-	-	-	-	-	-	75.91	75.89	64.95	-	-	
Moet & Chandon	75cl	-	-	67.90	-	34.90	42.10	-	-	49.95	-	-	
Taittinger	75cl	-	-	32.21	-	-	-	-	-	-	-	-	
Veuve Clicquot	75cl	-	65,000	38.75	38.75	44.59	-	-	-	38.00	44.50	-	
<b>Standard</b>													
Bollinger	75cl	-	-	-	-	-	-	39.70	39.75	42.65	-	-	
Gauthier	75cl	-	43,000	-	-	-	-	-	-	-	-	-	
Germain	75cl	-	39,500	25.45	21.25	21.45	-	-	-	-	-	-	
Gosset Excelencia	75cl	-	-	-	-	-	-	-	-	44.95	-	-	
Heidsieck Monopole	75cl	-	-	13.49	-	25.49	-	-	-	-	-	-	
Irroy	75cl	-	-	-	-	-	-	-	-	17.49	-	-	
Laurent Perrier Brut	75cl	39,800	38,900	23.81	22.25	25.30	25.25	27.50	27.30	36.50	36.84	-	
Laurent Perrier Rose	75cl	-	69,500	36.17	36.49	-	47.45	49.90	49.90	52.90	-	-	
Marie Stuart	75cl	38,400	22,500	-	-	-	-	-	-	-	-	-	
Marie Stuart Rose	75cl	27,900	-	19.98	26.95	-	-	-	-	-	-	-	
Matthieu	75cl	-	39,500	-	-	-	-	-	-	-	-	-	
Moet et Chandon Brut	75cl	38,580	45,000	22.20	20.95	23.40	21.30	22.39	22.39	22.95	-	-	
Moet et Chandon Brut Imperial	75cl	51,200	55,800	-	-	-	-	-	-	-	-	-	
Moet et Chandon Nectar	75cl	35,800	-	34.49	31.79	-	-	-	-	-	-	-	
Moet et Chandon Rose	75cl	-	-	-	-	-	37.95	-	-	-	-	-	
Montaudon	75cl	22,800	22,700	10.43	-	-	-	-	-	-	-	-	
Mumm-Cordon Rouge Brut	75cl	35,300	38,000	21.60	21.49	20.90	20.60	22.10	22.10	21.45	-	-	
Nicolas Feuillatte	75cl	35,600	31,000	-	-	-	-	-	-	-20.00	-	-	
Perrier-Jouet	75cl	-	-	-	-	-	-	-	-	27.59	-	-	
Piper Heidsieck Brut Extra	75cl	34,900	34,150	-	22.89	22.25	21.90	20.50	21.90	21.45	22.00	24.00	
Pommery Brut Royal	75cl	35,500	35,500	20.60	21.95	23.90	23.95	22.60	23.95	21.95	22.00	24.00	
Roederer Rose	75cl	-	-	-	-	-	-	-	-	59.00	-	-	

Source: IWSR Storechecks.

Section : Sparkling Wine

Italy

PRICES - Lire until 2002 / Euros onwards - Cont/d...

Brands Standard Cont/d..	Bottle Size	Lire		2002 Apr	2003 May	Euros						
		2000 Feb	2001 Feb			2004 Mar	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar
Ruinart	75cl	-	-	22.90	-	-	-	-	-	49.50	-	-
Taittinger Brut Reserve	75cl	-	-	-	-	-	25.00	32.95	32.95	25.45	-	-
Taittinger Rose	75cl	-	-	-	-	-	-	-	-	38.90	-	-
Veuve Clicquot Brut	75cl	44	43,750	24.22	23.95	23.20	23.49	23.95	-	24.95	-	-
Own Label	75cl	23,900	21,000	-	15.45	12.00-15.45	15.01	15.20	15.45	-	-	-
Own Label Rose	75cl	-	-	-	15.45	15.45	-	-	-	-	-	-
<b>Other Sparkling Italian Metodo Tradizionale</b>												
Barone Pizzini	75cl	-	-	-	-	-	-	-	-	16.45	-	-
Bellavista	75cl	-	-	-	-	21.90	29.70	-	-	-	-	-
Berlucchi Brut	75cl	-	-	-	-	-	-	-	-	-	10.99	-
Berlucchi Cuve Imperiale	75cl	16,890	17,400	9.77	9.25-9.90	9.90	9.49	9.99	9.99	8.99	-	-
Berlucchi Cuve Imperiale Rose	75cl	17,500	18,150	19.79	-	10.90	10.90	11.95	12.95	12.49	-	-
Bersano Brut	75cl	-	15,890	-	-	-	-	-	-	-	-	-
Ca Del Bosco	75cl	-	-	16.19	-	-	19.70	19.25	19.89	20.45	-	-
Ca Del Bosco Res.	75cl	-	-	25.50	21.90	22.00	29.90	25.90	25.90	24.90	-	-
Cartizze	75cl	14,950	14,500	11.80	-	-	-	-	-	-	-	-
Castel Faflia	75cl	-	-	-	-	-	-	-	-	9.69	-	-
Cavit Firmato	75cl	13,850	13,200	6.95	7.35	7.72	8.15	8.19	8.39	-	-	-
Cesarini Sforza	75cl	-	-	-	-	-	9.29	9.46	9.39	-	12.50	-
Contado Castaldi	75cl	-	-	-	-	-	-	18.45	18.49	-	-	-
Conte di Cavour	75cl	13,200	12,950	-	6.53	-	-	-	-	-	-	-
Contratto	75cl	14,750	14,450	-	11.99	-	-	-	-	-	-	-
Contratto Gran Riserva	75cl	-	37,500	-	-	-	-	-	-	-	-	-
Cuvee Flaminia	75cl	-	-	10.32	-	-	-	-	-	-	-	-
Ferrari Brut	75cl	21,450	20,950	11.31	10.96	10.39	11.36	12.99	12.99	11.59	13.15	-
Ferrari C.N.	75cl	20,450	19,250	10.80	10.96	10.39	-	9.15	-	9.99	-	-
Ferrari Demi Sec	75cl	-	-	-	-	-	10.58	12.91	13.25	-	-	-
Ferrari Giulia	75cl	-	-	-	-	-	42.35	-	-	49.23	-	-
Ferrari Perlage	75cl	-	-	-	-	-	-	-	-	21.90	-	-
Ferrari Rose	75cl	23,400	23,950	13.85	12.95	12.89	12.99	13.29	13.29	-	17.29	-
Francia Corta	75cl	18,500	19,690	-	-	-	-	-	-	-	-	-
Franciacorta Millenio	75cl	-	29,500	-	-	-	-	-	-	-	-	-
Franciacorta Valentianus	75cl	-	-	-	6.31	7.49	-	-	-	-	8.99	-
Franciacorta VQPRD	75cl	-	13,900	-	10.36	10.49	8.26	-	10.49	-	-	-
Il Cascinale	75cl	-	-	7.79	7.12	7.19	-	-	-	-	-	-

Source: IWSR Storechecks.

Section : Sparkling Wine

Italy

PRICES - Lire until 2002 / Euros onwards - Cont/d...

Brands Metodo Tradizionale Cont/d..	Bottle Size	Lire		Euros									
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar	
La Versa "2000"	75cl	-	13,580	-	-	-	-	-	-	-	-	-	-
La Versa Gran Spumante Brut	75cl	16,850	15,295	8.05	7.89	11.20	8.95	-	-	-	-	-	-
La Versa Metodo Classico	75cl	-	-	-	-	-	-	-	-	14.95	8.90	-	-
Le Franzine	75cl	-	19,400	-	8.95	10.49	10.95	-	-	-	-	-	-
Marchesa Pallavicino	75cl	-	-	-	-	-	-	-	-	9.95	-	-	-
Martini Riserva Montelera Brut	75cl	14,750	13,900	-	7.95	7.89	7.95	8.99	10.95	9.49	-	-	-
Oltra Pavese Classico	75cl	-	20,880	-	-	-	-	-	8.95	-	-	-	-
Rotari	75cl	13,350	13,500	7.09	7.59	7.59	7.16	5.96	7.16	7.19	7.29	-	-
Rotari Brut	75cl	20,100	-	-	-	-	-	-	-	9.19	-	-	-
Sormon	75cl	-	11,290	-	-	-	-	-	-	-	-	-	-
Tosti	75cl	13,450	-	-	-	-	-	-	-	-	-	-	-
<b>Red</b>													
Bersano Bracchetto	75cl	-	-	6.10	-	5.49	-	5.98	5.98	-	-	-	-
Bottega Fragolino	75cl	-	-	-	-	-	-	-	-	-	4.35	-	-
Bracchetto d'Acqui	75cl	-	-	-	-	-	7.70	-	-	7.49	7.49	-	-
Capetta	75cl	-	-	-	-	-	-	6.49	-	-	-	-	-
Cavit	75cl	-	-	-	-	-	7.09	-	-	-	-	-	-
Cinzano	75cl	-	-	-	-	-	-	6.79	6.79	-	8.75	-	-
Conte di Cavour	75cl	13,750	12,240	6.76	6.95	6.90	-	7.82	-	8.49	-	-	-
Conte di Cavour Bracchetto	75cl	7,700	-	6.19	6.29	6.19	6.09	-	-	-	-	-	-
Duca di Alba Bracchetto	75cl	14,290	10,980	-	-	-	-	-	-	-	-	-	-
Duchessa Lia Bracchetto	75cl	-	12,500	6.66	5.99	6.15	6.55	4.25	6.66	-	6.99	-	-
Duchessa Lia Fragolino	75cl	-	-	-	-	-	-	-	-	-	3.69	-	-
Francia Corta	75cl	-	-	-	-	-	5.45	-	-	-	-	-	-
Gancia Bracchetto	75cl	-	-	-	-	-	8.29	-	-	-	-	-	-
Gancia Red	75cl	6,890	6,500	3.69	2.95	-	2.79	2.79	2.79	-	-	-	-
Gattinara	75cl	-	-	-	-	-	-	6.13	-	-	-	-	-
La Cacciatore Pinot Rosa	75cl	-	-	2.45	-	-	-	-	-	-	-	-	-
Rocca dei Forti	75cl	-	-	-	2.95	2.99	2.55	-	-	-	3.10	-	-
Rubino	75cl	4,200	-	-	-	-	-	-	-	-	-	-	-
Tosti Bero Rosso	75cl	6,450	-	-	-	-	-	-	-	-	-	-	-
Tosti Bracchetto	75cl	12,890	12,900	6.62	6.95	7.81	6.29	7.29	7.29	7.59	-	-	-
Tosti Rose	75cl	5,150	-	-	-	-	-	-	-	-	-	-	-
Zonin Pinot Noir	75cl	-	6,200	-	-	-	-	-	-	-	-	-	-
Zonin Recioto di Gambellara	75cl	-	-	4.90	4.99	-	3.99	-	-	-	-	-	-
Own Label Bracchetto	75cl	-	5,200	-	-	-	4.95	-	-	-	-	-	-

Source: IWSR Storechecks.

Section : Sparkling Wine

Italy

PRICES - Lire until 2002 / Euros onwards - Cont/d...

Brands Metodo Tradizionale Cont/d..	Bottle Size	Lire		Euros								
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar
<b>Di Vitigno</b>												
C S di Soave Muller Thurgau	75cl	-	-	3.61	-	-	-	-	-	-	-	-
C S di Soave Pinot Chardonnay	75cl	-	-	3.95	-	-	-	-	-	-	-	-
Carpene Malvolti	75cl	-	-	-	-	6.29	-	-	-	-	-	-
Cavit Muller Thurgau	75cl	-	7,900	-	-	4.29	-	4.29	4.29	3.49	4.80	-
Cinzano Pinot Chardonnay	75cl	6,270	6,270	4.15	3.95	3.59	3.65	3.89	3.89	-	4.11	-
Cinzano Pinot di Pinot	75cl	-	8,200	6.81	-	7.79	-	-	-	-	-	-
Conte di Cavour-Pinot Chardonnay	75cl	-	5,600	-	-	-	-	-	-	-	-	-
Duchessa Lia Pinot	75cl	-	-	3.89	3.29	3.29	3.19	2.89	3.29	-	3.99	-
Gancia Pinot Chardonnay	75cl	7,380	-	-	-	-	-	-	-	-	-	-
Gancia Pinot di Pinot	75cl	7,300	7,800	3.61	4.69	-	4.69	3.95	4.69	2.99	6.49	-
Gran Cavit Muller-Thurgau	75cl	7,540	8,850	4.71	4.29	4.29	4.61	-	4.61	4.69	-	-
La Cacciatora Pinot Chardonnay	75cl	5,590	6,400	2.45	2.79	-	-	-	-	-	-	-
La Gioiosa Pinot Chardonnay	75cl	6,400	6,400	2.40	2.49	-	2.39	-	-	-	-	-
La Marca Pinot Chardonnay	75cl	-	6,190	-	-	-	-	-	-	-	-	-
La Versa Moscato	75cl	-	-	-	-	-	-	3.96	3.96	3.29	-	-
La Versa Muller Thurgau	75cl	-	-	-	-	-	-	3.45	-	-	-	-
La Versa Pinot	75cl	7,750	6,800	4.59	4.87	4.29	-	-	-	3.49	-	-
La Versa Pinot Noir	75cl	-	15,290	-	-	-	5.95	4.95	4.95	-	-	-
La Versa Riesling	75cl	-	-	2.69	3.29	3.69	3.49	-	-	3.99	-	-
Lagaria Chardonnay	75cl	-	-	4.25	-	4.79	-	-	-	-	-	-
LIDL Pinot Chardonnay	75cl	-	-	-	-	-	1.49	-	-	-	-	-
Martini Muller-Thurgau	75cl	7,930	6,830	3.59	-	3.49	-	-	-	-	-	-
Martini Riesling	75cl	7,500	6,830	4.42	4.11	3.99	4.15	4.97	4.97	4.19	4.90	-
Maschio Pinot	75cl	3,800	-	-	-	-	-	-	-	-	-	-
Maschio Pinot Brut	75cl	6,400	5,900	-	3.30	3.29	-	-	-	-	-	-
Metropole Pinot Chardonnay	75cl	-	-	3.35	-	4.10	4.10	-	-	-	-	-
Muller Thurgau	75cl	-	-	-	-	-	15.10	3.41	-	-	-	-
Scalini Malvasia	75cl	-	-	-	3.54	-	-	-	-	-	-	-
Terradormio Malvasia	75cl	-	-	-	4.29	-	-	-	-	-	-	-
Tosti Moscato	75cl	3,450	3,970	-	2.69	2.69	2.59	2.19	2.59	-	3.39	-
Tosti Pinot Chardonnay	75cl	-	-	3.87	4.29	3.89	4.35	-	-	4.19	-	-
Tosti Pinot Grigio	75cl	-	-	-	-	-	-	-	-	4.19	-	-
Tosti Riesling	75cl	5,840	5,280	-	-	-	-	-	-	-	-	-
Tosti Verduzzo	75cl	4,770	-	-	-	-	-	-	-	-	-	-
Valdo Muller Thurgau	75cl	-	-	-	-	-	-	4.95	4.95	5.19	-	-
Villa Palestro	75cl	4,370	-	-	-	-	-	-	-	-	-	-
Zonin-Chardonnay	75cl	6,920	6,800	-	5.95	5.95	5.95	-	-	-	-	-
Zonin Recioto di Gambellara	75cl	9,150	9,350	-	5.95	5.95	5.95	5.95	5.95	6.19	-	-

Source: IWSR Storechecks.

Section : Sparkling Wine

Italy

PRICES - Lire until 2002 / Euros onwards - Cont/d...

Brands Metodo Tradizionale Cont/d..	Bottle Size	Lire		Euros								
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar
<b>Dry (Secchi)</b>												
"2000"	75cl	7,980	-	-	-	-	-	-	-	-	-	-
A° Less Zero	75cl	5,450	4,990	-	-	-	-	-	-	-	-	-
Abati	75cl	-	-	7.50	-	-	-	-	-	-	-	-
Blu	75cl	7,150	-	-	-	-	-	-	-	-	-	-
Carals	75cl	-	-	-	4.79	-	-	-	-	-	-	-
Carpene Malvolti	75cl	-	9,650	-	-	-	-	-	-	-	-	-
Catturich	75cl	-	-	-	-	-	-	8.15	-	-	-	-
Cesarini Sforza	75cl	-	-	6.46	6.46	6.99	6.49	-	7.49	8.19	7.99	-
Cinzano Brut	75cl	-	-	-	-	-	-	-	4.19	4.19	-	-
Cinzano Principe di Piemonte	75cl	7,300	7,700	-	-	-	-	-	-	-	-	-
Cleto	75cl	-	-	-	-	-	-	-	-	5.49	-	-
Conte di Cavour Brut	75cl	6,970	6,630	3.95	4.29	4.39	-	-	-	-	-	-
Cultural	75cl	-	-	-	7.41	-	-	-	-	-	-	-
Equipe 5	75cl	-	-	6.95	-	-	-	-	-	-	-	-
Fontanafredda	75cl	-	-	-	6.45	-	6.89	-	-	-	-	-
Franciacorta Masnot/Brut	75cl	-	8,900	-	6.99	7.99	-	-	-	-	-	-
Gancia Brut D'Oro	75cl	6,090	6,450	3.28	3.59	3.59	3.79	-	3.89	3.29	5.50	-
Gutterich	75cl	-	-	-	-	-	-	-	-	7.19	-	-
Il Castello (Gancia)	75cl	7	-	-	-	-	-	-	-	-	-	-
La Cacciatora	75cl	-	-	2.95	2.79	2.69	2.49	-	2.59	-	-	-
La Versa	75cl	7,750	7,650	-	-	-	-	-	-	-	-	-
Le Franzine	75cl	-	9,950	-	7.45	-	7.89	-	8.29	-	-	-
Martini Magici Instanti	75cl	5,780	6,200	-	3.25	3.59	3.45	-	3.59	3.19	-	-
Maschio Brut	75cl	-	-	-	3.30	3.29	-	-	-	-	-	-
Maschio Presidente	75cl	6,650	-	-	-	-	-	-	-	-	-	-
Oltrepo Pavese Brut	75cl	5,850	5,700	3.26	-	3.39	-	-	-	-	6.29	-
Peschera	75cl	-	-	3.50	-	-	-	-	-	-	-	-
Riccadonna-Presidente	75cl	8,920	8,950	3.81	4.19	3.99	3.59	4.21	3.99	-	5.19	-
Rocca dei Forti	75cl	-	5,900	2.25	2.19	2.19	2.09	-	-	-	3.45	-
Rocca Mures Brut	75cl	-	-	-	-	-	-	-	-	-	5.29	-
Rotari	75cl	-	-	-	-	-	-	7.85	7.85	-	-	-
Scalera	75cl	-	-	4.70	-	-	-	-	-	-	-	-
Solea	75cl	-	-	-	5.41	-	5.95	-	-	-	-	-
Stefano Barbero	75cl	-	9,990	-	-	-	-	-	-	-	-	-
Tosti	75cl	5,500	5,280	2.91	-	-	-	-	-	-	-	-
Zonin Brut	75cl	5,950	5,900	-	-	-	-	-	-	-	-	-
Own Label	75cl	-	-	-	2.99	-	2.59	-	-	-	-	-

Source: IWSR Storechecks.

Section : Sparkling Wine

Italy

PRICES - Lire until 2002 / Euros onwards - Cont/d...

Brands Metodo Tradizionale Cont/d..	Bottle Size	Lire		Euros								
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar
<b>Asti Spumante</b>												
Bera	75cl	-	-	5.79	-	-	-	-	-	-	-	-
Capetta	75cl	-	-	-	-	-	3.69	-	-	-	-	-
Cavit	75cl	-	-	-	-	-	-	3.85	3.85	3.69	-	-
Cinzano	75cl	7,190	7,080	4.12	-	4.39	4.05	3.75	-	-	-	-
Cinzano Blue Bottle	75cl	7,900	-	-	-	-	-	-	-	-	-	-
Conte di Cavour	75cl	7,700	5,950	3.95	3.89	3.76	-	4.49	4.49	-	-	-
Contri	75cl	-	-	-	-	-	1.50	1.49	-	-	0.95	-
Duchessa Lia	75cl	-	-	-	-	-	3.69	-	-	3.69	4.59	-
Fontanafredda	75cl	-	10,600	5.86	5.99	-	6.89	-	6.89	-	6.55	-
Gancia	75cl	7,500	6,980	3.89	3.90	3.82	4.45	3.60	-	-	5.69	-
LIDL	75cl	-	-	-	-	-	2.25	-	-	-	-	-
Martini & Rossi	75cl	6,990	8,740	4.12	3.85	4.04	3.85	4.65	4.65	3.29	5.85	-
Riccadonna	75cl	8,700	6,990	4.10	3.90	3.99	4.29	3.95	4.29	4.19	4.99	-
Solia	75cl	-	-	-	-	-	-	-	-	-	4.63	-
Tosti	75cl	5,800	5,650	3.05	3.49	3.49	3.79	3.65	3.79	4.19	4.10	-
Zonin	75cl	7,390	-	-	-	-	-	-	-	-	-	-
Own Label	75cl	2,450-3,950	5,900	3.99	2.99	2.79	2.49	3.29	3.29	-	-	-
<b>Fantasia/Dolci</b>												
Capetta Moscato	75cl	-	-	-	-	-	2.59	-	-	-	-	-
Celebration 2000	75cl	-	3,900	-	-	-	-	-	-	-	-	-
Cinzano Gran Reale	75cl	5,890	5,950	-	-	-	-	-	-	-	-	-
Conte di Cavour Dessert	75cl	-	-	3.09	-	-	-	-	-	-	-	-
Contri	75cl	1,900	1,550	1.16	0.91	0.99	0.89	0.95	0.99	-	-	-
Cristallino	75cl	-	1,950	0.89	0.98	0.99	-	0.95	0.99	-	-	-
Duchessa Lia	75cl	6,580	5,790	2.85	2.40	2.29	2.59	-	-	3.49	3.29	-
Gancia Gran Dessert / Reale	75cl	5,890	5,900	3.10	3.39	3.49	3.19	-	-	2.95	3.60	-
Gran Cinzano	75cl	5,950	6,400	-	-	-	-	-	-	-	-	-
Gran Tosti Riserva	75cl	7,800	-	-	-	-	-	-	-	-	-	-
La Bonnaccia	75cl	-	-	3.91	-	-	-	-	-	-	-	-
La Cacciatora	75cl	-	-	-	2.79	-	-	-	-	-	-	-
La Gaita	75cl	-	-	-	4.19	-	-	-	-	-	-	-
La Versa	75cl	-	-	-	-	-	-	1.85	-	-	-	-
La Versa Moscato	75cl	5,750	5,550	3.05	2.68	3.15	3.49	3.19	3.49	3.29	3.29	-
LIDL	75cl	-	-	-	-	-	0.95	-	-	-	-	-
Martini Grandi Auguri	75cl	5,190	5,900	3.14	3.49	4.29	3.45	3.25	3.45	2.95	4.49	-
Oltrepo Moscato	75cl	5,850	5,200	-	-	-	-	-	-	-	-	-
Peschera	75cl	-	6,290	3.56	-	4.09	-	-	-	-	-	-

Source: IWSR Storechecks.

Section : Sparkling Wine

Italy

PRICES - Lire until 2002 / Euros onwards - Cont/d...

Brands FantasiaDolci Cont/d..	Bottle Size	Lire		Euros									
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar	
Raisin Dore	75cl	5,180	5,180	3.55	3.19	-	3.09	-	-	-	-	-	-
Riccadonna Gran Dolce	75cl	6,500	-	3.05	3.09	3.09	-	-	-	-	-	-	-
Rocca dei Forti	75cl	-	-	1.95	2.99	-	2.89	-	-	-	3.45	-	-
St.Orsola Moscato	75cl	3,350	-	-	-	-	-	-	-	-	-	-	-
Tosti	75cl	3,990	3,900	2.59	2.19	-	2.19	2.15	-	-	-	-	-
Tosti Ecstasi	75cl	-	-	4.83	-	-	3.95	3.49	3.95	-	-	-	-
Tosti Moscato	75cl	3,950	3,900	2.59	-	-	2.49	2.19	-	-	-	-	-
Zonin Gran Brindisi	75cl	5,190	4,700	3.09	-	-	-	-	-	-	-	-	-
Own Label	75cl	1,800	1,850	0.83	0.81	0.81	0.80	0.80	0.80	-	-	-	-
Own Label Moscato	75cl	5,100	4,100	3.05	2.19	2.09	1.99	-	-	1.79	-	-	-
<b>Prosecco</b>													
"2000"	75cl	-	4,900	-	-	-	-	-	-	-	-	-	-
Abati	75cl	-	-	7.00	-	-	-	-	-	-	-	-	-
Aneri	75cl	-	-	-	-	-	-	-	-	7.95	-	-	-
Bosca	75cl	-	-	-	3.90	3.59	-	-	-	3.99	-	-	-
Carpene Malvolti	75cl	-	9,650	5.96	6.49	6.49	5.34	4.49	5.34	5.39	7.29	-	-
Cavit	75cl	-	-	4.59	-	-	-	-	-	-	-	-	-
Contri	75cl	-	2,990	2.03	-	-	-	-	-	-	-	-	-
Cornaro Valdobbenese	75cl	-	5,400	-	-	-	-	-	-	-	-	-	-
Di Cartizzo	75cl	13,850	14,950	11.80	10.40	-	9.59	-	-	10.95	-	-	-
Di Conegliano	75cl	-	-	5.17	-	3.99	-	-	-	-	-	-	-
Foss Marai	75cl	-	-	-	-	-	-	8.29	8.29	-	-	-	-
Foss Marai Cartize	75cl	-	-	-	-	-	18.85	-	-	-	-	-	-
Gancia	75cl	-	-	3.95	-	-	-	-	-	-	-	-	-
La Cacciatore	75cl	5,370	-	-	-	-	-	-	-	-	-	-	-
La Gioiosa	75cl	5,950	5,580	-	3.65	4.39	2.99	4.29	4.29	4.35	6.15	-	-
La Gioiosa Cartize	75cl	7,450	7,500	4.30	8.45	-	-	-	-	6.95	12.99	-	-
La Marca	75cl	-	6,750	-	-	-	-	-	-	-	-	-	-
La Marca di Cartizzi	75cl	-	14,950	9.75	8.50	8.49	9.59	-	-	-	-	-	-
La Versa	75cl	6,050	-	-	-	-	-	-	-	-	-	-	-
Lamberti	75cl	-	-	3.51	-	-	-	-	-	-	-	-	-
LIDL	75cl	-	-	-	-	-	1.99	-	-	-	-	-	-
Martini	75cl	8,000	8,600	-	4.72	5.29	4.15	-	-	4.25	7.49	-	-
Maschio	75cl	6,050	6,000	3.75	3.39	-	3.69	-	-	3.89	4.37	-	-
Mionetto	75cl	-	13,600	-	-	8.19	14.95	-	-	6.75	-	-	-
Pisano	75cl	-	-	-	4.99	4.49	-	-	-	-	-	-	-
Riccadonna	75cl	-	8,950	-	-	-	-	-	-	-	-	-	-

Source: IWSR Storechecks.

**Section : Sparkling Wine**

**Italy**

**PRICES - Lire until 2002 / Euros onwards - Cont/d...**

Brands Prosecco Cont/d..	Bottle Size	Lire		Euros								
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar
Riva Rossa	75cl	6,450	-	-	-	-	-	-	-	-	-	-
Tosti	75cl	5,210	5,280	3.05	2.99	3.99	2.99	3.29	-	3.19	-	-
Valdo	75cl	-	6,800	3.91	4.49	4.89	3.90	3.99	3.99	3.99	6.69	-
Valdo Cartizze	75cl	-	-	-	-	-	9.95	-	-	6.19	-	-
Valdobbenese	75cl	7,520	7,450	4.39	-	-	-	-	-	6.19	-	-
Valdobbenese Reserve	75cl	-	9,990	-	9.59	-	-	-	-	-	-	-
Zonin	75cl	6,290	5,920	3.41	3.29	-	4.39	3.75	4.39	4.89	-	-
Own Label Prosecco	75cl	5,380	5,290	-	-	-	-	-	-	3.19	-	-
<b>Rose</b>												
Carpene Malvolti	75cl	-	-	-	-	-	-	-	-	8.59	9.79	-
Cinzano	75cl	-	-	-	-	-	-	-	-	5.99	4.99	-
La Versa	75cl	-	-	-	-	-	-	-	-	5.59	-	-
<b>Low Price - Sweet</b>												
Contri Dry	75cl	2,200	1,900	1.69	1.86	-	1.49	-	-	-	-	-
Contri Sweet	75cl	-	-	1.09	0.99	-	0.90	-	-	-	-	-
La Marchesina	75cl	-	-	1.29	-	-	-	-	-	-	-	-
Party Blue	75cl	-	-	-	-	-	4.90	-	4.90	-	-	-
Own Label	75cl	-	-	-	-	-	1.19	-	-	1.19	-	-
<b>Miniatures</b>												
Cinzano Pinot Chardonnay (X4)	75cl	-	7,800	5.11	5.09	-	4.99	-	5.09	-	-	-
Gancia Pinot di Pinot (X4)	75cl	-	7,050	4.99	4.99	-	4.99	-	-	-	5.99	-
Martini	75cl	-	-	-	-	-	4.34	-	-	-	4.89	-
Maschio (X3)	75cl	-	-	2.31	-	-	3.59	-	-	-	3.45	-
Tosti (X3)	75cl	-	-	3.00	3.19	-	4.39	-	-	-	-	-
Zonin Prosecco (X3)	75cl	-	5,950	-	-	-	3.47	-	-	-	-	-
<b>French</b>												
Blanquette di Limoux	75cl	-	-	-	-	-	-	6.45	6.45	-	-	-
Chenet	75cl	-	-	-	-	-	-	-	-	5.59	-	-
Diamant Noir	75cl	-	3,850	-	-	-	-	-	-	-	-	-
Gratienmeier La Renaissance	75cl	18,900	-	-	-	-	-	-	-	4.95	-	-
Moussecc	75cl	-	-	1.68	-	-	-	-	-	-	-	-

Source: IWSR Storechecks.

**Section : Sparkling Wine**

**Italy**

**PRICES - Lire until 2002 / Euros onwards - Cont/d...**

Brands Prosecco Cont/d..	Bottle Size	Lire		Euros									
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar	
<b>Spanish</b>													
Castellblanch	75cl	-	-	6.98	6.79	-	7.69	-	7.69	-	-	-	
Codorniu Brut	75cl	-	-	-	-	-	-	6.10	-	6.59	-	-	
Codorniu Rosado	75cl	-	-	-	-	-	-	-	-	7.85	-	-	
Freixenet Carta Nevada	75cl	-	9,950	6.14	5.99	5.89	6.55	5.35	-	4.49	6.99	-	
<b>Fruit</b>													
Bellini	75cl	6,830	6,400	3.82	4.05	4.59	3.75	3.29	3.75	3.55	-	-	
Fragolina	75cl	5,300	6,400	2.41	2.39	2.39	2.29	2.49	2.49	3.55	-	-	
Fragolino La Paesana	75cl	-	-	-	-	-	-	-	-	-	2.19	-	
Fragolino Rocca dei Forti	75cl	-	-	-	-	-	-	-	-	-	3.49	-	
Fragolino Uris	75cl	-	-	-	-	-	-	-	-	-	4.99	-	
Frambolina	75cl	4,550	4,500	-	-	-	-	-	-	-	-	-	
LIDL	75cl	-	-	-	-	-	1.49	-	-	-	-	-	
Mimosa	75cl	6,550	6,400	3.49	3.79	3.79	3.19	3.29	3.29	-	-	-	
Rossini	75cl	-	-	-	-	-	4.09	-	-	-	-	-	
Own Label	75cl	-	-	-	1.89	1.89	-	-	-	-	-	-	

Source: IWSR Storechecks.

Section : Fortified Wines - Summary

Italy

CONSUMPTION - By Type

000's 9 Litre Cases	2000	2005	2006	2007	2008	2009	F'Cast 2010	CAGR 00-09	CAGR 05-09	CAGR 08-09
<b>Total</b>	<b>1,860.00</b>	<b>1,954.00</b>	<b>1,883.00</b>	<b>1,833.50</b>	<b>1,789.25</b>	<b>1,739.75</b>	<b>1,663.50</b>	<b>-0.7%</b>	<b>-2.9%</b>	<b>-2.8%</b>
- Sherry	8.50	9.00	8.00	7.00	6.50	6.50	6.25	-2.9%	-7.8%	0.0%
- Sherry Style	Min	Nil	Nil	Nil						
- Port	111.50	100.00	95.00	86.00	83.00	77.00	71.00	-4.0%	-6.3%	-7.2%
- Port Style	Min	Nil	Nil	Nil						
- Madeira	Min	Min	Min	Min	0.25	0.25	0.25	1,007.2%	N/A	Nil
<b>Other Fortified</b>	<b>1,740.00</b>	<b>1,845.00</b>	<b>1,780.00</b>	<b>1,740.50</b>	<b>1,699.50</b>	<b>1,656.00</b>	<b>1,586.00</b>	<b>-0.5%</b>	<b>-2.7%</b>	<b>-2.6%</b>
- Local	1,740.00	1,845.00	1,780.00	1,740.00	1,698.50	1,655.00	1,585.00	-0.6%	-2.7%	-2.6%
- Imported	Min	Min	Min	0.50	1.00	1.00	1.00	1,191.5%	N/A	Nil

Source: Trade Comment.

## Section : Sherry and Sherry Style Wines

Italy

### CONSUMPTION - By Type

000's 9 Litre Cases	2000	2005	2006	2007	2008	2009	F'Cast 2010	CAGR 00-09	CAGR 05-09	CAGR 08-09
<b>Total</b>	<b>8.50</b>	<b>9.00</b>	<b>8.00</b>	<b>7.00</b>	<b>6.50</b>	<b>6.50</b>	<b>6.25</b>	<b>-2.9%</b>	<b>-7.8%</b>	<b>0.0%</b>
- Sherry	8.50	9.00	8.00	7.00	6.50	6.50	6.25	-2.9%	-7.8%	0.0%
- Sherry Style	Min	Nil	Nil	Nil						

Source: Trade Comment.

### BRAND SALES - 000 9 Litre Cases

Brand Name	RSP 2009	On Pr.	Off Pr.	2000	2005	2006	2007	2008	2009	CAGR 00-09	CAGR 05-09	CAGR 08-09	Distributor
<b>Sherry</b>				<b>8.50</b>	<b>9.00</b>	<b>8.00</b>	<b>7.00</b>	<b>6.50</b>	<b>6.50</b>	<b>-2.9%</b>	<b>-7.8%</b>	<b>0.0%</b>	
Tio Pepe	8.79 (75cl)	50%	50%	4.50	4.25	2.80	1.80	3.00	3.00	-4.4%	-8.3%		Nil
Sandeman	E 9.50 (75cl)	80%	20%	0.60	0.75	0.75	0.70	0.70	0.70	1.7%	-1.7%		Nil
Romate	E 9.00 (75cl)	100%	0%	-	-	-	-	0.50	0.50	-	-		Nil Rinaldi
Lustau	E 9.00 (75cl)	70%	30%	-	-	0.60	0.80	0.75	0.35	-	-	-53.3%	Velier
Croft Original	-	-	-	-	-	0.10	0.15	Min	Nil	-	-	-	Diageo
Harveys	-	-	-	0.10	Min	-	-	-	-	-	-	-	-
Other Sherry	-	20%	80%	3.30	4.00	3.75	3.55	1.55	1.95	-5.7%	-16.4%	25.8%	
<b>Sherry Style</b>				<b>Min</b>	<b>Min</b>	<b>Min</b>	<b>Min</b>	<b>Min</b>	<b>Min</b>				
Other Sherry Style	-	10%	90%	Min	Min	Min	Min	Min	Min	-	-	-	-

Source: Trade Comment.

### PRICES - Lire until 2002 / Euros onwards

Brands	Bottle Size	Lire		Euros									
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar	
<b>Sherry</b>													
Gonzalez Byass-Tio Pepe	-	-	-	-	-	8.29	9.91	-	9.91	-	8.79	-	-

Source: IWSR Storechecks.

## Section : Port and Port Style Wines

Italy

### CONSUMPTION - By Type

000's 9 Litre Cases	2000	2005	2006	2007	2008	2009	F'Cast 2010	CAGR 00-09	CAGR 05-09	CAGR 08-09
<b>Total</b>	<b>111.50</b>	<b>100.00</b>	<b>95.00</b>	<b>86.00</b>	<b>83.25</b>	<b>77.25</b>	<b>71.25</b>	<b>-4.0%</b>	<b>-6.2%</b>	<b>-7.2%</b>
- Port	111.50	100.00	95.00	86.00	83.00	77.00	71.00	-4.0%	-6.3%	-7.2%
- Port Style	Min	Min	Min	Min	Min	Min	Min	Nil	Nil	Nil
- Madeira	Min	Min	Min	Min	0.25	0.25	0.25	1,007.2%	N/A	Nil

Source: Trade Comment.

### BRAND SALES - 000 9 Litre Cases

Brand Name	RSP 2009	On Pr.	Off Pr.	2000	2005	2006	2007	2008	2009	CAGR 00-09	CAGR 05-09	CAGR 08-09	Distributor
<b>Port</b>				<b>111.50</b>	<b>100.00</b>	<b>95.00</b>	<b>86.00</b>	<b>83.00</b>	<b>77.00</b>	<b>-4.0%</b>	<b>-6.3%</b>	<b>-7.2%</b>	
Sandeman	E 7.99 (75cl)	40%	60%	54.00	54.00	49.00	40.00	38.00	37.50	-4.0%	-8.7%	-1.3%	Pernod Ricard Italia
Offley - Duke of Oporto	E 8.49 (75cl)	50%	50%	24.50	27.00	25.00	23.00	20.00	17.00	-4.0%	-10.9%	-15.0%	Bacardi - Martini
Cruz	E 7.00 (75cl)	10%	90%	-	-	1.00	2.00	3.50	5.00	-	-	42.9%	
Taylors	E 7.50 (75cl)	100%	0%	3.50	2.50	2.00	2.00	2.00	2.00	-6.0%	-5.4%	Nil	Rinaldi
Ramos Pinto	E 7.00 (75cl)	70%	30%	-	1.25	1.35	1.50	1.50	1.25	-	Nil	-16.7%	
Niepoort	E 7.00 (75cl)	80%	20%	-	-	-	-	1.50	1.00	-	-	-33.3%	Meregalli
Calem	E 6.50 (75cl)	50%	50%	1.75	1.50	1.25	1.25	1.25	1.00	-6.0%	-9.6%	-20.0%	
Fonseca	E 7.00 (75cl)	60%	40%	0.50	0.50	0.75	0.85	0.80	0.80	5.4%	12.5%	Nil	Velier
Dow's	E 8.25 (75cl)	50%	50%	Min	0.75	0.75	0.75	0.75	0.75	-	Nil	Nil	
Ferreira	E 16.99 (75cl)	50%	50%	1.00	1.25	1.00	0.65	0.50	0.40	-9.7%	-24.8%	-20.0%	
Cockburn	E 7.00 (75cl)	70%	30%	1.25	Min	Min	0.35	0.20	0.20	-18.4%	-	Nil	Gancia
Osborne	E 8.00 (75cl)	50%	50%	3.50	-	-	-	-	0.10	-32.6%	-	-	Ruffino
Croft	-	-	-	3.00	1.00	1.00	1.00	Min	Nil	-100.0%	-100.0%	-	Diageo
Warres	-	-	-	6.00	-	-	-	-	-	-	-	-	
Other Port	-	20%	80%	12.50	10.25	11.90	12.65	13.00	10.00	-2.4%	-0.6%	-23.1%	
<b>Port Style</b>				<b>Min</b>	<b>Min</b>	<b>Min</b>	<b>Min</b>	<b>Min</b>	<b>Min</b>				
Other Port Style	-	20%	80%	Min	Min	Min	Min	Min	Min	-	-	-	
<b>Madeira</b>				<b>Min</b>	<b>Min</b>	<b>Min</b>	<b>Min</b>	<b>0.25</b>	<b>0.25</b>			<b>Nil</b>	
Borges	E 8.50 (75cl)	30%	70%	-	-	-	-	0.25	0.25	-	-	Nil	Rinaldi
Other Madeira	-	30%	70%	Min	Min	Min	Min	Min	Min	-	-	-	

Source: Trade Comment.

**Section : Port and Port Style Wines**

**Italy**

**PRICES - Lire until 2002 / Euros onwards**

Brands	Bottle Size	Lire		Euros									
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar	
<b>Port</b>													
Ferreira LBV	75cl	-	-	-	26.99	-	-	-	-	-	-	-	
Ferreira Tawny	75cl	-	-	-	14.99	-	14.99	-	-	-	-	-	
Graham Tawny	75cl	-	-	10.94	-	-	-	-	-	-	-	-	
Graham White	75cl	-	-	12.92	-	-	-	-	-	-	-	-	
Offley	75cl	12,180	10,950	6.95	6.56	6.39	5.77	5.98	6.39	7.49	-	-	
Offley White	75cl	-	11,940	6.56	6.26	6.29	5.86	-	-	-	-	-	
Presidential	75cl	-	-	5.41	-	-	-	5.35	5.35	-	-	-	
Sandeman 10yr	75cl	-	-	-	-	-	-	-	-	18.95	-	-	
Sandeman Partners	75cl	16,980	16,450	-	-	-	11.99	-	-	-	-	-	
Sandeman Ruby	75cl	11,780	11,450	6.19	6.99	-	5.29	-	-	6.79	-	-	
Own Label	75cl	-	-	-	5.29	-	-	-	-	-	-	-	

Source: IWSR Storechecks.

Section : Fortified Wines - Other

Italy

CONSUMPTION - Local v Imported

000's 9 Litre Cases	2000	2005	2006	2007	2008	2009	F'Cast 2010	CAGR 00-09	CAGR 05-09	CAGR 08-09
<b>Total</b>	<b>1,740.00</b>	<b>1,845.00</b>	<b>1,780.00</b>	<b>1,740.50</b>	<b>1,699.50</b>	<b>1,656.00</b>	<b>1,586.00</b>	<b>-0.5%</b>	<b>-2.7%</b>	<b>-2.6%</b>
- Local	1,740.00	1,845.00	1,780.00	1,740.00	1,698.50	1,655.00	1,585.00	-0.6%	-2.7%	-2.6%
- Imported	Min	Min	Min	0.50	1.00	1.00	1.00	1,191.5%	N/A	Nil

Source: Trade Comment.

CONSUMPTION - By Type

000's 9 Litre Cases	2000	2005	2006	2007	2008	2009	F'Cast 2010	CAGR 00-09	CAGR 05-09	CAGR 08-09
<b>Total</b>	<b>1,740.00</b>	<b>1,845.00</b>	<b>1,780.00</b>	<b>1,740.50</b>	<b>1,699.50</b>	<b>1,656.00</b>	<b>1,586.00</b>	<b>-0.5%</b>	<b>-2.7%</b>	<b>-2.6%</b>
- Marsala	1,415.00	1,460.00	1,395.00	1,360.00	1,325.00	1,298.00	1,255.00	-1.0%	-2.9%	-2.0%
- Other Other Fortified	325.00	385.00	385.00	380.50	374.50	358.00	331.00	1.1%	-1.8%	-4.4%

Source: Trade Comment.

BRAND SALES - 000 9 Litre Cases

Brand Name	RSP 2009	On Pr.	Off Pr.	2000	2005	2006	2007	2008	2009	CAGR 00-09	CAGR 05-09	CAGR 08-09	Distributor
<b>Local</b>				<b>1,740.00</b>	<b>1,845.00</b>	<b>1,780.00</b>	<b>1,740.00</b>	<b>1,698.50</b>	<b>1,655.00</b>	<b>-0.6%</b>	<b>-2.7%</b>	<b>-2.6%</b>	
<b>Standard</b>				<b>445.00</b>	<b>500.00</b>	<b>500.00</b>	<b>493.00</b>	<b>483.50</b>	<b>465.00</b>	<b>0.5%</b>	<b>-1.8%</b>	<b>-3.8%</b>	
<b>Marsala</b>				<b>120.00</b>	<b>115.00</b>	<b>115.00</b>	<b>113.00</b>	<b>110.00</b>	<b>108.00</b>	<b>-1.2%</b>	<b>-1.6%</b>	<b>-1.8%</b>	
Pellegrino	E 6.50 (75cl)	20%	80%	120.00	115.00	115.00	113.00	110.00	108.00	-1.2%	-1.6%	-1.8%	Pellegrino
<b>Other Fortified</b>				<b>325.00</b>	<b>385.00</b>	<b>385.00</b>	<b>380.00</b>	<b>373.50</b>	<b>357.00</b>	<b>1.0%</b>	<b>-1.9%</b>	<b>-4.4%</b>	
Grecale	E 6.00 (75cl)	30%	70%	15.00	45.00	45.00	45.00	48.50	47.00	13.5%	1.1%	-3.1%	Illva
Other Local Fortified	-	10%	90%	310.00	340.00	340.00	335.00	325.00	310.00	Nil	-2.3%	-4.6%	
<b>Value</b>				<b>1,295.00</b>	<b>1,345.00</b>	<b>1,280.00</b>	<b>1,247.00</b>	<b>1,215.00</b>	<b>1,190.00</b>	<b>-0.9%</b>	<b>-3.0%</b>	<b>-2.1%</b>	
<b>Marsala</b>				<b>1,295.00</b>	<b>1,345.00</b>	<b>1,280.00</b>	<b>1,247.00</b>	<b>1,215.00</b>	<b>1,190.00</b>	<b>-0.9%</b>	<b>-3.0%</b>	<b>-2.1%</b>	
Florio	4.25 (75cl)	10%	90%	140.00	146.00	143.00	147.00	150.00	143.00	0.2%	-0.5%	-4.7%	Illva
Other Marsala	-	5%	95%	1,155.00	1,199.00	1,137.00	1,100.00	1,065.00	1,047.00	-1.1%	-3.3%	-1.7%	
<b>Imported</b>				<b>Min</b>	<b>Min</b>	<b>Min</b>	<b>0.50</b>	<b>1.00</b>	<b>1.00</b>				<b>Nil</b>
<b>Standard</b>				<b>Min</b>	<b>Min</b>	<b>Min</b>	<b>0.50</b>	<b>1.00</b>	<b>1.00</b>				<b>Nil</b>
<b>Other Fortified</b>				<b>Min</b>	<b>Min</b>	<b>Min</b>	<b>0.50</b>	<b>1.00</b>	<b>1.00</b>				<b>Nil</b>
Other Imported Fortified	-	5%	95%	Min	Min	Min	0.50	1.00	1.00	-	-	-	Nil

Source: Trade Estimates (Revised series).

**Section : Fortified Wines - Other**

**Italy**

**PRICES - Lire until 2002 / Euros onwards**

Brands	Bottle Size	Lire		Euros									
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar	
<b>Marsala</b>													
Bosio	75cl	-	4,250	-	-	-	-	-	-	-	-	-	
Caldirola	75cl	-	6,850	-	-	-	-	-	-	-	-	-	
Florio-Vecchio Superiore/Secco/Dolce 18% Vol	75cl	7,680	7,380	4.26	4.26	4.29	4.55	4.97	4.97	3.89	4.25	-	
Floruovo	75cl	7,550	7,180	4.19	4.38	4.19	4.29	3.89	4.29	4.89	-	-	
Gibo	75cl	-	5,900	2.79	3.05	3.09	3.05	-	-	-	3.69	-	
Pellegrino	75cl	-	7,950	4.91	4.99	4.99	5.49	-	-	-	-	-	
Rallo	75cl	-	5,040	-	-	-	-	-	-	-	-	-	
Sperone	75cl	-	-	2.68	-	-	2.59	2.35	2.59	-	2.59	-	
Terra Arse	75cl	-	-	-	10.95	-	10.95	-	-	-	-	-	
Whitaker	75cl	-	8,360	3.29	4.09	4.29	4.05	4.05	4.29	-	3.59	-	
Own Label	75cl	-	-	-	-	-	-	-	-	3.29	-	-	
Own Label Marsala	75cl	5,680	5,250	3.24	2.59	2.59	2.25	-	-	-	-	-	
Own Label Marsala	2L	-	13,800	-	-	-	-	-	-	-	-	-	
Own Label Marsala all 'uovo	75cl	-	4,950	2.49	2.29	2.29	2.25	2.25	-	2.29	-	-	
<b>Desert Wines</b>													
<b>Local</b>													
Antinori Vin Santo	75cl	-	14,250	7.12	7.69	7.89	7.39	-	7.89	-	-	-	
Bracchetto	75cl	-	-	8.31	-	-	-	-	-	-	-	-	
Cecchi Vinsanto	75cl	6,570	7,500	3.66	3.74	3.99	4.39	-	4.39	-	-	-	
Fontanafredda Vin Santo	75cl	-	-	-	-	-	4.51	-	-	-	-	-	
Frescobaldi Vin Santo	75cl	-	-	-	-	-	-	4.79	-	5.19	-	-	
Grecale	75cl	-	-	5.42	5.69	5.79	5.89	5.92	5.92	5.19	-	-	
Il Poggese	75cl	-	-	9.19	-	-	-	-	-	-	-	-	
La Versa Moscato	75cl	-	-	3.49	3.59	3.69	3.59	3.67	3.69	-	-	-	
Malvasia	75cl	-	-	3.51	3.46	-	3.29	-	-	-	5.99	-	
Mirfibbu	75cl	-	-	-	10.19	-	-	-	-	-	-	-	
Moscato	75cl	-	-	5.39	-	-	-	-	-	4.29	-	-	
Moscato di Pantelleria	50cl	-	7,850	3.86	3.85	3.89	3.85	5.25	5.25	5.19	5.95	-	
Myrto	75cl	-	20,200	6.35	6.59	6.59	6.79	-	-	-	-	-	
Pellegrino Vin Santo	75cl	-	-	-	-	-	3.59	3.46	-	-	-	-	
Pellegrino Zibibbo	75cl	-	-	-	-	-	-	-	-	-	3.99	-	
Picolit	75cl	-	-	-	-	-	-	-	-	12.69	-	-	
San Vigilio	75cl	-	10,600	-	-	-	-	-	-	-	-	-	
Sangre de Giuda	75cl	-	-	-	-	-	-	3.59	-	-	-	-	
Sant Elmo	75cl	-	-	-	-	-	-	-	-	4.19	-	-	
Sartori Recioto	75cl	-	-	-	-	-	-	-	-	-	10.99	-	

Source: IWSR Storechecks.

**Section : Fortified Wines - Other**

**Italy**

**PRICES - Lire until 2002 / Euros onwards - Cont/d...**

Brands Local Cont/d..	Bottle Size	Lire		Euros									
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar	
Tanit	75cl	-	16,490	8.05	9.49	12.49	11.67	9.59	10.39	-	-	-	
Torculum	75cl	-	-	-	-	-	3.79	-	-	-	-	-	
Tresco Vin Santo	75cl	-	-	-	-	-	5.59	-	-	-	-	-	
Zibibbo	75cl	6,400	7,690	3.59	3.59	3.79	3.79	3.59	3.79	3.99	4.99	-	
Own Label Pantelleria	75cl	-	-	3.51	-	-	-	-	-	-	-	-	
Own Label Vin Santo	75cl	-	-	-	2.69	2.69	2.59	2.55	2.59	-	-	-	

Source: IWSR Storechecks.

## Section : Light Aperitifs

Italy

### CONSUMPTION - Local v Imported

000's 9 Litre Cases	2000	2005	2006	2007	2008	2009	F'Cast 2010	CAGR 00-09	CAGR 05-09	CAGR 08-09
<b>Total</b>	<b>1,907.00</b>	<b>1,847.00</b>	<b>1,750.00</b>	<b>1,704.00</b>	<b>1,586.00</b>	<b>1,514.25</b>	<b>1,449.50</b>	<b>-2.5%</b>	<b>-4.8%</b>	<b>-4.5%</b>
<b>Vermouth</b>	<b>1,880.00</b>	<b>1,835.00</b>	<b>1,740.00</b>	<b>1,695.00</b>	<b>1,579.25</b>	<b>1,508.75</b>	<b>1,445.00</b>	<b>-2.4%</b>	<b>-4.8%</b>	<b>-4.5%</b>
- Local	1,880.00	1,835.00	1,740.00	1,695.00	1,579.25	1,508.75	1,445.00	-2.4%	-4.8%	-4.5%
<b>Wine Aperitifs</b>	<b>27.00</b>	<b>12.00</b>	<b>10.00</b>	<b>9.00</b>	<b>6.75</b>	<b>5.50</b>	<b>4.50</b>	<b>-16.2%</b>	<b>-17.7%</b>	<b>-18.5%</b>
- Local	27.00	12.00	10.00	9.00	6.75	5.50	4.50	-16.2%	-17.7%	-18.5%
<b>Fruit Based Aperitifs</b>	<b>Min</b>	<b>Nil</b>	<b>Nil</b>	<b>Nil</b>						
- Local	Min	Nil	Nil	Nil						

Source: Trade Comment.

### BRAND SALES - 000 9 Litre Cases

Brand Name	RSP 2009	On Pr.	Off Pr.	2000	2005	2006	2007	2008	2009	CAGR 00-09	CAGR 05-09	CAGR 08-09	Distributor
<b>Vermouth</b>				<b>1,880.00</b>	<b>1,835.00</b>	<b>1,740.00</b>	<b>1,695.00</b>	<b>1,579.25</b>	<b>1,508.75</b>	<b>-2.4%</b>	<b>-4.8%</b>	<b>-4.5%</b>	
<b>Local</b>				<b>1,880.00</b>	<b>1,835.00</b>	<b>1,740.00</b>	<b>1,695.00</b>	<b>1,579.25</b>	<b>1,508.75</b>	<b>-2.4%</b>	<b>-4.8%</b>	<b>-4.5%</b>	
Martini	6.00 (100cl)	60%	40%	1,360.00	1,350.00	1,300.00	1,280.00	1,200.00	1,150.00	-1.8%	-3.9%	-4.2%	Bacardi - Martini
Cinzano	3.69 (100cl)	40%	60%	9.00	111.00	122.00	123.00	117.00	121.00	33.5%	2.2%	3.4%	Campari
GIBO	3.99 (100cl)	15%	85%	130.00	65.00	60.00	50.00	44.00	36.00	-13.3%	-13.7%	-18.2%	Gibo
Punt e Mes	5.99 (100cl)	80%	20%	19.00	17.00	16.00	14.00	11.00	8.50	-8.5%	-15.9%	-22.7%	Branca
Stock	E 3.49 (100cl)	25%	75%	15.00	23.00	18.50	16.00	6.50	4.25	-13.1%	-34.4%	-34.6%	Stock
Riccadonna Range	E 4.00 (100cl)	15%	85%	8.00	7.50	7.00	6.00	5.00	3.50	-8.8%	-17.3%	-30.0%	Riccadonna
Carpano	E 6.99 (100cl)	100%	0%	18.00	9.00	8.00	7.00	4.00	2.50	-19.7%	-27.4%	-37.5%	Branca
Gancia	E 4.49 (100cl)	70%	30%	-	2.50	2.50	2.00	1.75	1.75	-	-8.5%	Nil	Gancia
Cora Range	E 3.49 (100cl)	10%	90%	3.00	2.50	3.00	3.00	3.00	Min	-93.1%	-99.7%	-100.0%	Cora
Barbero	E 3.00 (100cl)	10%	90%	21.00	2.00	2.00	2.00	2.00	Min	-94.5%	-99.7%	-100.0%	Barbero
Other Vermouth	-	10%	90%	297.00	245.50	201.00	192.00	185.00	181.25	-5.3%	-7.3%	-2.0%	
<b>Wine Aperitifs</b>				<b>27.00</b>	<b>12.00</b>	<b>10.00</b>	<b>9.00</b>	<b>6.75</b>	<b>5.50</b>	<b>-16.2%</b>	<b>-17.7%</b>	<b>-18.5%</b>	
<b>Local</b>				<b>27.00</b>	<b>12.00</b>	<b>10.00</b>	<b>9.00</b>	<b>6.75</b>	<b>5.50</b>	<b>-16.2%</b>	<b>-17.7%</b>	<b>-18.5%</b>	
Rosso Antico	E 6.49 (100cl)	40%	60%	9.00	2.00	2.00	1.50	1.50	1.50	-18.1%	-6.9%	Nil	Montenegro
Gancia Americano	E 6.49 (100cl)	40%	60%	5.00	4.00	4.00	3.50	1.75	1.00	-16.4%	-29.3%	-42.9%	Gancia
Other Wine Aperitifs	-	20%	80%	13.00	6.00	4.00	4.00	3.50	3.00	-15.0%	-15.9%	-14.3%	
<b>Fruit Based Aperitifs</b>				<b>Min</b>	<b>Min</b>	<b>Min</b>	<b>Min</b>	<b>Min</b>	<b>Min</b>				
<b>Local</b>				<b>Min</b>	<b>Min</b>	<b>Min</b>	<b>Min</b>	<b>Min</b>	<b>Min</b>				
Other Fruit	-	5%	95%	Min	Min	Min	Min	Min	Min	-	-	-	

Source: Trade Comment.

**Section : Light Aperitifs**

**Italy**

**PRICES - Lire until 2002 / Euros onwards**

Brands	Bottle Size	Lire		Euros									
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar	
<b>Vermouth</b>													
<b>Local</b>													
Barbero Light	1L	-	-	-	6.79	-	2.09	-	-	-	-	-	
Barnetti	1L	-	-	2.19	2.19	2.19	-	-	-	-	-	-	
Bosio	1L	-	4,350	2.20	-	-	-	-	-	-	-	-	
Caroli Vermouth	1L	-	-	-	-	-	-	-	-	-	1.99	-	
Cinzano White	1L	-	-	-	-	-	4.19	4.30	4.35	3.65	-	-	
Cinzano White/Red/Rose	1L	7,740	7,740	3.59	4.59	4.30	3.99	4.35	4.35	3.65	3.69	-	
Gibó	1L	5,490	4,600	2.35	3.04	-	2.79	3.15	3.19	-	3.99	-	
Martini Dry	1L	10,450	9,820	5.42	5.49	5.50	4.89	6.01	5.99	5.99	6.80	-	
Martini White/Red/Rose	1L	8,890	8,550	4.69	4.79	4.89	4.48	4.99	4.99	4.99	6.80	-	
Punt e Mes	1L	10,980	10,790	5.72	5.79	6.29	5.69	5.05	5.69	5.09	5.99	-	
Riccadonna White/Red/Chinato	1L	-	6,200	3.65	3.59	-	3.39	-	-	-	-	-	
Trendy	1L	-	-	-	-	-	2.45	-	-	-	-	-	
Own Label	1L	-	3,190	1.99	1.89	1.83	1.28	-	1.99	1.85	-	-	
<b>Wine Aperitifs</b>													
<b>Local</b>													
Barbieri Bitter	1L	11,900	10,950	6.70	6.80	6.89	5.98	-	-	-	-	-	
Gibo Americano	1L	5,500	5,590	-	-	-	-	-	-	-	-	-	

Source: IWSR Storechecks.

**Section : Other Wines**

**Italy**

**CONSUMPTION - Local v Imported**

000's 9 Litre Cases	2000	2005	2006	2007	2008	2009	F'Cast 2010	CAGR 00-09	CAGR 05-09	CAGR 08-09
<b>Total</b>	<b>3.00</b>	<b>12.00</b>	<b>13.00</b>	<b>18.25</b>	<b>20.50</b>	<b>19.50</b>	<b>19.00</b>	<b>23.1%</b>	<b>12.9%</b>	<b>-4.9%</b>
<b>- Imported</b>	3.00	12.00	13.00	18.25	20.50	19.50	19.00	23.1%	12.9%	-4.9%

Source: IWSR Calculations based on trade comment.

**BRAND SALES - 000 9 Litre Cases**

Brand Name	RSP 2009	On Pr.	Off Pr.	2000	2005	2006	2007	2008	2009	CAGR 00-09	CAGR 05-09	CAGR 08-09	Distributor
<b>Rice Based Wines</b>				<b>3.00</b>	<b>12.00</b>	<b>13.00</b>	<b>18.25</b>	<b>20.50</b>	<b>19.50</b>	<b>23.1%</b>	<b>12.9%</b>	<b>-4.9%</b>	
<b>Sake</b>				<b>3.00</b>	<b>12.00</b>	<b>13.00</b>	<b>18.25</b>	<b>20.50</b>	<b>19.50</b>	<b>23.1%</b>	<b>12.9%</b>	<b>-4.9%</b>	
<b>Imported</b>				<b>3.00</b>	<b>12.00</b>	<b>13.00</b>	<b>18.25</b>	<b>20.50</b>	<b>19.50</b>	<b>23.1%</b>	<b>12.9%</b>	<b>-4.9%</b>	
Nihon Sakari	E 20.00 (75cl)	85%	15%	-	-	-	-	-	1.50	-	-	-	Biscaldi
Other Imported Sake	-	95%	5%	3.00	12.00	13.00	18.25	20.50	18.00	22.0%	10.7%	-12.2%	

Source: Trade Comment.

**PRICES -**

Brands	Bottle Size	Lire		Euros									
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar	

Source: IWSR Storechecks.

Section : Whisky

Italy

**CONSUMPTION - Local v Imported**

000's 9 Litre Cases	2000	2005	2006	2007	2008	2009	F'Cast 2010	CAGR 00-09	CAGR 05-09	CAGR 08-09
<b>Total</b>	<b>2,095.50</b>	<b>1,751.50</b>	<b>1,671.25</b>	<b>1,550.00</b>	<b>1,370.75</b>	<b>1,155.00</b>	<b>1,011.75</b>	<b>-6.4%</b>	<b>-9.9%</b>	<b>-15.7%</b>
<b>Local</b>	-	-	-	-	-	-	-	-	-	-
<b>Imported</b>	<b>2,095.50</b>	<b>1,751.50</b>	<b>1,671.25</b>	<b>1,550.00</b>	<b>1,370.75</b>	<b>1,155.00</b>	<b>1,011.75</b>	<b>-6.4%</b>	<b>-9.9%</b>	<b>-15.7%</b>
- In Bottle	-	-	-	-	-	-	-	Nil	Nil	Nil
- In Bulk	-	-	-	-	-	-	-	Nil	Nil	Nil

Source: Trade Comment.

**CONSUMPTION - By Type**

000's 9 Litre Cases	2000	2005	2006	2007	2008	2009	F'Cast 2010	CAGR 00-09	CAGR 05-09	CAGR 08-09
<b>Total</b>	<b>2,095.50</b>	<b>1,751.50</b>	<b>1,671.25</b>	<b>1,550.00</b>	<b>1,370.75</b>	<b>1,155.00</b>	<b>1,011.75</b>	<b>-6.4%</b>	<b>-9.9%</b>	<b>-15.7%</b>
<b>Scotch Whisky</b>	<b>1,771.00</b>	<b>1,434.50</b>	<b>1,349.50</b>	<b>1,256.00</b>	<b>1,101.50</b>	<b>912.50</b>	<b>791.25</b>	<b>-7.1%</b>	<b>-10.7%</b>	<b>-17.2%</b>
- Blended Scotch	1,215.50	988.00	920.75	812.00	714.00	636.50	565.75	-6.9%	-10.4%	-10.9%
- Malt Scotch	555.50	446.50	428.75	444.00	387.50	276.00	225.50	-7.5%	-11.3%	-28.8%
<b>US Whiskey</b>	<b>265.00</b>	<b>265.50</b>	<b>272.75</b>	<b>254.00</b>	<b>240.25</b>	<b>215.50</b>	<b>198.00</b>	<b>-2.3%</b>	<b>-5.1%</b>	<b>-10.3%</b>
<b>Canadian Whiskey</b>	<b>9.00</b>	<b>3.75</b>	<b>3.75</b>	<b>3.50</b>	<b>3.50</b>	<b>3.25</b>	<b>3.25</b>	<b>-10.7%</b>	<b>-3.5%</b>	<b>-7.1%</b>
<b>Irish Whiskey</b>	<b>39.50</b>	<b>46.75</b>	<b>44.25</b>	<b>35.50</b>	<b>24.50</b>	<b>22.75</b>	<b>18.25</b>	<b>-5.9%</b>	<b>-16.5%</b>	<b>-7.1%</b>
<b>Other Whisky</b>	<b>11.00</b>	<b>1.00</b>	<b>1.00</b>	<b>1.00</b>	<b>1.00</b>	<b>1.00</b>	<b>1.00</b>	<b>-23.4%</b>	<b>Nil</b>	<b>Nil</b>
- Local	-	-	-	-	-	-	-	-	-	-
- Imported	11.00	1.00	1.00	1.00	1.00	1.00	1.00	-23.4%	Nil	Nil

Source : IWSR Estimates/Trade Comment.

## Section : Whisky

Italy

## CONSUMPTION - By Quality

000's 9 Litre Cases	2000	2005	2006	2007	2008	2009	F'Cast 2010	CAGR 00-09	CAGR 05-09	CAGR 08-09
<b>Total</b>	<b>2,095.50</b>	<b>1,751.50</b>	<b>1,671.25</b>	<b>1,550.00</b>	<b>1,370.75</b>	<b>1,155.00</b>	<b>1,011.75</b>	<b>-6.4%</b>	<b>-9.9%</b>	<b>-15.7%</b>
<b>Scotch Whisky</b>	<b>1,771.00</b>	<b>1,434.50</b>	<b>1,349.50</b>	<b>1,256.00</b>	<b>1,101.50</b>	<b>912.50</b>	<b>791.25</b>	<b>-7.1%</b>	<b>-10.7%</b>	<b>-17.2%</b>
- Ultra Premium	0.20	0.25	0.25	0.10	0.20	0.15	0.15	-3.1%	-12.0%	-25.0%
- Super Premium	60.80	67.00	67.75	70.15	52.45	33.10	30.10	-6.5%	-16.2%	-36.9%
- Premium	304.50	227.25	204.75	182.50	159.45	121.00	104.00	-9.7%	-14.6%	-24.1%
- Standard	1,209.75	917.50	874.00	818.75	740.40	615.75	527.00	-7.2%	-9.5%	-16.8%
- Value	195.75	222.50	202.75	184.50	149.00	142.50	130.00	-3.5%	-10.5%	-4.4%
<b>Blended Scotch</b>	<b>1,215.50</b>	<b>988.00</b>	<b>920.75</b>	<b>812.00</b>	<b>714.00</b>	<b>636.50</b>	<b>565.75</b>	<b>-6.9%</b>	<b>-10.4%</b>	<b>-10.9%</b>
- Ultra Premium	0.20	0.25	0.25	0.10	0.20	0.15	0.15	-3.1%	-12.0%	-25.0%
- Super Premium	0.30	0.75	0.75	0.90	0.80	0.60	0.60	8.0%	-5.4%	-25.0%
- Premium	184.00	139.50	120.25	95.00	83.00	76.00	70.00	-9.4%	-14.1%	-8.4%
- Standard	835.25	625.00	596.75	531.50	481.00	417.25	365.00	-7.4%	-9.6%	-13.3%
- Value	195.75	222.50	202.75	184.50	149.00	142.50	130.00	-3.5%	-10.5%	-4.4%
<b>Malt Scotch</b>	<b>555.50</b>	<b>446.50</b>	<b>428.75</b>	<b>444.00</b>	<b>387.50</b>	<b>276.00</b>	<b>225.50</b>	<b>-7.5%</b>	<b>-11.3%</b>	<b>-28.8%</b>
- Super Premium	60.50	66.25	67.00	69.25	51.65	32.50	29.50	-6.7%	-16.3%	-37.1%
- Premium	120.50	87.75	84.50	87.50	76.45	45.00	34.00	-10.4%	-15.4%	-41.1%
- Standard	374.50	292.50	277.25	287.25	259.40	198.50	162.00	-6.8%	-9.2%	-23.5%
<b>US Whiskey</b>	<b>265.00</b>	<b>265.50</b>	<b>272.75</b>	<b>254.00</b>	<b>240.25</b>	<b>215.50</b>	<b>198.00</b>	<b>-2.3%</b>	<b>-5.1%</b>	<b>-10.3%</b>
- Super Premium	0.25	4.00	3.75	4.00	4.25	3.50	3.00	34.1%	-3.3%	-17.6%
- Premium	180.75	207.50	216.50	205.05	192.05	171.00	156.00	-0.6%	-4.7%	-11.0%
- Standard	81.25	53.00	51.50	44.15	40.95	40.00	39.00	-7.6%	-6.8%	-2.3%
- Value	2.75	1.00	1.00	0.80	3.00	1.00	Min	-10.6%	Nil	-66.7%
<b>Canadian Whisky</b>	<b>9.00</b>	<b>3.75</b>	<b>3.75</b>	<b>3.50</b>	<b>3.50</b>	<b>3.25</b>	<b>3.25</b>	<b>-10.7%</b>	<b>-3.5%</b>	<b>-7.1%</b>
- Premium	1.25	0.50	0.50	0.50	0.50	0.25	0.25	-16.4%	-15.9%	-50.0%
- Standard	7.25	3.00	3.00	2.50	2.25	2.25	2.25	-12.2%	-6.9%	Nil
- Value	0.50	0.25	0.25	0.50	0.75	0.75	0.75	4.6%	31.6%	Nil
<b>Irish Whiskey</b>	<b>39.50</b>	<b>46.75</b>	<b>44.25</b>	<b>35.50</b>	<b>24.50</b>	<b>22.75</b>	<b>18.25</b>	<b>-5.9%</b>	<b>-16.5%</b>	<b>-7.1%</b>
- Super Premium	-	-	Min	Min	Min	Min	Min	Nil	Nil	Nil
- Premium	1.50	3.00	2.00	2.00	0.50	0.25	0.25	-18.1%	-46.3%	-50.0%
- Standard	38.00	43.75	42.25	33.50	24.00	22.50	18.00	-5.7%	-15.3%	-6.3%
<b>Other Whisky</b>	<b>11.00</b>	<b>1.00</b>	<b>1.00</b>	<b>1.00</b>	<b>1.00</b>	<b>1.00</b>	<b>1.00</b>	<b>-23.4%</b>	<b>Nil</b>	<b>Nil</b>
- Value	11.00	1.00	1.00	1.00	1.00	1.00	1.00	-23.4%	Nil	Nil

Source: Trade Comment.

## Section : Whisky

Italy

## BRAND SALES - 000 9 Litre Cases

Brand Name	RSP 2009	On Pr.	Off Pr.	2000	2005	2006	2007	2008	2009	CAGR 00-09	CAGR 05-09	CAGR 08-09	Distributor
<b>Scotch Whisky</b>				<b>1,768.00</b>	<b>1,434.50</b>	<b>1,349.50</b>	<b>1,256.00</b>	<b>1,101.50</b>	<b>912.50</b>	<b>-7.1%</b>	<b>-10.7%</b>	<b>-17.2%</b>	
<b>Blended Scotch-Ultra Premium</b>				<b>0.20</b>	<b>0.25</b>	<b>0.25</b>	<b>0.10</b>	<b>0.20</b>	<b>0.15</b>	<b>-3.1%</b>	<b>-12.0%</b>	<b>-25.0%</b>	
Johnnie Walker Blue	E 137.00 (75cl)	20%	80%	0.20	0.25	0.15	0.03	0.08	0.10	-7.4%	-20.5%	25.0%	Diageo
Royal Salute	E 159.00 (75cl)	20%	80%	-	-	-	0.02	0.10	0.03	-	-	-70.0%	Pernod Ricard Italia
Other Prestige	-	20%	80%	-	Min	0.10	0.05	0.02	0.02	-	-	Nil	
<b>Blended Scotch-Super Premium</b>				<b>0.30</b>	<b>0.75</b>	<b>0.75</b>	<b>0.90</b>	<b>0.80</b>	<b>0.60</b>	<b>8.0%</b>	<b>-5.4%</b>	<b>-25.0%</b>	
Chivas 18yr	E 60.00 (75cl)	25%	75%	0.15	0.55	0.50	0.60	0.50	0.40	11.5%	-7.7%	-20.0%	Pernod Ricard Italia
Johnnie Walker Gold	E 60.00 (75cl)	25%	75%	-	-	-	0.05	0.13	0.13	-	-	Nil	Diageo
Other Super Premium	-	25%	75%	0.15	0.20	0.25	0.25	0.17	0.07	-8.1%	-23.1%	-58.8%	
<b>Blended Scotch-Premium</b>				<b>184.00</b>	<b>139.50</b>	<b>120.25</b>	<b>95.00</b>	<b>83.00</b>	<b>76.00</b>	<b>-9.4%</b>	<b>-14.1%</b>	<b>-8.4%</b>	
Chivas Regal 12yr	E 19.99 (70cl)	25%	75%	174.00	129.00	111.00	85.50	76.10	70.00	-9.6%	-14.2%	-8.0%	Pernod Ricard Italia
Johnnie Walker Black	23.79 (70cl)	35%	65%	3.00	7.00	5.50	6.00	4.75	4.50	4.6%	-10.5%	-5.3%	Diageo
Ballantines 12yr / Gold Seal	E 18.99 (70cl)	30%	70%	3.75	1.80	2.00	2.00	0.60	0.25	-26.0%	-39.0%	-58.3%	Pernod Ricard Italia
Dimple 15yr	E 24.99 (70cl)	30%	70%	0.50	0.50	0.50	0.30	0.25	0.15	-12.5%	-26.0%	-40.0%	Diageo
Antiquary 12yr	-	-	-	-	0.20	0.20	-	-	-	-	-	-	
Grants Royal / 12yr	-	-	-	Min	-	-	-	-	-	-	-	-	
Other Premium	-	30%	70%	2.75	1.00	1.05	1.20	1.30	1.10	-9.7%	2.4%	-15.4%	
<b>Blended Scotch-Standard</b>				<b>832.25</b>	<b>625.00</b>	<b>596.75</b>	<b>531.50</b>	<b>481.00</b>	<b>417.25</b>	<b>-7.4%</b>	<b>-9.6%</b>	<b>-13.3%</b>	
Ballantines Finest	11.50 (70cl)	40%	60%	205.00	175.00	173.00	160.00	154.00	137.00	-4.4%	-5.9%	-11.0%	Pernod Ricard Italia
J & B Rare	11.90 (70cl)	40%	60%	164.00	145.00	135.00	140.00	135.00	123.00	-3.1%	-4.0%	-8.9%	Diageo
Johnnie Walker Red	11.79 (70cl)	50%	50%	174.00	135.00	140.00	115.00	95.00	78.25	-8.5%	-12.7%	-17.6%	Diageo
Long John	7.99 (70cl)	30%	70%	40.00	57.00	50.00	41.00	36.00	37.25	-0.8%	-10.1%	3.5%	Pernod Ricard Italia
Grants Family Reserve	E 8.49 (70cl)	20%	80%	82.00	33.50	36.00	31.00	25.00	12.50	-18.9%	-21.8%	-50.0%	Velier
Famous Grouse	E 11.99 (70cl)	15%	85%	11.50	6.00	6.00	6.00	6.50	3.00	-13.9%	-15.9%	-53.8%	Velier
Black & White	E 9.49 (70cl)	20%	80%	13.00	9.00	6.00	5.00	2.00	1.75	-20.0%	-33.6%	-12.5%	Diageo
Whyte & Mackay	E 9.49 (75cl)	5%	95%	-	-	-	1.50	1.25	1.75	-	-	40.0%	Averna
White Horse 8yr	E 10.99 (70cl)	20%	80%	9.50	5.00	2.00	2.00	1.00	1.25	-20.2%	-29.3%	25.0%	Diageo
Mackinlay's	E 8.75 (70cl)	5%	95%	2.00	1.50	1.25	1.00	0.75	0.75	-10.3%	-15.9%	Nil	Averna
Langs	E 9.00 (70cl)	10%	90%	9.00	5.50	2.50	1.25	0.75	0.50	-27.5%	-45.1%	-33.3%	Premium
Dewars White Label	E 9.25 (70cl)	10%	90%	1.50	1.75	2.00	1.00	0.50	Min	-92.6%	-99.7%	-100.0%	Bacardi - Martini
Clan Campbell	E 8.99 (70cl)	10%	90%	75.00	20.00	15.00	2.00	Min	Min	-95.2%	-99.9%	-	Pernod Ricard Italia
Black Barrel	E 10.99 (70cl)	-	-	0.30	4.00	3.00	1.00	Min	-	-	-	-	Campari
Bells	-	-	-	0.50	-	-	-	-	-	-	-	-	
Other Standard	-	20%	80%	44.95	26.75	25.00	23.75	23.25	20.25	-8.5%	-6.7%	-12.9%	

Source: Trade Comment.

Section : Whisky

Italy

BRAND SALES - 000's 9 Litre Cases - Cont/d...

Brand Name	RSP 2009	On Pr.	Off Pr.	2000	2005	2006	2007	2008	2009	CAGR 00-09	CAGR 05-09	CAGR 08-09	Distributor
<b>Blended Scotch-Value</b>				<b>195.75</b>	<b>222.50</b>	<b>202.75</b>	<b>184.50</b>	<b>149.00</b>	<b>142.50</b>	<b>-3.5%</b>	<b>-10.5%</b>	<b>-4.4%</b>	
Wm Lawson	10.00 (70cl)	30%	70%	53.00	66.00	58.00	56.00	59.00	59.00	1.2%	-2.8%	Nil	Bacardi - Martini
Label 5	E 7.25 (75cl)	10%	90%	-	-	-	-	-	10.00	-	-	-	
VAT 69	E 7.49 (70cl)	30%	70%	43.00	40.00	35.00	37.50	12.00	7.50	-17.6%	-34.2%	-37.5%	Diageo
Teachers	E 7.99 (70cl)	80%	20%	10.25	10.50	9.75	6.00	2.50	0.75	-25.2%	-48.3%	-70.0%	Gancia
Scottish Leader	E 7.90 (75cl)	0%	100%	-	-	-	-	-	0.25	-	-	-	Rinaldi
The Claymore	E 6.99 (75cl)	20%	80%	-	-	-	0.50	0.50	Min	-	-	-100.0%	Averna
Black Bottle	E 7.00 (75cl)	0%	100%	-	-	-	-	-	Min	-	-	-	Rinaldi
Old Smuggler	-	-	-	-	1.00	Min	-	-	-	-	-	-	
Other Low Price	-	10%	90%	89.50	105.00	100.00	84.50	75.00	65.00	-3.5%	-11.3%	-13.3%	
<b>Malt Scotch-Super Premium</b>				<b>60.50</b>	<b>66.25</b>	<b>67.00</b>	<b>69.25</b>	<b>51.65</b>	<b>32.50</b>	<b>-6.7%</b>	<b>-16.3%</b>	<b>-37.1%</b>	
Classic Malts	E 44.99 (70cl)	25%	75%	30.00	36.50	32.00	35.00	26.00	18.00	-5.5%	-16.2%	-30.8%	Diageo
The Macallan	E 34.99 (70cl)	15%	85%	25.00	19.00	19.00	18.50	10.00	4.50	-17.3%	-30.2%	-55.0%	Velier
Glenmorangie	29.90 (70cl)	20%	80%	2.50	3.50	3.75	4.25	3.75	3.50	3.8%	Nil	-6.7%	Moet Hennessy
Caol Ila	41.90 (75cl)	25%	75%	-	-	3.50	2.50	2.00	2.00	-	-	Nil	Diageo
Heritage	E 30.00 (75cl)	20%	80%	1.70	2.50	2.25	1.50	0.30	0.20	-21.2%	-46.8%	-33.3%	Pernod Ricard Italia
Johnnie Walker Green	E 40.00 (75cl)	10%	90%	-	-	-	-	0.10	0.12	-	-	20.0%	Diageo
The Macallan 15yr	E 38.99 (75cl)	20%	80%	Min	3.00	3.00	3.00	3.00	Min	-	-99.8%	-100.0%	Maxxium
Scapa	E 35.00 (70cl)	10%	90%	0.75	1.00	1.00	1.00	1.00	Min	-92.0%	-99.7%	-100.0%	Filarmonica
The Macallan 18yr	E 60.00 (75cl)	-	-	-	-	-	0.50	0.50	Min	-	-	-100.0%	Maxxium
Caledonian Cellars	E 36.00 (70cl)	100%	0%	0.55	0.45	0.50	0.50	0.50	Min	-91.7%	-99.6%	-100.0%	Rinaldi
Octomore	E 60.00 (75cl)	100%	0%	-	-	-	-	-	Min	-	-	-	Rinaldi
Other Malt Super Premium	-	15%	85%	-	0.30	2.00	2.50	4.50	4.18	-	93.2%	-7.1%	
<b>Malt Scotch-Premium</b>				<b>120.50</b>	<b>87.75</b>	<b>84.50</b>	<b>87.50</b>	<b>76.45</b>	<b>45.00</b>	<b>-10.4%</b>	<b>-15.4%</b>	<b>-41.1%</b>	
Laphroaig 10yr	25.87 (70cl)	40%	60%	13.00	14.00	13.50	12.00	11.75	11.50	-1.4%	-4.8%	-2.1%	Bacardi - Martini
The Glenlivet	E 17.00 (70cl)	60%	40%	11.00	8.00	7.00	5.00	4.50	4.50	-9.5%	-13.4%	Nil	Pernod Ricard Italia
Ardbeg	E 30.00 (75cl)	30%	70%	-	1.15	1.25	2.00	2.25	2.15	-	16.9%	-4.4%	Moet Hennessy
Glenfiddich	E 22.00 (70cl)	60%	40%	21.50	9.50	8.50	8.00	7.50	2.10	-22.8%	-31.4%	-72.0%	Velier
The Macallan 8yr	E 19.50 (75cl)	25%	75%	-	-	13.00	15.50	14.50	2.00	-	-	-86.2%	Velier
Glenfarclas	E 24.00 (75cl)	10%	90%	-	0.35	0.60	1.10	1.60	1.00	-	30.0%	-37.5%	Giovinetti
Cardhu	E 25.00 (70cl)	30%	70%	3.50	2.00	2.50	2.50	2.00	0.75	-15.7%	-21.7%	-62.5%	Diageo
Glengoyne	E 24.00 (75cl)	10%	90%	-	-	-	1.00	1.00	0.75	-	-	-25.0%	
Isle of Jura	E 20.00 (70cl)	10%	90%	0.40	1.95	2.50	3.00	0.75	0.75	7.2%	-21.2%	Nil	Averna
Highland Park	E 25.00 (70cl)	5%	95%	0.50	0.80	0.70	0.80	1.00	0.65	3.0%	-5.1%	-35.0%	Velier
Balvenie	E 20.00 (70cl)	40%	60%	0.90	1.45	1.50	1.75	2.00	0.45	-7.4%	-25.4%	-77.5%	Velier
Ballantines Pure Malt	E 19.00 (70cl)	20%	80%	-	2.00	2.25	2.00	0.70	0.40	-	-33.1%	-42.9%	Pernod Ricard Italia
Bunnahabhain	E 26.00 (70cl)	100%	0%	0.25	0.20	0.20	0.35	0.50	0.35	3.8%	15.0%	-30.0%	Rinaldi
Edradour	E 29.00 (75cl)	20%	80%	-	-	-	0.15	0.40	0.35	-	-	-12.5%	Velier

Source: Trade Comment.

Section : Whisky

Italy

BRAND SALES - 000's 9 Litre Cases - Cont/d...

Brand Name	RSP 2009	On Pr.	Off Pr.	2000	2005	2006	2007	2008	2009	CAGR 00-09	CAGR 05-09	CAGR 08-09	Distributor
Cont/d..													
Aberlour	E 20.00 (75cl)	20%	80%	0.75	2.25	2.25	2.00	0.30	0.30	-9.7%	-39.6%	Nil	Pernod Ricard Italia
Tamnavulin	E 20.00 (75cl)	10%	90%	-	-	-	0.50	0.50	0.25	-	-	-50.0%	Averna
Dalmore	E 18.00 (75cl)	15%	85%	-	1.50	2.00	3.00	0.50	0.25	-	-36.1%	-50.0%	Averna
Bowmore	E 20.00 (70cl)	20%	80%	1.75	1.50	3.00	4.50	5.00	0.15	-23.9%	-43.8%	-97.0%	Campari
Auchentoshan	E 24.00 (75cl)	30%	70%	-	0.30	0.25	0.20	0.20	0.15	-	-15.9%	-25.0%	Fazi Battaglia
Tobermory	E 22.00 (75cl)	100%	0%	-	0.15	0.15	0.20	0.15	0.10	-	-9.6%	-33.3%	Rinaldi
Bruichladdich	E 25.00 (70cl)	10%	90%	0.50	0.25	0.25	0.15	0.15	0.10	-16.4%	-20.5%	-33.3%	Premium Brands
Glenturret	E 22.00 (75cl)	10%	90%	-	-	-	0.15	0.15	0.10	-	-	-33.3%	Velier
Tamdhu	E 30.00 (75cl)	10%	90%	-	-	-	-	0.15	0.10	-	-	-33.3%	Velier
Aberfeldy	E 30.00 (75cl)	0%	100%	-	-	-	-	-	0.10	-	-	-	Bacardi - Martini
Caledonian Selection	E 25.00 (75cl)	100%	0%	-	0.60	0.75	0.50	0.10	Min	-	-99.6%	-100.0%	Rinaldi
Glendronach	E 26.00 (70cl)	10%	90%	0.75	0.45	0.65	1.00	Min	Min	-92.0%	-99.6%	-	Filarmonica
The Macallan 12yr	34.50 (75cl)	-	-	25.00	9.00	-	-	-	-	-	-	-	
Knockando	-	-	-	0.25	0.15	0.15	-	-	-	-	-	-	
The Macallan 7yr	-	-	-	36.00	6.00	3.00	-	-	-	-	-	-	
Famous Grouse Malt	-	-	-	-	0.10	0.10	-	-	-	-	-	-	
Other Premium	-	40%	60%	4.45	24.10	18.45	20.15	18.80	15.70	15.0%	-10.2%	-16.5%	
<b>Malt Scotch-Standard</b>				<b>374.50</b>	<b>292.50</b>	<b>277.25</b>	<b>287.25</b>	<b>259.40</b>	<b>198.50</b>	<b>-6.8%</b>	<b>-9.2%</b>	<b>-23.5%</b>	
Glen Grant	11.29 (70cl)	20%	80%	269.00	222.00	205.00	210.00	195.00	161.00	-5.5%	-7.7%	-17.4%	Campari
Glen Deveron	E 13.99 (70cl)	20%	80%	2.40	1.50	2.25	1.25	1.00	Min	-93.0%	-99.7%	-100.0%	Martini
Other Malt	-	10%	90%	103.10	69.00	70.00	76.00	63.40	37.50	-10.6%	-14.1%	-40.9%	
<b>US Whiskey Super Premium</b>				<b>265.00</b>	<b>265.50</b>	<b>272.75</b>	<b>254.00</b>	<b>240.25</b>	<b>215.50</b>	<b>-2.3%</b>	<b>-5.1%</b>	<b>-10.3%</b>	
				<b>0.25</b>	<b>4.00</b>	<b>3.75</b>	<b>4.00</b>	<b>4.25</b>	<b>3.50</b>	<b>34.1%</b>	<b>-3.3%</b>	<b>-17.6%</b>	
Jack Daniels Single Barrel	E 27.00 (75cl)	75%	25%	-	2.25	2.00	2.25	2.50	2.25	-	Nil	-10.0%	Campari
Woodford Reserve	E 26.00 (75cl)	60%	40%	-	1.20	1.25	1.25	1.25	1.00	-	-4.5%	-20.0%	Campari
Van Winkle	E 55.00 (75cl)	100%	0%	-	0.10	0.10	0.05	0.10	0.05	-	-15.9%	-50.0%	Rinaldi
Blantons	-	-	-	0.25	0.30	Min	-	-	-	-	-	-	
Other US Super Premium	-	40%	60%	Min	0.15	0.40	0.45	0.40	0.20	-	7.5%	-50.0%	
<b>Premium</b>				<b>180.75</b>	<b>207.50</b>	<b>216.50</b>	<b>205.05</b>	<b>192.05</b>	<b>171.00</b>	<b>-0.6%</b>	<b>-4.7%</b>	<b>-11.0%</b>	
Jack Daniels	15.85 (70cl)	50%	50%	170.00	196.00	205.00	202.00	191.00	170.00	Nil	-3.5%	-11.0%	Campari
Makers Mark	E 23.00 (70cl)	40%	60%	0.60	1.00	1.00	0.30	0.30	0.25	-9.3%	-29.3%	-16.7%	Bacardi - Martini
Wild Turkey 12yr	-	-	-	9.40	10.00	10.00	2.00	Min	Nil	-100.0%	-100.0%	-	
Other US Premium	-	50%	50%	0.75	0.50	0.50	0.75	0.75	0.75	Nil	10.7%	Nil	

Source: Trade Comment.

Section : Whisky

Italy

BRAND SALES - 000's 9 Litre Cases - Cont/d...

Brand Name	RSP 2009	On Pr.	Off Pr.	2000	2005	2006	2007	2008	2009	CAGR 00-09	CAGR 05-09	CAGR 08-09	Distributor
<b>Standard</b>				<b>81.25</b>	<b>53.00</b>	<b>51.50</b>	<b>44.15</b>	<b>40.95</b>	<b>40.00</b>	<b>-7.6%</b>	<b>-6.8%</b>	<b>-2.3%</b>	
Four Roses	10.30 (70cl)	30%	70%	56.00	41.00	39.00	25.00	21.00	21.25	-10.2%	-15.2%	1.2%	Pernod Ricard Italia
Jim Beam White	12.99 (70cl)	30%	70%	12.00	10.50	11.00	18.00	19.00	18.00	4.6%	14.4%	-5.3%	Bacardi - Martini
Heaven Hill	E 12.00 (70cl)	-	-	-	-	-	-	-	Min	-	-	-	Meregalli
Old Forester	-	-	-	7.50	-	-	-	-	-	-	-	-	
Other US Standard	-	20%	80%	5.75	1.50	1.50	1.15	0.95	0.75	-20.3%	-15.9%	-21.1%	
<b>Value</b>				<b>2.75</b>	<b>1.00</b>	<b>1.00</b>	<b>0.80</b>	<b>3.00</b>	<b>1.00</b>	<b>-10.6%</b>	<b>Nil</b>	<b>-66.7%</b>	
Lucky Joe	11.90 (70cl)	100%	0%	2.75	1.00	1.00	0.80	3.00	1.00	-10.6%	Nil	-66.7%	Rinaldi
<b>Canadian Whisky Premium</b>				<b>9.00</b>	<b>3.75</b>	<b>3.75</b>	<b>3.50</b>	<b>3.50</b>	<b>3.25</b>	<b>-10.7%</b>	<b>-3.5%</b>	<b>-7.1%</b>	
				<b>1.25</b>	<b>0.50</b>	<b>0.50</b>	<b>0.50</b>	<b>0.50</b>	<b>0.25</b>	<b>-16.4%</b>	<b>-15.9%</b>	<b>-50.0%</b>	
Crown Royal	E 26.00 (70cl)	30%	70%	1.25	0.50	0.45	0.35	0.35	0.20	-18.4%	-20.5%	-42.9%	Diageo
Other Canadian Premium	-	20%	80%	Min	Min	0.05	0.15	0.15	0.05	-	-	-66.7%	
<b>Standard</b>				<b>7.25</b>	<b>3.00</b>	<b>3.00</b>	<b>2.50</b>	<b>2.25</b>	<b>2.25</b>	<b>-12.2%</b>	<b>-6.9%</b>	<b>Nil</b>	
Canadian Club	E 16.00 (70cl)	30%	70%	5.25	3.00	3.00	2.50	2.25	2.25	-9.0%	-6.9%	Nil	Gancia
Seagram V.O.	-	-	-	1.75	-	-	-	-	-	-	-	-	
Other Canadian	-	20%	80%	0.25	Min	Min	Min	Min	Min	-91.0%	-	-	
<b>Value</b>				<b>0.50</b>	<b>0.25</b>	<b>0.25</b>	<b>0.50</b>	<b>0.75</b>	<b>0.75</b>	<b>4.6%</b>	<b>31.6%</b>	<b>Nil</b>	
Other Canadian Low Price	-	10%	90%	0.50	0.25	0.25	0.50	0.75	0.75	4.6%	31.6%	Nil	
<b>Irish Whiskey Super Premium</b>				<b>39.50</b>	<b>46.75</b>	<b>44.25</b>	<b>35.50</b>	<b>24.50</b>	<b>22.75</b>	<b>-5.9%</b>	<b>-16.5%</b>	<b>-7.1%</b>	
						<b>Min</b>	<b>Min</b>	<b>Min</b>	<b>Min</b>				
Other Irish Super Premium	-	30%	70%	-	-	Min	Min	Min	Min	-	-	-	
<b>Premium</b>				<b>1.50</b>	<b>3.00</b>	<b>2.00</b>	<b>2.00</b>	<b>0.50</b>	<b>0.25</b>	<b>-18.1%</b>	<b>-46.3%</b>	<b>-50.0%</b>	
Jameson 12yr	E 16.00 (70cl)	20%	80%	1.20	2.00	2.00	2.00	0.40	0.20	-18.1%	-43.8%	-50.0%	Pernod Ricard Italia
Black Bush	-	-	-	-	0.50	Min	Min	Min	Nil	-	-100.0%	-	Diageo
Bushmills Malt	-	-	-	-	0.50	Min	-	-	-	-	-	-	
Other Irish Premium	-	10%	90%	0.30	Min	Min	Min	0.10	0.05	-18.1%	-	-50.0%	
<b>Standard</b>				<b>38.00</b>	<b>43.75</b>	<b>42.25</b>	<b>33.50</b>	<b>24.00</b>	<b>22.50</b>	<b>-5.7%</b>	<b>-15.3%</b>	<b>-6.3%</b>	
Jameson	E 11.49 (70cl)	50%	50%	27.00	33.00	32.00	23.00	14.00	12.75	-8.0%	-21.2%	-8.9%	Pernod Ricard Italia
Tullamore Dew	E 13.00 (70cl)	20%	80%	3.00	3.25	3.50	4.25	4.00	5.00	5.8%	11.4%	25.0%	Campari
Bushmills Original	E 12.00 (70cl)	30%	70%	6.00	3.50	4.00	4.00	3.50	2.50	-9.3%	-8.1%	-28.6%	Diageo
Connemara	E 13.00 (75cl)	100%	0%	-	0.75	Min	0.15	0.15	0.20	-	-28.1%	33.3%	Rinaldi
Kilbeggan	E 12.00 (70cl)	-	-	1.50	1.00	0.75	0.50	Min	-	-	-	-	Averna
Other Irish Standard	-	10%	90%	0.50	2.25	2.00	1.60	2.35	2.05	17.0%	-2.3%	-12.8%	

Source: Trade Comment.

Section : Whisky

Italy

**BRAND SALES - 000's 9 Litre Cases - Cont/d...**

Brand Name	RSP 2009	On Pr.	Off Pr.	2000	2005	2006	2007	2008	2009	CAGR 00-09	CAGR 05-09	CAGR 08-09	Distributor
<b>Other Value</b>				<b>11.00</b>	<b>1.00</b>	<b>1.00</b>	<b>1.00</b>	<b>1.00</b>	<b>1.00</b>	<b>-23.4%</b>	<b>Nil</b>	<b>Nil</b>	
Other Imported Low Price	-	-	-	11.00	1.00	1.00	1.00	1.00	1.00	-23.4%	Nil	Nil	

Source: Trade Comment.

## Section : Whisky

Italy

## PRICES - Lire until 2002 / Euros onwards

Brands	Bottle Size	Lire		2002 Apr	2003 May	2004	Euros		2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar
		2000 Feb	2001 Feb				2005 Mar	2006 Mar					
<b>Scotch</b>													
<b>Ultra Premium</b>													
Royal Salute	70cl	-	-	-	-	-	-	-	-	-	141.00	-	-
<b>Premium</b>													
Ballantines 12 yr /G.S.	70cl	33,290	28,700	16.45	-	-	17.79	16.95	-	-	-	-	-
Bells 12 yr	70cl	-	-	-	-	-	-	-	18.90	-	-	-	-
Chivas Regal	70cl	30,900	29,900	16.78	16.10	18.09	18.62	16.15	16.95	14.85	11.79	-	-
Dimple	70cl	48,700	43,400	23.80	25.40	25.59	23.95	-	-	-	-	-	-
Johnnie Walker Black	70cl	30,390	30,800	19.50	17.30	18.99	16.79	18.75	18.75	18.75	23.79	-	-
<b>Malt</b>													
<b>Premium</b>													
Aberlour	70cl	-	-	16.25	-	-	-	-	-	-	-	-	-
Auchentoshan	70cl	-	-	25.59	-	-	22.29	-	-	-	-	-	-
Ballantine's Malt	70cl	-	27,500	-	17.94	17.49	17.45	17.49	-	18.59	20.00	-	-
Balvenie	70cl	-	-	17.30	-	-	-	-	-	-	-	-	-
Bowmore	70cl	44,290	-	-	18.07	-	18.99	-	-	-	-	-	-
Bowmore 15yr	70cl	-	-	-	-	-	-	-	-	44.95	-	-	-
Caol Ila	70cl	-	-	-	-	-	-	-	-	11.69	41.90	-	-
Cardhu	70cl	34,280	33,100	20.65	20.95	-	-	-	-	-	-	-	-
Glen Deveron	70cl	19,410	-	-	-	-	-	-	-	-	-	-	-
Glen Flagler	70cl	-	13,950	-	-	-	-	-	-	-	-	-	-
Glenfiddich	70cl	31,440	30,950	18.65	18.79	18.59	16.95	17.29	-	21.95	-	-	-
Glenfiddich 15yr	70cl	-	-	-	-	-	-	-	-	39.95	-	-	-
Glenfiddich 18yr	70cl	-	-	-	-	-	-	-	-	54.95	-	-	-
Glenmorangie	70cl	44,490	45,200	23.95	-	23.79	-	35.99	25.90	31.39	29.90	-	-
Highland Park	70cl	-	-	-	-	-	-	-	-	-	28.69	-	-
Lagavulin	70cl	52,780	51,640	26.85	31.35	34.75	31.95	36.65	42.50	36.95	49.90	-	-
Laphroaig	70cl	38,450	39,900	20.65	20.09	20.89	21.19	20.65	-	21.59	25.87	-	-
Oban	70cl	-	-	-	-	-	-	-	38.90	-	39.90	-	-
Scapa	70cl	-	-	-	-	-	-	35.60	-	-	-	-	-
Talisker	70cl	-	-	-	-	-	-	-	-	-	34.90	-	-
The Classic Malts	70cl	46,490-52,800	47,850-50,800	23.70-29.98	27.90-31.35	26.99-29.50	28.90-31.90	28.15-36.65	-	30.29-39.95	-	-	-

Source: IWSR Storechecks.

Section : Whisky

Italy

PRICES - Lire until 2002 / Euros onwards - Cont/d...

Brands Premium Cont/d..	Bottle Size	Lire		2002 Apr	2003 May	2004	Euros			2008 Mar	2009 Mar	2010 Mar
		2000 Feb	2001 Feb				2005 Mar	2006 Mar	2007 Mar			
The Glenlivet	70cl	31,800	31,800	17.86	16.29	17.59	17.90	16.10	16.89	-	-	-
The Macallan 12yr	70cl	-	-	-	29.99	-	28.99	25.90	-	-	34.50	-
The Macallan 15yr	70cl	-	-	-	-	-	-	-	39.99	35.59	-	-
The Macallan 7yr	70cl	29,430	27,400	16.41	16.79	16.69	14.99	-	-	-	-	-
The Macallan 8yr	70cl	-	-	-	-	-	-	19.75	18.65	17.39	-	-
<b>Standard</b>												
Angus Dundee	70cl	-	-	6.90	-	6.96	5.96	6.96	-	-	-	-
Glen Grant 10 yr	70cl	-	-	9.45	9.29	10.85	9.89	9.45	-	9.29	20.80	-
Glen Grant 5 yr	70cl	17,900	17,900	7.22	7.29	7.29	6.99	8.27	8.17	-	11.29	-
Own Label	70cl	-	-	-	-	-	-	-	-	7.69	-	-
Own Label Malt	70cl	-	-	-	6.85-7.95	6.95-7.19	6.95	7.49	-	-	-	-
<b>Standard</b>												
Ballantines Finest	70cl	16,910	16,200	8.83	8.51	8.69	8.66	7.90	-	8.59	11.50	-
Black & White	70cl	13,480	12,970	7.22	8.68	7.29	8.69	-	8.49	-	-	-
Black Grouse	70cl	-	-	-	-	-	-	-	-	-	15.49	-
Clan Campbell	70cl	14,780	14,100	7.43	7.59	7.99	7.89	7.59	-	-	-	-
Cutty Sark	70cl	14,490	-	-	-	-	-	-	-	-	-	-
Famous Grouse	70cl	18,720	18,270	10.32	10.32	-	10.32	10.60	-	10.95	-	-
J & B Rare	70cl	16,550	16,700	7.54	9.49	9.99	9.75	8.95	-	8.95	11.90	-
Johnnie Walker Red	70cl	15,400	15,600	7.30	8.61	9.39	6.90	8.44	-	8.95	11.79	-
Langs	70cl	8,695-11,400	13,690	-	-	-	7.49	-	-	-	-	-
LIDL 6yr	70cl	-	-	-	-	-	4.95	-	-	-	-	-
Long John	70cl	13,980	13,450	6.99	7.39	6.99	6.75	7.59	10.00	10.59	7.99	-
Teachers	70cl	-	-	-	-	-	6.79	-	-	-	-	-
Vat 69	70cl	12,590	12,540	6.69	6.69	6.69	6.79	-	6.48	-	-	-
White Horse	70cl	12,680	12,650	6.50	7.39	7.89	7.29	6.99	-	9.59	-	-
Wm Grants	70cl	15,280	14,950	6.59	7.99	7.99	8.79	7.69	-	-	-	-
Wm Lawson's	70cl	12,490	12,000	6.69	7.49	7.49	7.49	7.05	6.49	7.19	10.00	-
<b>Low Price</b>												
Blackland	70cl	-	9,800	-	-	-	-	-	-	-	-	-
Cricket	70cl	-	7,950	-	-	-	-	-	-	-	-	-
Dougherty	70cl	-	10,500	6.15	-	-	-	-	-	-	-	-
Golden Park	70cl	8,100	-	-	-	-	-	-	-	-	-	-
Green Bay	70cl	7,890	-	-	-	-	-	-	-	-	-	-
LIDL	70cl	-	-	-	-	-	3.99	-	-	-	-	-

Source: IWSR Storechecks.

Section : Whisky

Italy

PRICES - Lire until 2002 / Euros onwards - Cont/d...

Brands Low Price Cont/d..	Bottle Size	Lire		Euros								
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar
MacBride	70cl	9,600	9,500	5.06	5.81	-	-	-	-	5.95	5.99	-
Old Country	70cl	7,780	8,900	-	-	-	-	-	-	-	-	-
Old England	70cl	-	-	5.17	-	-	-	-	-	-	-	-
Paul Driver	70cl	-	-	-	-	-	-	-	-	-	6.90	-
Richardsons	70cl	8,490	-	-	-	-	-	-	-	-	-	-
Royal Land	70cl	-	7,590	-	-	-	-	-	4.35	-	-	-
Scots Earl	70cl	-	9,800	-	5.09	-	-	-	-	-	-	-
Scots Laird	70cl	8,690	-	-	-	-	-	-	-	-	-	-
The Dundee	70cl	-	-	5.39	5.34	5.39	5.39	-	-	-	-	-
The Dundee	70cl	-	-	-	-	-	-	5.39	-	-	-	-
Own Label	70cl	-	8,450	4.29	3.95-5.49	3.89-4.29	3.95-4.39	-	-	4.79-5.95	-	-
<b>US Super Premium</b>												
Blantons	70cl	25,300	-	37.12	-	34.59	-	-	-	-	-	-
Jack Daniels S.B.	70cl	-	-	-	-	25.59	-	-	-	25.90	-	-
Wild Turkey Rare Breed	70cl	36,500	38,300	-	25.00	-	-	-	-	-	-	-
Woodford Reserve	70cl	-	-	-	-	-	24.50	-	-	24.50	-	-
<b>Premium</b>												
Jack Daniels	70cl	24,600	25,400	13.55	13.92	11.95	14.19	13.95	-	13.69	15.85	-
Old Granddad	70cl	-	-	-	-	-	-	22.95	-	22.95	-	-
Wild Turkey	70cl	25,780	24,580	11.02	11.79	16.98	13.50	14.59	-	-	-	-
<b>Standard</b>												
Evan Williams	70cl	-	22,500	-	-	-	-	-	-	-	-	-
Forester	70cl	14,990	14,980	-	-	-	-	-	-	-	-	-
Four Roses	70cl	16,800	17,400	8.35	8.92	9.65	9.29	9.69	8.46	11.95	10.30	-
Jim Beam White	70cl	16,750	17,200	-	-	9.99	10.69	-	11.61	9.70	12.99	-
Rangers	70cl	-	13,900	7.18	6.37	-	-	-	-	-	-	-
<b>Canadian Standard</b>												
Canadian Club	70cl	19,900	20,200	11.08	11.72	11.79	12.59	13.95	-	15.99	-	-
<b>Low Price</b>												
Crown Blend	70cl	-	7,850	-	-	-	-	-	-	-	-	-
Own Label	70cl	-	-	4.52	-	3.99	-	-	-	-	-	-

Source: IWSR Storechecks.

**Section : Whisky**

**Italy**

**PRICES - Lire until 2002 / Euros onwards - Cont/d...**

Brands Low Price Cont/d..	Bottle Size	Lire		Euros								
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar
<b>Irish Premium</b>												
Jameson 1784	70cl	28,500	-	-	-	-	-	-	-	-	-	-
<b>Standard</b>												
Jameson	70cl	19,620	18,300	9.54	9.76	9.75	8.75	9.85	9.89	10.65	-	-
Old Bushmills	70cl	19,740	19,900	10.11	11.59	-	-	-	-	-	-	-
Tullamore Dew	70cl	-	24,490	-	-	-	-	10.95	-	12.49	-	-
<b>Japanese</b>												
Hibiki	70cl	-	-	-	-	-	-	-	-	79.50	-	-

Source: IWSR Storechecks.

## Section : Gin / Genever

## CONSUMPTION - Local v Imported

000's 9 Litre Cases	2000	2005	2006	2007	2008	2009	F'Cast 2010	CAGR 00-09	CAGR 05-09	CAGR 08-09
<b>Total</b>	<b>583.00</b>	<b>594.50</b>	<b>586.00</b>	<b>576.00</b>	<b>549.50</b>	<b>513.25</b>	<b>483.50</b>	<b>-1.4%</b>	<b>-3.6%</b>	<b>-6.6%</b>
<b>Local</b>	239.00	201.50	205.00	197.00	192.50	185.50	180.00	-2.8%	-2.0%	-3.6%
<b>Imported</b>	<b>344.00</b>	<b>393.00</b>	<b>381.00</b>	<b>379.00</b>	<b>357.00</b>	<b>327.75</b>	<b>303.50</b>	<b>-0.5%</b>	<b>-4.4%</b>	<b>-8.2%</b>
- In Bottle	-	-	-	-	-	-	-	Nil	Nil	Nil
- In Bulk	-	-	-	-	-	-	-	Nil	Nil	Nil

Source: Trade Comment.

## CONSUMPTION - by Type

000's 9 Litre Cases	2000	2005	2006	2007	2008	2009	F'Cast 2010	CAGR 00-09	CAGR 05-09	CAGR 08-09
<b>Total</b>	<b>583.00</b>	<b>594.50</b>	<b>586.00</b>	<b>576.00</b>	<b>549.50</b>	<b>513.25</b>	<b>483.50</b>	<b>-1.4%</b>	<b>-3.6%</b>	<b>-6.6%</b>
- Gin	582.00	594.00	585.50	575.50	549.00	512.75	483.00	-1.4%	-3.6%	-6.6%
- Genever	1.00	0.50	0.50	0.50	0.50	0.50	0.50	-7.4%	Nil	Nil

Source: Trade Comment.

## BRAND SALES - 000 9 Litre Cases

Brand Name	RSP 2009	On Pr.	Off Pr.	2000	2005	2006	2007	2008	2009	CAGR 00-09	CAGR 05-09	CAGR 08-09	Distributor
<b>Gin</b>				<b>573.00</b>	<b>594.00</b>	<b>585.50</b>	<b>575.50</b>	<b>549.00</b>	<b>512.75</b>	<b>-1.2%</b>	<b>-3.6%</b>	<b>-6.6%</b>	
<b>Local</b>				<b>230.00</b>	<b>201.50</b>	<b>205.00</b>	<b>197.00</b>	<b>192.50</b>	<b>185.50</b>	<b>-2.4%</b>	<b>-2.0%</b>	<b>-3.6%</b>	
<b>Value</b>				<b>230.00</b>	<b>201.50</b>	<b>205.00</b>	<b>197.00</b>	<b>192.50</b>	<b>185.50</b>	<b>-2.4%</b>	<b>-2.0%</b>	<b>-3.6%</b>	
Bosford	7.95 (100cl)	70%	30%	139.00	127.00	127.00	115.00	110.00	110.00	-2.6%	-3.5%	Nil	Bacardi - Martini
Lord	E 7.00 (70cl)	100%	0%	40.00	-	-	10.50	18.50	21.25	-6.8%	-	14.9%	Pernod Ricard Italia
Wapping	E 7.49 (70cl)	100%	0%	17.50	28.50	28.00	23.00	17.50	12.00	-4.1%	-19.4%	-31.4%	Stock
Bols Silver Top	-	-	-	6.00	-	-	-	-	-	-	-	-	
Other Gin	-	60%	40%	27.50	46.00	50.00	48.50	46.50	42.25	4.9%	-2.1%	-9.1%	
<b>Imported</b>				<b>343.00</b>	<b>392.50</b>	<b>380.50</b>	<b>378.50</b>	<b>356.50</b>	<b>327.25</b>	<b>-0.5%</b>	<b>-4.4%</b>	<b>-8.2%</b>	
<b>Super Premium</b>					<b>3.50</b>	<b>0.60</b>	<b>1.00</b>	<b>1.25</b>	<b>2.25</b>		<b>-10.5%</b>	<b>80.0%</b>	
Hendricks	E 26.00 (70cl)	95%	5%	-	-	-	-	Min	1.25	-	-	-	Velier
Tanqueray Ten	E 26.00 (70cl)	80%	20%	-	3.50	0.60	1.00	1.25	1.00	-	-26.9%	-20.0%	Diageo
Hayman's	E 27.00 (70cl)	90%	10%	-	-	-	-	-	Min	-	-	-	Biscaldi
<b>Standard</b>				<b>251.50</b>	<b>236.25</b>	<b>232.00</b>	<b>240.00</b>	<b>233.65</b>	<b>224.00</b>	<b>-1.3%</b>	<b>-1.3%</b>	<b>-4.1%</b>	
Gordons	8.99 (70cl)	60%	40%	160.00	143.00	135.00	135.00	135.00	138.50	-1.6%	-0.8%	2.6%	Diageo
Tanqueray	E 12.49 (70cl)	60%	40%	42.00	51.00	55.00	57.00	50.00	37.50	-1.3%	-7.4%	-25.0%	Diageo
Bombay Sapphire	12.42 (70cl)	50%	50%	13.50	31.00	31.00	32.00	34.00	34.00	10.8%	2.3%	Nil	Bacardi - Martini
Beefeater	E 11.49 (70cl)	90%	10%	25.50	8.00	10.00	15.00	12.75	13.00	-7.2%	12.9%	2.0%	Pernod Ricard Italia
Plymouth	E 8.49 (70cl)	90%	10%	-	-	-	-	0.80	0.70	-	-	-12.5%	Gancia

Source: Trade Comment.

Section : Gin / Genever

Italy

BRAND SALES - 000's 9 Litre Cases - Cont/d...

Brand Name	RSP 2009	On Pr.	Off Pr.	2000	2005	2006	2007	2008	2009	CAGR 00-09	CAGR 05-09	CAGR 08-09	Distributor
Cont/d..													
Miller's Gin	E 13.00 (70cl)	100%	0%	-	-	-	-	0.20	0.10	-	-	-50.0%	Velier
Greenalls	-	-	-	3.50	1.25	1.00	1.00	0.75	Nil	-100.0%	-100.0%	-100.0%	Velier
Blackwood's	-	-	-	-	-	-	-	0.15	Nil	-	-	-100.0%	Velier
Compton	-	-	-	1.00	-	-	-	-	-	-	-	-	
Darwin	-	-	-	6.00	2.00	Min	-	-	-	-	-	-	
Other Gin	-	20%	80%	-	-	-	-	-	0.20	-	-	-	
<b>Value</b>				<b>91.50</b>	<b>152.75</b>	<b>147.90</b>	<b>137.50</b>	<b>121.60</b>	<b>101.00</b>	<b>1.1%</b>	<b>-9.8%</b>	<b>-16.9%</b>	
Larios	E 7.49 (70cl)	60%	40%	72.00	122.00	120.00	110.00	95.00	65.00	-1.1%	-14.6%	-31.6%	Bacardi - Martini
MG	E 5.99 (70cl)	100%	0%	-	4.00	7.00	10.00	14.50	18.00	-	45.6%	24.1%	Molinari
Buckingham	E 6.49 (70cl)	100%	0%	12.00	9.75	10.00	10.00	9.00	8.25	-4.1%	-4.1%	-8.3%	Averna
Gilbeys	E 6.49 (70cl)	10%	90%	-	8.50	5.00	3.75	2.00	4.75	-	-13.5%	137.5%	Diageo
Christies (Buton)	E 6.00 (70cl)	100%	0%	2.00	1.75	1.50	1.00	1.00	1.00	-7.4%	-13.1%	Nil	Rinaldi
Gibson 30%	E 6.50 (70cl)	0%	100%	-	-	-	-	-	0.35	-	-	-	
Other Gin Low Price	-	10%	90%	5.50	6.75	4.40	2.75	0.10	3.65	-4.5%	-14.2%	3,550.0%	
<b>Genever</b>				<b>1.00</b>	<b>0.50</b>	<b>0.50</b>	<b>0.50</b>	<b>0.50</b>	<b>0.50</b>	<b>-7.4%</b>	<b>Nil</b>	<b>Nil</b>	
<b>Imported</b>				<b>1.00</b>	<b>0.50</b>	<b>0.50</b>	<b>0.50</b>	<b>0.50</b>	<b>0.50</b>	<b>-7.4%</b>	<b>Nil</b>	<b>Nil</b>	
<b>Standard</b>				<b>1.00</b>	<b>0.50</b>	<b>0.50</b>	<b>0.50</b>	<b>0.50</b>	<b>0.50</b>	<b>-7.4%</b>	<b>Nil</b>	<b>Nil</b>	
Other Genever	-	40%	60%	1.00	0.50	0.50	0.50	0.50	0.50	-7.4%	Nil	Nil	

Source: Trade Comment.

Section : Gin / Genever

Italy

PRICES - Lire until 2002 / Euros onwards

Brands	Bottle Size	Lire		Euros									
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar	
<b>Gin Local</b>													
Berkeley	70cl	-	8,900	4.61	-	4.89	4.92	4.19	-	5.49	5.49	-	
Birmingham	70cl	-	-	-	-	-	-	-	-	-	3.99	-	
Bosford	1L	-	-	-	-	-	-	-	-	6.09	7.95	-	
Bosford	70cl	11,250	11,250	7.48	6.89	6.49	6.35	6.69	5.97	-	-	-	
Chester	70cl	7,840	-	-	-	-	-	-	-	-	-	-	
Great Britain	70cl	-	-	-	4.29	4.29	4.19	-	-	-	-	-	
Leyton	70cl	-	8,950	-	-	-	-	-	-	-	-	-	
London	70cl	-	-	-	-	-	4.25	-	-	-	-	-	
Old King	70cl	-	5,900	-	-	-	-	-	-	-	-	-	
Old Moor	70cl	-	-	4.53	-	-	-	-	-	-	-	-	
Own Label	1L	6,390	6,950	4.20	-	-	3.95	-	-	4.25	-	-	
Own Label	70cl	6,340	-	3.28	3.59	3.29	3.39	-	-	-	-	-	
<b>Imported</b>													
Beefeater	70cl	17,200	17,200	9.86	9.95	9.69	-	-	-	-	-	-	
Bombay Sapphire	70cl	-	-	-	10.35	10.39	10.49	10.39	11.89	9.79	12.42	-	
Gordons	70cl	12,900	14,200	7.12	7.95	7.99	7.99	7.19	6.39	7.89	8.99	-	
Larios	70cl	9,980	9,950	4.65	5.49	5.69	5.75	5.99	5.99	7.19	8.90	-	
LIDL	70cl	-	-	-	-	-	3.99	-	-	-	-	-	
Tanqueray	70cl	19,600	19,590	-	11.35	11.29	10.79	10.89	-	11.65	-	-	

Source: IWSR Storechecks.

Section : Vodka

Italy

CONSUMPTION - Local v Imported

000's 9 Litre Cases	2000	2005	2006	2007	2008	2009	F'Cast 2010	CAGR 00-09	CAGR 05-09	CAGR 08-09
<b>Total</b>	<b>359.00</b>	<b>617.00</b>	<b>674.25</b>	<b>733.50</b>	<b>787.75</b>	<b>825.75</b>	<b>858.25</b>	<b>9.7%</b>	<b>7.6%</b>	<b>4.8%</b>
<b>Local</b>	115.00	260.00	282.00	295.50	295.50	287.25	276.00	10.7%	2.5%	-2.8%
<b>Imported</b>	<b>244.00</b>	<b>357.00</b>	<b>392.25</b>	<b>438.00</b>	<b>492.25</b>	<b>538.50</b>	<b>582.25</b>	<b>9.2%</b>	<b>10.8%</b>	<b>9.4%</b>
- In Bottle	-	-	-	-	-	-	-	Nil	Nil	Nil
- In Bulk	-	-	-	-	-	-	-	Nil	Nil	Nil

Source : IWSR Calculations/Trade Estimates.

BRAND SALES - 000 9 Litre Cases

Brand Name	RSP 2009	On Pr.	Off Pr.	2000	2005	2006	2007	2008	2009	CAGR 00-09	CAGR 05-09	CAGR 08-09	Distributor
<b>Traditional Vodka</b>				<b>358.25</b>	<b>616.00</b>	<b>673.25</b>	<b>729.00</b>	<b>783.15</b>	<b>820.75</b>	<b>9.6%</b>	<b>7.4%</b>	<b>4.8%</b>	
<b>Local</b>				<b>115.00</b>	<b>260.00</b>	<b>282.00</b>	<b>295.50</b>	<b>295.50</b>	<b>287.25</b>	<b>10.7%</b>	<b>2.5%</b>	<b>-2.8%</b>	
<b>Standard</b>									<b>Nil</b>				
Other Vodka		-	-	-	-	-	-	-	Nil	-	-	-	
<b>Value</b>				<b>115.00</b>	<b>260.00</b>	<b>282.00</b>	<b>295.50</b>	<b>295.50</b>	<b>287.25</b>	<b>10.7%</b>	<b>2.5%</b>	<b>-2.8%</b>	
Keglevich	E 6.99 (70cl)	40%	60%	44.00	114.00	132.00	142.50	147.00	138.00	13.5%	4.9%	-6.1%	Stock
Eristoff	7.99 (70cl)	30%	70%	34.00	69.00	73.00	75.00	75.00	75.00	9.2%	2.1%	Nil	Bacardi - Martini
Artic	6.19 (70cl)	50%	50%	23.00	59.00	60.00	60.00	59.00	59.50	11.1%	0.2%	0.8%	Illva
Stepanov	E 6.00 (70cl)	100%	0%	-	-	3.00	7.00	2.25	2.25	-	-	Nil	Averna / Casoni
Limka	E 6.49 (70cl)	100%	0%	-	1.00	1.00	0.50	0.50	0.50	-	-15.9%	Nil	Rinaldi
Other Vodka		-	-	14.00	17.00	13.00	10.50	11.75	12.00	-1.7%	-8.3%	2.1%	
<b>Imported</b>				<b>243.25</b>	<b>356.00</b>	<b>391.25</b>	<b>433.50</b>	<b>487.65</b>	<b>533.50</b>	<b>9.1%</b>	<b>10.6%</b>	<b>9.4%</b>	
<b>Ultra Premium</b>						<b>0.15</b>	<b>0.30</b>	<b>0.50</b>	<b>0.50</b>			<b>Nil</b>	
Kauffman Select	E 90.00 (70cl)	99%	1%	-	-	0.15	0.30	0.50	0.40	-	-	-20.0%	Rinaldi
Other Vodka		-	95%	-	-	-	-	-	0.10	-	-	-	
<b>Super Premium</b>					<b>2.50</b>	<b>5.85</b>	<b>10.25</b>	<b>12.85</b>	<b>19.50</b>		<b>67.1%</b>	<b>51.8%</b>	
Grey Goose	E 44.99 (70cl)	70%	30%	-	1.50	3.50	4.50	6.00	8.00	-	52.0%	33.3%	Bacardi - Martini
Belvedere	E 38.99 (70cl)	80%	20%	-	0.80	2.00	3.00	3.50	5.25	-	60.1%	50.0%	Moet Hennessy
Wyborowa Exquisite	E 41.00 (70cl)	85%	15%	-	-	-	0.50	1.00	1.75	-	-	75.0%	Pernod Ricard Italia
Stolichnaya Elit	E 35.00 (70cl)	80%	20%	-	-	-	-	-	0.75	-	-	-	Gancia
Beluga	E 33.00 (70cl)	90%	10%	-	-	-	0.70	0.50	0.50	-	-	Nil	Velier
Roberto Cavalli	E 51.99 (70cl)	90%	10%	-	-	-	-	0.25	0.50	-	-	100.0%	Velier
Russian Standard Imperia	E 32.00 (70cl)	90%	10%	-	-	-	-	-	0.50	-	-	-	Campari
Ketel One	E 40.00 (70cl)	80%	20%	-	-	-	-	-	0.40	-	-	-	Diageo
Akdov	E 31.00 (70cl)	100%	0%	-	-	-	1.00	0.50	0.30	-	-	-40.0%	Rinaldi
Ciroc	E 32.99 (70cl)	90%	10%	-	Min	0.10	0.15	0.20	0.25	-	-	25.0%	Diageo
Potocki	E 37.00 (70cl)	80%	20%	-	-	-	-	0.15	0.12	-	-	-20.0%	Velier

Source: Trade Comment.

Section : Vodka

Italy

BRAND SALES - 000's 9 Litre Cases - Cont/d...

Brand Name	RSP 2009	On Pr.	Off Pr.	2000	2005	2006	2007	2008	2009	CAGR 00-09	CAGR 05-09	CAGR 08-09	Distributor
Cont/d..													
Pinky	E 35.00 (70cl)	100%	0%	-	-	-	-	-	Min	-	-	-	Averna
Other Premium Vodka	-	80%	20%	-	0.20	0.25	0.40	0.75	1.18	-	55.9%	57.3%	
<b>Premium</b>								<b>1.50</b>	<b>3.00</b>			<b>100.0%</b>	
42 Below	E 21.99 (70cl)	75%	25%	-	-	-	-	1.50	3.00	-	-	100.0%	Bacardi - Martini
<b>Standard</b>				<b>131.25</b>	<b>224.10</b>	<b>251.20</b>	<b>288.20</b>	<b>316.30</b>	<b>337.25</b>	<b>11.1%</b>	<b>10.8%</b>	<b>6.6%</b>	
Absolut 40%	9.75 (70cl)	70%	30%	63.00	105.00	110.00	115.00	120.00	123.50	7.8%	4.1%	2.9%	Gancia
Smirnoff Red	9.59 (70cl)	60%	40%	45.00	67.00	71.00	83.00	85.00	95.50	8.7%	9.3%	12.4%	Diageo
Skyv	E 9.99 (70cl)	90%	10%	2.50	39.00	48.00	58.00	60.00	61.00	42.6%	11.8%	1.7%	Campari
Russian Standard	E 12.00 (70cl)	60%	40%	2.50	Min	Min	0.50	16.75	19.00	25.3%	-	13.4%	Campari
Finlandia 40%	E 9.00 (70cl)	50%	50%	5.50	2.00	12.25	14.00	14.00	14.50	11.4%	64.1%	3.6%	Campari
Smirnoff Black	E 11.00 (70cl)	40%	60%	-	-	0.50	3.00	4.75	6.00	-	-	26.3%	Diageo
Zytnia	E 9.00 (70cl)	90%	10%	-	-	-	3.25	1.20	3.25	-	-	170.8%	Velier
Vertical	E 10.00 (70cl)	90%	10%	-	-	-	1.50	1.50	0.85	-	-	-43.3%	Velier
Svedka	E 10.50 (70cl)	90%	10%	-	-	-	-	-	0.25	-	-	-	Velier
Kristal	E 9.00 (70cl)	80%	20%	-	1.60	1.50	1.00	1.00	Min	-	-99.7%	-100.0%	Rinaldi
Other Vodka	-	80%	20%	12.75	9.50	7.95	8.95	12.10	13.40	0.6%	9.0%	10.7%	
<b>Value</b>				<b>112.00</b>	<b>129.40</b>	<b>134.05</b>	<b>134.75</b>	<b>156.50</b>	<b>173.25</b>	<b>5.0%</b>	<b>7.6%</b>	<b>10.7%</b>	
Wyborowa	E 6.49 (70cl)	30%	70%	65.00	94.00	99.00	100.00	98.00	103.00	5.2%	2.3%	5.1%	Pernod Ricard Italia
Moskovskaya	E 7.99 (70cl)	55%	45%	34.00	21.00	28.00	24.00	40.00	61.00	6.7%	30.6%	52.5%	Gancia
Stolichnaya	E 6.99 (70cl)	80%	20%	13.00	12.00	3.00	4.00	5.00	5.25	-9.6%	-18.7%	5.0%	Gancia
Tovarich	E 6.00 (70cl)	90%	10%	-	2.40	3.25	5.50	7.00	2.50	-	1.0%	-64.3%	Molinari
SV	E 7.25 (70cl)	10%	90%	-	-	0.80	0.60	0.50	0.50	-	-	Nil	
Medoff	E 6.75 (70cl)	10%	90%	-	-	-	0.25	0.50	0.50	-	-	Nil	
Poliakov	E 6.25 (70cl)	0%	100%	-	-	-	-	-	0.50	-	-	-	
Russky Razmer	-	90%	10%	-	-	-	0.40	5.50	Nil	-	-	-100.0%	Velier
Other Low Price Vodka	-	10%	90%	-	-	-	-	-	Min	-	-	-	
<b>Flavoured Vodka Imported Super Premium</b>				<b>0.75</b>	<b>1.00</b>	<b>1.00</b>	<b>4.50</b>	<b>4.60</b>	<b>5.00</b>	<b>23.5%</b>	<b>49.5%</b>	<b>8.7%</b>	
				<b>0.75</b>	<b>1.00</b>	<b>1.00</b>	<b>4.50</b>	<b>4.60</b>	<b>5.00</b>	<b>23.5%</b>	<b>49.5%</b>	<b>8.7%</b>	
							<b>0.60</b>	<b>0.75</b>				<b>25.0%</b>	
Grey Goose l'Orange	E 44.00 (70cl)	90%	10%	-	-	-	-	0.40	0.40	-	-	Nil	Bacardi - Martini
Grey Goose La Poire	E 44.00 (70cl)	90%	10%	-	-	-	-	0.20	0.30	-	-	50.0%	Bacardi - Martini
Other Flavoured	-	90%	10%	-	-	-	-	-	0.05	-	-	-	
<b>Standard</b>				<b>0.75</b>	<b>1.00</b>	<b>1.00</b>	<b>4.50</b>	<b>3.50</b>	<b>4.25</b>	<b>21.3%</b>	<b>43.6%</b>	<b>21.4%</b>	
Absolut Flavoured	E 14.00 (70cl)	60%	40%	-	-	-	3.50	3.50	4.25	-	-	21.4%	Pernod Ricard Italia
Zubrowka	E 9.00 (70cl)	40%	60%	0.75	1.00	1.00	1.00	Min	Min	-92.0%	-99.7%	-	

Source: Trade Comment.

Section : Vodka

Italy

BRAND SALES - 000's 9 Litre Cases - Cont/d...

Brand Name	RSP 2009	On Pr.	Off Pr.	2000	2005	2006	2007	2008	2009	CAGR 00-09	CAGR 05-09	CAGR 08-09	Distributor
<b>Value</b>								<b>0.50</b>	<b>Min</b>			<b>-100.0%</b>	
Ursus	E 7.50 (70cl)	0%	100%	-	-	-	-	0.50	Min	-	-	-100.0%	Diageo
Other Flavoured	-	0%	100%	-	-	-	-	-	Min	-	-	-	-

Source: Trade Comment.

PRICES - Lire until 2002 / Euros onwards

Brands	Bottle Size	Lire		Euros										
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar		
<b>Pure Alcohol 100% Vol</b>														
Brand no name	1L	-	-	-	-	-	-	-	-	-	-	15.49	-	-
<b>Clear Vodka 40% Vol Local</b>														
Artic	70cl	10,180	10,180	5.29	5.95	6.29	5.99	6.25	5.50	5.49	6.19	-	-	-
Boryska	1L	-	-	-	-	-	-	-	-	4.79	4.49	-	-	-
Eristoff	70cl	-	-	-	-	6.99	6.98	6.98	7.19	7.19	7.99	-	-	-
Keglevich	70cl	9,680	9,380	4.93	6.55	5.29	4.99	-	5.95	5.93	-	-	-	-
Roskov	70cl	-	-	-	5.29	-	-	-	-	-	-	-	-	-
Own Label	70cl	7,700	5,980	3.55	3.59	2.95	2.98	-	-	-	-	-	-	-
Own Label	1L	-	-	5.08	5.23	-	4.95	3.95	-	4.39	-	-	-	-
<b>Imported</b>														
Absolut Blue	70cl	16,520	16,800	8.77	9.40	8.99	9.86	8.51	8.09	8.89	9.75	-	-	-
LIDL	70cl	-	-	-	-	-	3.99	-	-	-	-	-	-	-
Moskovskaya	70cl	11,400	11,990	6.92	6.69	6.49	6.19	6.55	-	6.99	-	-	-	-
Skyy	70cl	-	-	8.21	8.21	7.75	8.70	-	8.80	-	-	-	-	-
Smirnoff Red	70cl	13,150	13,100	6.91	7.49	7.49	7.49	-	7.19	8.49	9.59	-	-	-
Volga	70cl	-	-	3.69	4.15	3.99	-	-	-	-	-	-	-	-
Wyborowa	70cl	9,990	12,900	5.91	7.23	6.99	6.65	6.80	-	5.99	9.25	-	-	-
<b>Flavoured Local</b>														
Artic	70cl	-	-	-	-	-	-	-	-	-	8.29	-	-	-
Villa Donata	70cl	-	-	-	-	-	-	-	-	-	3.15	-	-	-
<b>Imported</b>														
Absolut Ruby Red	70cl	-	-	-	-	-	-	-	-	12.95	9.78	-	-	-

Source: IWSR Storechecks.

Section : Tequila

Italy

CONSUMPTION - By Type

000's 9 Litre Cases	2000	2005	2006	2007	2008	2009	F'Cast 2010	CAGR 00-09	CAGR 05-09	CAGR 08-09
<b>Total</b>	<b>122.50</b>	<b>114.00</b>	<b>105.00</b>	<b>101.30</b>	<b>97.75</b>	<b>76.00</b>	<b>63.00</b>	<b>-5.2%</b>	<b>-9.6%</b>	<b>-22.3%</b>
- White Tequila	91.50	92.00	81.00	75.00	75.25	57.00	47.00	-5.1%	-11.3%	-24.3%
- Gold Tequila	31.00	22.00	24.00	26.30	22.50	19.00	16.00	-5.3%	-3.6%	-15.6%

Source: Trade Comment.

BRAND SALES - 000 9 Litre Cases

Brand Name	RSP 2009	On Pr.	Off Pr.	2000	2005	2006	2007	2008	2009	CAGR 00-09	CAGR 05-09	CAGR 08-09	Distributor
<b>Main Tequila Brands</b>				<b>122.00</b>	<b>114.00</b>	<b>105.00</b>	<b>101.30</b>	<b>97.75</b>	<b>76.00</b>	<b>-5.1%</b>	<b>-9.6%</b>	<b>-22.3%</b>	
Cuervo	-	-	-	35.00	47.00	41.00	42.00	40.00	31.75	-1.1%	-9.3%	-20.6%	Diageo
Sauza	-	-	-	24.00	31.00	31.00	30.00	30.00	20.25	-1.9%	-10.1%	-32.5%	Gancia
Camino Real	-	-	-	8.00	7.00	5.50	3.00	3.50	3.50	-8.8%	-15.9%	Nil	Bacardi - Martini
Herradura	-	-	-	2.50	3.50	3.50	3.00	3.00	2.80	1.3%	-5.4%	-6.7%	Illva
Sauza	-	-	-	1.00	0.25	0.50	3.00	3.00	1.75	6.4%	62.7%	-41.7%	Bacardi - Martini
Olmecca	-	-	-	-	3.00	3.00	2.00	1.50	1.20	-	-20.5%	-20.0%	Pernod Ricard Italia
Climax Tequila	-	-	-	-	-	-	-	1.25	1.00	-	-	-20.0%	Stock
Casco Viejo	-	-	-	-	-	-	-	-	0.80	-	-	-	Rinaldi
Orendain	-	-	-	-	-	-	0.60	0.40	0.35	-	-	-12.5%	Velier
Espolon	-	-	-	-	-	-	-	0.20	0.10	-	-	-50.0%	Giovinetti
Don Julio	-	-	-	-	-	-	0.15	0.10	0.07	-	-	-30.0%	Diageo
Sierra	-	-	-	13.00	7.00	4.00	2.00	1.00	Min	-94.2%	-99.8%	-100.0%	Gancia / Premium
Sierra	-	-	-	-	0.50	0.50	0.50	0.50	Min	-	-99.6%	-100.0%	Premium
Silla	-	-	-	1.50	Min	Min	Min	-	-	-	-	-	
Others	-	-	-	37.00	14.75	16.00	15.05	13.30	12.43	-11.4%	-4.2%	-6.5%	
<b>White Tequila Super Premium</b>				<b>91.00</b>	<b>92.00</b>	<b>81.00</b>	<b>75.00</b>	<b>75.25</b>	<b>57.00</b>	<b>-5.1%</b>	<b>-11.3%</b>	<b>-24.3%</b>	
				<b>0.50</b>	<b>1.00</b>	<b>1.00</b>	<b>1.05</b>	<b>1.00</b>	<b>1.00</b>	<b>8.0%</b>	<b>0.0%</b>	<b>Nil</b>	
Herradura	E 38.00 (70cl)	90%	10%	0.50	1.00	1.00	1.00	1.00	1.00	8.0%	Nil	Nil	Illva
Don Julio Blanco	E 43.00 (70cl)	90%	10%	-	-	-	0.05	Min	Min	-	-	-	Diageo
<b>Premium</b>				<b>7.50</b>	<b>33.50</b>	<b>26.50</b>	<b>25.75</b>	<b>28.25</b>	<b>21.25</b>	<b>12.3%</b>	<b>-10.8%</b>	<b>-24.8%</b>	
Cuervo Especial Silver	E 19.00 (70cl)	75%	25%	7.50	32.00	25.00	25.00	27.00	20.25	11.7%	-10.8%	-25.0%	Diageo
Olmecca Silver	E 19.00 (70cl)	75%	25%	-	1.50	1.50	0.75	1.25	1.00	-	-9.6%	-20.0%	Pernod Ricard Italia
<b>Standard</b>				<b>83.00</b>	<b>57.50</b>	<b>53.50</b>	<b>48.20</b>	<b>46.00</b>	<b>34.75</b>	<b>-9.2%</b>	<b>-11.8%</b>	<b>-24.5%</b>	
Sauza	E 12.99 (100cl)	60%	40%	24.00	31.00	31.00	30.00	30.00	20.25	-1.9%	-10.1%	-32.5%	Gancia
Camino Real Silver	E 16.00 (70cl)	60%	40%	8.00	6.00	5.00	3.00	3.50	3.50	-8.8%	-12.6%	Nil	Bacardi - Martini
Casco Viejo	E 15.00 (70cl)	60%	40%	-	-	-	-	-	0.40	-	-	-	Rinaldi
Sierra	14.50 (70cl)	60%	40%	13.00	7.00	4.00	2.00	1.00	Min	-94.2%	-99.8%	-100.0%	Gancia / Premium
Silla	-	-	-	1.50	Min	Min	Min	-	-	-	-	-	

Source: Trade Comment.

Section : Tequila

Italy

BRAND SALES - 000's 9 Litre Cases - Cont/d...

Brand Name	RSP 2009	On Pr.	Off Pr.	2000	2005	2006	2007	2008	2009	CAGR 00-09	CAGR 05-09	CAGR 08-09	Distributor
Cont/d..													
Other White Tequila	-	50%	50%	36.50	13.50	13.50	13.20	11.50	10.60	-12.8%	-5.9%	-7.8%	
<b>Gold Tequila</b>				<b>31.00</b>	<b>22.00</b>	<b>24.00</b>	<b>26.30</b>	<b>22.50</b>	<b>19.00</b>	<b>-5.3%</b>	<b>-3.6%</b>	<b>-15.6%</b>	
<b>Super Premium</b>				<b>2.00</b>	<b>2.50</b>	<b>2.50</b>	<b>2.10</b>	<b>2.30</b>	<b>2.00</b>	<b>Nil</b>	<b>-5.4%</b>	<b>-13.0%</b>	
Herradura	E 39.99 (70cl)	100%	0%	2.00	2.50	2.50	2.00	2.00	1.80	-1.2%	-7.9%	-10.0%	Illva
Espolon	E 47.00 (70cl)	99%	1%	-	-	-	-	0.20	0.10	-	-	-50.0%	Giovinetti
Don Julio	E 43.00 (70cl)	90%	10%	-	-	-	0.10	0.10	0.07	-	-	-30.0%	Diageo
Other Super Premium	-	90%	10%	-	-	-	-	-	0.03	-	-	-	
<b>Premium</b>				<b>1.00</b>	<b>1.75</b>	<b>2.00</b>	<b>4.85</b>	<b>4.90</b>	<b>3.50</b>	<b>14.9%</b>	<b>18.9%</b>	<b>-28.6%</b>	
Sauza Hornitos	E 22.00 (70cl)	85%	15%	1.00	0.25	0.50	3.00	3.00	1.75	6.4%	62.7%	-41.7%	Bacardi - Martini
Climax	E 19.00 (70cl)	100%	0%	-	-	-	-	1.25	1.00	-	-	-20.0%	Stock
Orendain	E 19.00 (70cl)	90%	10%	-	-	-	0.60	0.40	0.35	-	-	-12.5%	Velier
Olmeca	E 20.00 (70cl)	90%	10%	-	1.50	1.50	1.25	0.25	0.20	-	-39.6%	-20.0%	Pernod Ricard Italia
Other Premium Gold Tequila	-	80%	20%	-	-	-	-	-	0.20	-	-	-	
<b>Standard</b>				<b>28.00</b>	<b>17.75</b>	<b>19.50</b>	<b>19.35</b>	<b>15.30</b>	<b>13.50</b>	<b>-7.8%</b>	<b>-6.6%</b>	<b>-11.8%</b>	
Cuervo Tradicional	12.10 (70cl)	40%	60%	27.50	15.00	16.00	17.00	13.00	11.50	-9.2%	-6.4%	-11.5%	Diageo
Casco Viejo	E 17.00 (70cl)	60%	40%	-	-	-	-	-	0.40	-	-	-	Rinaldi
Sierra	E 16.00 (70cl)	40%	60%	-	0.50	0.50	0.50	0.50	Min	-	-99.6%	-100.0%	Premium
Camino Real	E 16.00 (70cl)	40%	60%	-	1.00	0.50	Min	Min	Min	-	-99.7%	-	Bacardi - Martini
Other Gold Tequila	-	60%	40%	0.50	1.25	2.50	1.85	1.80	1.60	13.8%	6.4%	-11.1%	

Source: Trade Comment.

**Section : Tequila**

**Italy**

**PRICES - Lire until 2002 / Euros onwards**

Brands	Bottle Size	Lire		Euros								
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar
<b>White</b>												
Cuervo	70cl	16,880	17,400	-	-	-	11.93	15.95	-	-	-	-
Herradura White	70cl	-	-	-	-	-	-	-	36.89	-	-	-
Sauza	1L	17,990	19,140	8.89	10.99	10.89	10.99	10.39	9.89	10.59	-	-
Sierra	70cl	16,280	16,280	14.41	-	14.59	-	-	14.49	-	14.50	-
<b>Gold</b>												
Cuervo Especial	70cl	-	-	11.65	12.48	11.79	11.69	12.29	12.88	12.59	12.10	-
Herradura Reposado	70cl	-	-	-	-	-	-	-	39.90	-	-	-
Sauza Conmemorativo	70cl	-	-	-	15.99	15.99	-	15.59	-	19.99	-	-
Sauza Hornitos	70cl	-	-	-	14.90	14.99	15.99	-	-	19.39	-	-

Source: IWSR Storechecks.

**Section : Other White Spirits**

**Italy**

**PRICES - Lire until 2002 / Euros onwards**

Brands	Bottle Size	Lire		Euros								
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar
Alcohol (95% Vol)	1L	-	-	-	-	-	10.28	-	-	-	-	-

Source: IWSR Storechecks.

Section : Rum

Italy

**CONSUMPTION - Local v Imported : RUM**

000's 9 Litre Cases	2000	2005	2006	2007	2008	2009	F'Cast 2010	CAGR 00-09	CAGR 05-09	CAGR 08-09
<b>Total</b>	<b>613.00</b>	<b>1,169.00</b>	<b>1,151.50</b>	<b>1,214.00</b>	<b>1,268.25</b>	<b>1,226.75</b>	<b>1,170.50</b>	<b>8.0%</b>	<b>1.2%</b>	<b>-3.3%</b>
<b>Local</b>	-	-	-	-	-	-	-	-	-	-
<b>Imported</b>	<b>613.00</b>	<b>1,169.00</b>	<b>1,151.50</b>	<b>1,214.00</b>	<b>1,268.25</b>	<b>1,226.75</b>	<b>1,170.50</b>	<b>8.0%</b>	<b>1.2%</b>	<b>-3.3%</b>
- In Bottle	-	-	-	-	-	-	-	Nil	Nil	Nil
- In Bulk	-	-	-	-	-	-	-	Nil	Nil	Nil

Source: Trade Comment.

**CONSUMPTION - By Colour**

000's 9 Litre Cases	2000	2005	2006	2007	2008	2009	F'Cast 2010	CAGR 00-09	CAGR 05-09	CAGR 08-09
<b>Total</b>	<b>613.00</b>	<b>1,169.00</b>	<b>1,151.50</b>	<b>1,214.00</b>	<b>1,268.25</b>	<b>1,226.75</b>	<b>1,170.50</b>	<b>8.0%</b>	<b>1.2%</b>	<b>-3.3%</b>
- White Rum	265.00	297.00	280.00	310.00	363.25	407.00	407.00	4.9%	8.2%	12.0%
- Dark / Gold Rum	338.00	870.00	869.50	899.00	899.00	815.75	760.00	10.3%	-1.6%	-9.3%
- Flavoured Rum	10.00	2.00	2.00	5.00	6.00	4.00	3.50	-9.7%	18.9%	-33.3%

Source: Trade Comment.

**CONSUMPTION - By Quality**

000's 9 Litre Cases	2000	2005	2006	2007	2008	2009	F'Cast 2010	CAGR 00-09	CAGR 05-09	CAGR 08-09
<b>Total</b>	<b>613.00</b>	<b>1,169.00</b>	<b>1,151.50</b>	<b>1,214.00</b>	<b>1,268.25</b>	<b>1,226.75</b>	<b>1,170.50</b>	<b>8.0%</b>	<b>1.2%</b>	<b>-3.3%</b>
- Prestige	-	-	-	-	-	-	-	Nil	Nil	Nil
- Ultra Premium	-	-	-	-	1.00	1.00	1.00	Nil	Nil	Nil
- Super Premium	-	-	-	0.75	9.50	27.75	26.00	Nil	Nil	192.1%
- Premium	96.00	177.50	182.00	197.15	181.25	145.75	120.00	4.7%	-4.8%	-19.6%
- Standard	404.25	885.00	856.70	885.35	930.15	879.25	837.50	9.0%	-0.2%	-5.5%
- Value	112.75	106.50	112.80	130.75	146.35	173.00	186.00	4.9%	12.9%	18.2%

Source: IWSR Calculations based on trade comment.

**CONSUMPTION - Cane / Cachaca**

000's 9 Litre Cases	2000	2005	2006	2007	2008	2009	F'Cast 2010	CAGR 00-09	CAGR 05-09	CAGR 08-09
<b>Total</b>	<b>34.00</b>	<b>24.50</b>	<b>24.00</b>	<b>23.50</b>	<b>29.75</b>	<b>30.00</b>	<b>31.25</b>	<b>-1.4%</b>	<b>5.2%</b>	<b>0.8%</b>

Source: Trade Comment.

## Section : Rum

Italy

## BRAND SALES - 000 9 Litre Cases

Brand Name	RSP 2009	On Pr.	Off Pr.	2000	2005	2006	2007	2008	2009	CAGR 00-09	CAGR 05-09	CAGR 08-09	Distributor
<b>White Rum</b>				<b>265.00</b>	<b>297.00</b>	<b>280.00</b>	<b>310.00</b>	<b>363.25</b>	<b>407.00</b>	<b>4.9%</b>	<b>8.2%</b>	<b>12.0%</b>	
<b>Imported</b>				<b>265.00</b>	<b>297.00</b>	<b>280.00</b>	<b>310.00</b>	<b>363.25</b>	<b>407.00</b>	<b>4.9%</b>	<b>8.2%</b>	<b>12.0%</b>	
<b>Super Premium</b>									<b>8.00</b>				
RhumRhum	E 50.00 (70cl)	100%	0%	-	-	-	-	-	8.00	-	-	-	
<b>Premium</b>							<b>0.25</b>	<b>0.25</b>	<b>10.50</b>			<b>4,100.0%</b>	
Brugal Titanium	E 20.00 (70cl)	100%	0%	-	-	-	-	-	8.00	-	-	-	Velier
Angostura	E 20.00 (70cl)	65%	35%	-	-	-	-	-	1.25	-	-	-	Gancia
Flor de Cana	E 20.00 (70cl)	100%	0%	-	-	-	-	-	1.25	-	-	-	Velier
Neisson White	E 19.00 (70cl)	100%	0%	-	-	-	0.25	0.25	Min	-	-	-100.0%	Velier
<b>Standard</b>				<b>213.00</b>	<b>256.50</b>	<b>237.00</b>	<b>255.00</b>	<b>295.10</b>	<b>294.50</b>	<b>3.7%</b>	<b>3.5%</b>	<b>-0.2%</b>	
Bacardi Superior	9.39 (70cl)	60%	40%	150.00	158.00	153.00	170.00	200.00	200.00	3.2%	6.1%	Nil	Bacardi - Martini
Havana Club Anejo Blanco	8.15 (70cl)	50%	50%	-	95.50	84.00	85.00	93.50	93.25	-	-0.6%	-0.3%	Pernod Ricard Italia
Matusalem	E 9.50 (70cl)	100%	0%	-	-	-	-	1.60	1.25	-	-	-21.9%	Velier
St. James White	-	-	-	2.00	Min	Min	Min	Min	Min	-92.8%	-	-	
Havana Club Silver	-	-	-	61.00	3.00	Min	-	-	-	-	-	-	
<b>Value</b>				<b>52.00</b>	<b>40.50</b>	<b>43.00</b>	<b>54.75</b>	<b>67.90</b>	<b>94.00</b>	<b>6.8%</b>	<b>23.4%</b>	<b>38.4%</b>	
Pampero White	9.39 (70cl)	20%	80%	3.00	18.00	22.00	35.00	50.00	69.00	41.7%	39.9%	38.0%	Diageo
Tortuga White	E 7.49 (70cl)	-	-	36.00	1.50	1.50	-	-	-	-	-	-	Averna
Other White Rum	-	10%	90%	13.00	21.00	19.50	19.75	17.90	25.00	7.5%	4.5%	39.7%	
<b>Dark / Gold Rum</b>				<b>337.00</b>	<b>870.00</b>	<b>869.50</b>	<b>899.00</b>	<b>899.00</b>	<b>815.75</b>	<b>10.3%</b>	<b>-1.6%</b>	<b>-9.3%</b>	
<b>Imported</b>				<b>337.00</b>	<b>870.00</b>	<b>869.50</b>	<b>899.00</b>	<b>899.00</b>	<b>815.75</b>	<b>10.3%</b>	<b>-1.6%</b>	<b>-9.3%</b>	
<b>Ultra Premium</b>								<b>1.00</b>	<b>1.00</b>			<b>Nil</b>	
Zacapa Centenario XO	E 110.00 (70cl)	90%	10%	-	-	-	-	1.00	0.70	-	-	-30.0%	Diageo
Other Dark / Golden	-	90%	10%	-	-	-	-	-	0.30	-	-	-	
<b>Super Premium</b>							<b>0.75</b>	<b>9.50</b>	<b>19.75</b>			<b>107.9%</b>	
Zacapa Centenario 23yr	E 62.00 (70cl)	80%	20%	-	-	-	-	7.00	11.75	-	-	67.9%	Diageo
Zacapa Centenario 15yr	E 49.00 (70cl)	80%	20%	-	-	-	-	2.00	3.25	-	-	62.5%	Diageo
El Dorado 15yr	E 40.00 (70cl)	100%	0%	-	-	-	-	-	3.25	-	-	-	Velier
Caroni	E 40.00 (70cl)	100%	0%	-	-	-	-	-	1.00	-	-	-	Velier
Damoiseau Gold	E 69.00 (70cl)	100%	0%	-	-	-	0.75	0.50	0.50	-	-	Nil	Velier
<b>Premium</b>				<b>95.00</b>	<b>177.50</b>	<b>182.00</b>	<b>196.90</b>	<b>181.00</b>	<b>135.25</b>	<b>4.0%</b>	<b>-6.6%</b>	<b>-25.3%</b>	
Havana Club 7yr	20.70 (70cl)	75%	25%	49.00	98.00	92.00	85.00	80.00	62.00	2.6%	-10.8%	-22.5%	Pernod Ricard Italia
Pampero Aniversario	19.15 (70cl)	75%	25%	35.00	65.00	76.00	80.00	60.00	35.25	0.1%	-14.2%	-41.3%	Diageo
Matusalem Añejo	E 24.00 (70cl)	100%	0%	-	-	-	9.50	11.75	12.25	-	-	4.3%	Velier
Pampero Gold	E 20.00 (70cl)	75%	25%	-	-	-	-	8.00	4.25	-	-	-46.9%	Diageo

Source: Trade Comment (incl. parallels estimates)

Section : Rum

Italy

BRAND SALES - 000's 9 Litre Cases - Cont/d...

Brand Name	RSP 2009	On Pr.	Off Pr.	2000	2005	2006	2007	2008	2009	CAGR 00-09	CAGR 05-09	CAGR 08-09	Distributor
Cont/d..													
Bacardi 8yr	E 20.00 (70cl)	75%	25%	6.00	12.00	11.50	10.00	8.00	4.00	-4.4%	-24.0%	-50.0%	Bacardi - Martini
Seven Tiki	E 17.00 (70cl)	75%	25%	-	-	-	-	3.00	3.25	-	-	8.3%	Bacardi - Martini
Barbancourt 3 Star	E 21.00 (70cl)	85%	15%	-	-	-	2.80	2.00	2.00	-	-	Nil	Rinaldi
Bally	E 19.00 (70cl)	100%	0%	-	-	-	2.00	1.75	1.75	-	-	Nil	Velier
Cacique 500	E 17.50 (70cl)	75%	25%	-	-	-	2.00	1.60	1.40	-	-	-12.5%	Diageo
Angostura Gold	E 25.00 (70cl)	65%	35%	-	-	-	-	-	1.40	-	-	-	Gancia
Don Q Anejo	E 16.00 (70cl)	100%	0%	4.00	1.00	0.85	1.50	1.50	0.40	-22.6%	-20.5%	-73.3%	Stock
Demerara 30 Underproof	E 17.00 (70cl)	100%	0%	-	-	-	2.00	0.20	Min	-	-	-100.0%	Velier
Other Premium Rum	-	80%	20%	1.00	1.50	1.65	2.10	3.20	7.30	24.7%	48.5%	128.1%	
<b>Standard</b>				<b>182.25</b>	<b>626.50</b>	<b>617.70</b>	<b>627.35</b>	<b>630.55</b>	<b>581.75</b>	<b>13.8%</b>	<b>-1.8%</b>	<b>-7.7%</b>	
Pampero Especial Gold	10.59 (70cl)	90%	10%	35.00	127.00	155.00	160.00	180.00	183.50	20.2%	9.6%	1.9%	Diageo
Havana Club 3yr	9.79 (70cl)	90%	10%	19.00	123.00	101.00	108.00	109.00	106.00	21.0%	-3.7%	-2.8%	Pernod Ricard Italia
Havana Club Anejo Especial	E 10.00 (70cl)	90%	10%	-	87.00	70.50	67.00	74.00	75.00	-	-3.6%	1.4%	Pernod Ricard Italia
Havana Club Anejo Reserva	13.99 (70cl)	90%	10%	22.00	127.50	103.50	100.00	82.75	62.00	12.2%	-16.5%	-25.1%	Pernod Ricard Italia
Bacardi Reserve	E 10.50 (70cl)	90%	10%	26.00	68.00	66.00	55.00	60.00	50.00	7.5%	-7.4%	-16.7%	Bacardi - Martini
Brugal Anejo	E 11.00 (70cl)	100%	0%	-	20.00	24.00	25.00	25.00	20.00	-	Nil	-20.0%	Velier
des Antilles	E 8.49 (70cl)	85%	15%	17.00	21.00	19.50	19.00	19.00	17.75	0.5%	-4.1%	-6.6%	Campari - Barbero
Varadero	E 10.49 (70cl)	100%	0%	18.00	10.00	10.00	10.00	10.00	10.00	-6.3%	Nil	Nil	Illva
Barcelo Anejo	E 9.00 (70cl)	100%	0%	-	4.00	10.70	13.00	9.50	9.75	-	24.9%	2.6%	Illva
Matusalem	E 10.49 (70cl)	100%	0%	-	-	-	12.00	7.50	7.15	-	-	-4.7%	Velier
Pampero Seleccion	14.90 (70cl)	90%	10%	-	Min	12.00	10.00	10.00	6.75	-	-	-32.5%	Diageo
Don Q	E 9.00 (70cl)	100%	0%	3.00	13.00	11.75	10.00	3.25	5.60	7.2%	-19.0%	72.3%	Stock
Flor de Cana	E 10.00 (70cl)	90%	10%	-	-	6.00	6.75	5.00	4.50	-	-	-10.0%	Velier
Bacardi	E 10.49 (70cl)	90%	10%	8.00	8.00	7.00	6.00	10.00	4.00	-7.4%	-15.9%	-60.0%	Bacardi - Martini
Mount Gay Refined Eclipse	E 12.00 (70cl)	100%	0%	4.25	3.50	4.00	4.50	5.00	3.00	-3.8%	-3.8%	-40.0%	Branca
Captain Morgan	E 11.00 (70cl)	70%	30%	17.00	4.00	3.00	3.00	3.00	2.25	-20.1%	-13.4%	-25.0%	Diageo
Bacardi Black	E 9.49 (70cl)	80%	20%	-	-	-	5.00	4.00	2.00	-	-	-50.0%	Bacardi - Martini
St. James Gold	E 12.00 (70cl)	80%	20%	-	2.00	2.00	2.00	1.50	2.00	-	Nil	33.3%	Fazi Battaglia
Abuelo Gold	E 12.00 (70cl)	70%	30%	-	-	-	-	-	2.00	-	-	-	Biscaldi
Goslings	E 11.00 (70cl)	100%	0%	-	-	-	1.00	1.75	1.60	-	-	-8.6%	Averna
Clement	E 11.00 (70cl)	80%	20%	-	-	-	-	3.00	1.50	-	-	-50.0%	Meregalli
Santiago de Cuba	E 8.49 (70cl)	100%	0%	-	3.50	3.00	2.00	1.00	1.50	-	-19.1%	50.0%	Rinaldi
Myer's Original Dark	E 11.00 (70cl)	70%	30%	9.00	2.50	1.75	1.50	1.00	1.00	-21.7%	-20.5%	Nil	Diageo
El Dorado	E 9.49 (70cl)	95%	5%	-	-	4.50	4.50	3.75	0.80	-	-	-78.7%	Velier
Varadero Gold	E 13.00 (70cl)	70%	30%	-	0.50	0.50	0.50	0.50	0.50	-	Nil	Nil	Illva
Coiba	E 12.00 (70cl)	100%	0%	-	1.40	1.50	0.50	Min	0.25	-	-35.0%	-	Rinaldi
Havana Club Cuban Barrel Proof	E 13.00 (70cl)	70%	30%	-	-	-	0.40	0.30	0.15	-	-	-50.0%	Pernod Ricard Italia
Tortuga	-	-	-	4.00	-	-	-	-	-	-	-	-	
Other Dark / Golden	-	70%	30%	-	0.60	0.50	0.70	0.75	1.20	-	18.9%	60.0%	

Source: Trade Comment (incl. parallels estimates)

Section : Rum

Italy

BRAND SALES - 000's 9 Litre Cases - Cont/d...

Brand Name	RSP 2009	On Pr.	Off Pr.	2000	2005	2006	2007	2008	2009	CAGR 00-09	CAGR 05-09	CAGR 08-09	Distributor
<b>Value</b>				<b>59.75</b>	<b>66.00</b>	<b>69.80</b>	<b>74.00</b>	<b>76.95</b>	<b>78.00</b>	<b>3.0%</b>	<b>4.3%</b>	<b>1.4%</b>	
Original Jamaica	E 6.25 (70cl)	100%	0%	4.00	2.00	2.00	2.00	2.00	Min	-93.4%	-99.7%	-100.0%	Illva
Other Dark / Golden	-	10%	90%	55.75	64.00	67.80	72.00	74.95	78.00	3.8%	5.1%	4.1%	
<b>Flavoured Rum</b>				<b>10.00</b>	<b>2.00</b>	<b>2.00</b>	<b>5.00</b>	<b>6.00</b>	<b>4.00</b>	<b>-9.7%</b>	<b>18.9%</b>	<b>-33.3%</b>	
<b>Imported</b>				<b>10.00</b>	<b>2.00</b>	<b>2.00</b>	<b>5.00</b>	<b>6.00</b>	<b>4.00</b>	<b>-9.7%</b>	<b>18.9%</b>	<b>-33.3%</b>	
<b>Standard</b>				<b>9.00</b>	<b>2.00</b>	<b>2.00</b>	<b>3.00</b>	<b>4.50</b>	<b>3.00</b>	<b>-11.5%</b>	<b>10.7%</b>	<b>-33.3%</b>	
Bacardi Apple	E 9.99 (70cl)	80%	20%	-	-	-	2.00	3.50	2.00	-	-	-42.9%	Bacardi - Martini
Bacardi Limon	E 9.99 (70cl)	80%	20%	9.00	2.00	2.00	1.00	1.00	0.70	-24.7%	-23.1%	-30.0%	Bacardi - Martini
Other Flavoured Rum	-	80%	20%	-	-	-	-	-	0.30	-	-	-	
<b>Value</b>				<b>1.00</b>	<b>Min</b>	<b>Min</b>	<b>2.00</b>	<b>1.50</b>	<b>1.00</b>	<b>Nil</b>		<b>-33.3%</b>	
Other Flavoured Rum	-	0%	100%	1.00	Min	Min	2.00	1.50	1.00	Nil	-	-33.3%	

Source: Trade Comment (incl. parallels estimates)

PRICES - Lire until 2002 / Euros onwards.

Brands	Bottle Size	Lire		Euros									
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar	
<b>Rum White Imported</b>													
Bacardi Superior	70cl	13,490	14,900	7.90	7.99	7.99	7.99	8.95	8.89	9.39	9.39	-	
Bally Blanc Agricole	70cl	-	-	-	-	-	-	-	25.00	-	-	-	
Barrios	70cl	-	-	-	-	-	-	3.95	-	-	-	-	
Caribbean	70cl	-	-	-	-	-	-	-	3.99	-	3.99	-	
Havana Club Anejo Blanco	70cl	15,180	15,220	9.70	7.79	7.79	8.19	9.85	9.15	8.75	8.15	-	
La Mauny	70cl	-	-	-	-	-	-	-	-	5.09	-	-	
Mulata	70cl	-	-	-	-	-	-	-	-	9.69	9.79	-	
Pampero	70cl	13,800	13,800	8.72	7.16	8.49	-	6.75	6.90	7.49	9.39	-	
Varadero Blanco 3 Anos	70cl	-	-	-	-	-	-	-	14.29	-	-	-	
Own Label White	100cl	-	-	-	-	-	-	-	-	-	14.90	-	
<b>Gold Imported Aged</b>													
Appleton Estate	70cl	-	-	-	-	-	-	17.45	-	-	-	-	
Bacardi 8yr	70cl	-	31,900	16.74	15.45	16.79	15.49	16.59	18.01	14.99	-	-	
Bacardi Reserva	70cl	17,200	16,900	9.09	9.15	-	9.49	8.59	8.51	9.69	-	-	

Source: IWSR Storechecks.

## Section : Rum

Italy

## PRICES - Lire until 2002 / Euros onwards. - Cont/d...

Brands Aged Cont/d..	Bottle Size	Lire		Euros									
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar	
Bally Ambre	70cl	-	-	-	-	-	-	-	25.00	-	-	-	
Bally Paille	70cl	-	-	-	-	-	-	-	25.00	-	-	-	
Barbancourt	70cl	-	-	11.76	-	13.95	-	17.29	-	-	-	-	
Clement 6yr	70cl	-	-	-	-	-	-	-	20.00	-	-	-	
Damoiseau 18yr	70cl	-	-	-	-	-	-	-	-	66.00	-	-	
Havana Club 3yr	70cl	-	-	-	-	-	-	-	-	-	9.79	-	
Havana Club 7yr	70cl	32,250	32,200	17.90	16.60	17.59	15.90	17.59	-	16.49	20.70	-	
Havana Club Anejo Reserva	70cl	25,000	22,900	12.75	12.59	12.49	10.59	10.75	12.49	12.59	13.99	-	
La Mauny	70cl	-	-	-	-	-	-	29.85	-	-	-	-	
Matusalem 7yr	70cl	-	-	-	-	-	-	-	18.00	-	-	-	
Pampero 1838	70cl	-	-	-	-	-	-	-	-	11.59	-	-	
Pampero Aniversario	70cl	26,900	26,800	13.81	13.60	15.19	15.49	14.15	16.79	15.95	19.15	-	
Pampero Seleccion	70cl	-	-	-	-	-	-	-	11.70	-	14.90	-	
Santa Teresa 1796	70cl	-	-	-	-	-	-	-	-	-	36.90	-	
Santa Teresa Selecto	70cl	-	-	-	-	-	-	-	-	-	19.00	-	
Varadero 5 yr	70cl	21,500	26,500	13.34	-	-	-	12.25	-	-	-	-	
Varadero 7yr	70cl	-	32,900	17.56	17.95	15.99	-	-	25.00	-	-	-	
Varadero Anejo	70cl	-	-	-	12.99	-	11.99	-	-	-	-	-	
Zacapa	70cl	-	-	-	-	-	-	-	-	45.50	-	-	
<b>Standard</b>													
Appleton	70cl	-	-	-	-	-	-	9.69	-	-	-	-	
Bacardi Carta Oro	70cl	13,280	15,900	6.95	7.99	7.99	8.99	9.10	-	-	-	-	
Barrios Viejo	70cl	9,900	9,900	-	-	3.49	-	3.59	-	-	-	-	
Caravel	70cl	-	7,900	-	-	-	-	-	7.99	-	-	-	
Creole Fantasy	70cl	-	8,900	-	-	-	-	-	-	-	-	-	
Havana Club 3yr	70cl	18,980	17,360	10.16	8.98	-	8.59	9.59	9.89	9.29	-	-	
Matusalem	70cl	-	-	-	-	-	-	8.59	-	-	-	-	
Mount Gay	70cl	-	22,000	-	-	-	-	-	-	-	-	-	
Mulata	70cl	-	-	-	-	-	6.49	8.25	-	-	-	-	
Pampero Especial	70cl	15,500	15,930	8.73	8.73	8.89	-	8.59	8.45	-	10.59	-	
Rhum des Caraibes	70cl	14,280	15,900	7.81	6.56	-	6.09	-	-	-	-	-	
Rum Des Antilles	70cl	11,280	11,780	6.21	6.59	6.29	6.23	6.35	-	7.59	-	-	
Varadero 3 yr	70cl	-	17,900	-	-	-	-	9.33	14.29	-	-	-	
Own Label	1L	6,750	6,950	3.31	3.09	3.09	3.29	-	-	3.39	-	-	

Source: IWSR Storechecks.

**Section : Rum**

**Italy**

**PRICES - Lire until 2002 / Euros onwards. - Cont/d...**

Brands	Bottle	Lire		Euros								
		2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
<b>Flavoured Rum</b>												
Bacardi Limon	1L	14,900	-	8.29	7.62	7.39	8.35	9.59	9.59	-	-	-
<b>Local</b>												
Rhum Fantasia	50cl	-	-	-	3.98	-	3.79	3.70	3.98	-	-	-

Source: IWSR Storechecks.

Section : Cane

Italy

**CONSUMPTION - Local v Imported**

000's 9 Litre Cases	2000	2005	2006	2007	2008	2009	F'Cast 2010	CAGR 00-09	CAGR 05-09	CAGR 08-09
<b>Cane</b>	<b>34.00</b>	<b>24.50</b>	<b>24.00</b>	<b>23.50</b>	<b>29.75</b>	<b>30.00</b>	<b>31.25</b>	<b>-1.4%</b>	<b>5.2%</b>	<b>0.8%</b>
<b>- Imported</b>	34.00	24.50	24.00	23.50	29.75	30.00	31.25	-1.4%	5.2%	0.8%

Source: IWSR Calculations based on trade comment.

**BRAND SALES - 000 9 Litre Cases**

Brand Name	RSP 2009	On Pr.	Off Pr.	2000	2005	2006	2007	2008	2009	CAGR 00-09	CAGR 05-09	CAGR 08-09	Distributor
<b>Cachaca Imported</b>				<b>34.00</b>	<b>24.50</b>	<b>24.00</b>	<b>23.50</b>	<b>29.75</b>	<b>30.00</b>	<b>-1.4%</b>	<b>5.2%</b>	<b>0.8%</b>	
Pirassununga 51	9.99 (70cl)	90%	10%	17.00	6.00	6.00	7.50	14.50	14.60	-1.7%	24.9%	0.7%	Campari
Nega Fulo	E 10.49 (70cl)	90%	10%	8.00	11.00	10.00	8.00	7.75	5.50	-4.1%	-15.9%	-29.0%	Diageo
Ypioca	E 12.99 (70cl)	100%	0%	1.00	2.50	2.50	2.50	2.50	4.00	16.7%	12.5%	60.0%	Illva
Pitu	E 14.99 (70cl)	100%	0%	3.00	2.50	3.00	2.50	2.50	2.50	-2.0%	Nil	Nil	Averna
Velho Barreiro	E 8.49 (70cl)	90%	10%	-	1.50	2.00	2.25	2.10	2.40	-	12.5%	14.3%	Velier
Leblon	E 11.00 (70cl)	90%	10%	-	-	-	-	-	0.20	-	-	-	Bacardi - Martini
Other Cachaca	-	90%	10%	5.00	1.00	0.50	0.75	0.40	0.80	-18.4%	-5.4%	100.0%	

Source: Trade Comment.

**PRICES -**

Brands	Bottle Size	Lire		Euros										
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar		
<b>Cachaca Imported</b>														
"51"	75cl	14,500	-	7.85	8.99	8.19	-	-	-	8.95	9.99	-		
Caipirinha	75cl	11,800	-	-	-	7.79	-	-	-	-	-	-		
Nega Fula	75cl	17,790	17,750	9.81	10.79	10.99	12.29	9.85	11.70	7.49	-	-		
Pitu	75cl	-	-	-	-	-	-	-	13.90	-	-	-		

Source: IWSR Storechecks.

Section : Brandy

Italy

**CONSUMPTION - Local v Imported**

000's 9 Litre Cases	2000	2005	2006	2007	2008	2009 F'Cast	2010	CAGR 00-09	CAGR 05-09	CAGR 08-09
<b>Total</b>	<b>3,760.00</b>	<b>3,800.50</b>	<b>3,752.75</b>	<b>3,655.00</b>	<b>3,635.75</b>	<b>3,444.00</b>	<b>3,335.75</b>	<b>-1.0%</b>	<b>-2.4%</b>	<b>-5.3%</b>
<b>Cognac / Armagnac</b>	114.00	86.75	83.75	88.00	85.00	77.75	71.00	-4.2%	-2.7%	-8.5%
<b>Other Brandy</b>	<b>3,646.00</b>	<b>3,713.75</b>	<b>3,669.00</b>	<b>3,567.00</b>	<b>3,550.75</b>	<b>3,366.25</b>	<b>3,264.75</b>	<b>-0.9%</b>	<b>-2.4%</b>	<b>-5.2%</b>
- Local	3,571.00	3,648.50	3,605.00	3,494.00	3,481.50	3,301.75	3,207.00	-0.9%	-2.5%	-5.2%
- Imported	75.00	65.25	64.00	73.00	69.25	64.50	57.75	-1.7%	-0.3%	-6.9%

Source: Trade Opinion based on retail audits.

**CONSUMPTION - By Type**

000's 9 Litre Cases	2000	2005	2006	2007	2008	2009 F'Cast	2010	CAGR 00-09	CAGR 05-09	CAGR 08-09
<b>Total</b>	<b>3,760.00</b>	<b>3,800.50</b>	<b>3,752.75</b>	<b>3,655.00</b>	<b>3,635.75</b>	<b>3,444.00</b>	<b>3,335.75</b>	<b>-1.0%</b>	<b>-2.4%</b>	<b>-5.3%</b>
<b>Cognac</b>	108.75	83.50	80.25	84.50	80.50	73.25	66.50	-4.3%	-3.2%	-9.0%
<b>Armagnac</b>	5.25	3.25	3.50	3.50	4.50	4.50	4.50	-1.7%	8.5%	0.0%
<b>Italian</b>	<b>3,571.00</b>	<b>3,648.50</b>	<b>3,605.00</b>	<b>3,494.00</b>	<b>3,481.50</b>	<b>3,301.75</b>	<b>3,207.00</b>	<b>-0.9%</b>	<b>-2.5%</b>	<b>-5.2%</b>
- Grappa	2,398.00	2,655.00	2,600.00	2,529.00	2,575.50	2,447.05	2,300.00	0.2%	-2.0%	-5.0%
- Other Grape Brandy	1,173.00	993.50	1,005.00	965.00	906.00	854.70	907.00	-3.5%	-3.7%	-5.7%
<b>Other Brandy</b>	<b>75.00</b>	<b>65.25</b>	<b>64.00</b>	<b>73.00</b>	<b>69.25</b>	<b>64.50</b>	<b>57.75</b>	<b>-1.7%</b>	<b>-0.3%</b>	<b>-6.9%</b>
- Spanish	58.50	51.75	50.50	59.50	56.75	53.00	47.25	-1.1%	0.6%	-6.6%
- French	12.50	10.00	10.00	10.00	9.00	8.00	7.00	-4.8%	-5.4%	-11.1%
- Greek	1.00	1.00	1.00	1.00	1.00	1.00	1.00	Nil	Nil	Nil
- German	0.50	0.50	0.50	0.50	0.50	0.50	0.50	Nil	Nil	Nil
- Other	2.50	2.00	2.00	2.00	2.00	2.00	2.00	-2.4%	Nil	Nil

Source : Trade Opinion based on retail audits and import statistics.

**CONSUMPTION - Cognac / Armagnac By Quality**

000's 9 Litre Cases	2000	2005	2006	2007	2008	2009 F'Cast	2010	CAGR 00-09	CAGR 05-09	CAGR 08-09
<b>Total</b>	<b>114.00</b>	<b>86.75</b>	<b>83.75</b>	<b>88.00</b>	<b>85.00</b>	<b>77.75</b>	<b>71.00</b>	<b>-4.2%</b>	<b>-2.7%</b>	<b>-8.5%</b>
- XO	2.50	2.00	2.00	2.50	2.25	2.00	2.00	-2.4%	0.0%	-11.1%
- Intermediate	Min	0.25	0.25	0.25	0.25	0.25	0.25	1,007.2%	Nil	Nil
- VSOP	24.75	21.45	20.50	21.50	21.75	17.75	14.75	-3.6%	-4.6%	-18.4%
- XXX / VS	86.75	63.05	61.00	63.75	60.75	57.75	54.00	-4.4%	-2.2%	-4.9%

Source: Trade Comment.

Section : Brandy

Italy

**BRAND SALES - 000 9 Litre Cases - (Incl. Duty Free for some brands)**

Brand Name	RSP 2009	On Pr.	Off Pr.	2000	2005	2006	2007	2008	2009	CAGR 00-09	CAGR 05-09	CAGR 08-09	Distributor
<b>Main Cognac Brands</b>				<b>108.75</b>	<b>83.50</b>	<b>80.25</b>	<b>84.50</b>	<b>80.50</b>	<b>73.25</b>	<b>-4.3%</b>	<b>-3.2%</b>	<b>-9.0%</b>	
Courvoisier	-	-	-	18.30	13.60	10.50	16.10	20.10	22.10	2.1%	12.9%	10.0%	Bacardi - Martini
Martell	-	-	-	24.15	22.50	22.00	21.75	12.90	8.20	-11.3%	-22.3%	-36.4%	Pernod Ricard Italia
Remy Martin	-	-	-	13.40	13.85	12.50	13.30	12.30	7.80	-5.8%	-13.4%	-36.6%	Gancia
Hennessy	-	-	-	4.55	5.65	5.50	5.45	5.75	6.00	3.1%	1.5%	4.3%	Moet Hennessy
Remy Martin	-	-	-	2.25	1.50	1.50	1.75	1.25	1.25	-6.3%	-4.5%	Nil	Branca
Hine	-	-	-	-	-	-	0.35	0.35	0.35	-	-	Nil	Rinaldi
Otard	-	-	-	0.90	0.15	0.55	0.35	0.35	0.30	-11.5%	18.9%	-14.3%	Velier
Camus	-	-	-	0.30	0.35	0.25	0.25	0.25	0.25	-2.0%	-8.1%	Nil	
Gourmel	-	-	-	-	-	-	0.35	0.25	0.23	-	-	-8.0%	Velier
Polignac	-	-	-	0.10	0.10	0.10	0.10	0.10	0.10	Nil	Nil	Nil	Branca
Bisquit	-	-	-	3.80	0.10	Min	Min	Min	Min	-92.8%	-99.3%	-	
Polignac	-	-	-	0.20	0.15	0.10	0.10	0.10	Min	-90.7%	-99.5%	-100.0%	
Gaston de la Grange	-	-	-	0.40	0.05	0.05	Min	-	-	-	-	-	
Others	-	-	-	40.40	25.50	27.20	24.65	26.80	26.67	-4.5%	1.1%	-0.5%	
<b>Cognac XO</b>				<b>108.75</b>	<b>83.50</b>	<b>80.25</b>	<b>84.50</b>	<b>80.50</b>	<b>73.25</b>	<b>-4.3%</b>	<b>-3.2%</b>	<b>-9.0%</b>	
				<b>2.50</b>	<b>2.00</b>	<b>2.00</b>	<b>2.50</b>	<b>2.25</b>	<b>2.00</b>	<b>-2.4%</b>	<b>0.0%</b>	<b>-11.1%</b>	
Hennessy	E 85.00 (70cl)	30%	70%	0.15	0.35	0.40	0.40	0.40	0.35	9.9%	Nil	-12.5%	Moet Hennessy
Hine	110.00 (70cl)	100%	0%	-	-	-	0.35	0.35	0.35	-	-	Nil	Rinaldi
Remy Martin	E 81.00 (70cl)	60%	40%	0.40	0.35	0.25	0.30	0.30	0.30	-3.1%	-3.8%	Nil	Gancia
Martell Cordon Bleu	E 72.00 (70cl)	10%	90%	0.85	0.80	0.80	0.70	0.50	0.25	-12.7%	-25.2%	-50.0%	Pernod Ricard Italia
Leopold Gourmel	E 77.00 (70cl)	60%	40%	-	-	-	0.35	0.25	0.23	-	-	-8.0%	Velier
Courvoisier	E 75.00 (70cl)	60%	40%	0.05	Min	Min	0.10	0.10	0.10	8.0%	-	Nil	Bacardi - Martini
Other XO	-	60%	40%	1.05	0.50	0.55	0.30	0.35	0.42	-9.7%	-4.3%	20.0%	
<b>Intermediate</b>				<b>Min</b>	<b>0.25</b>	<b>0.25</b>	<b>0.25</b>	<b>0.25</b>	<b>0.25</b>		<b>Nil</b>	<b>Nil</b>	
Other Intermediate	-	40%	60%	Min	0.25	0.25	0.25	0.25	0.25	-	Nil	Nil	
<b>VSOP</b>				<b>21.00</b>	<b>19.20</b>	<b>18.00</b>	<b>19.00</b>	<b>18.25</b>	<b>14.25</b>	<b>-4.2%</b>	<b>-7.2%</b>	<b>-21.9%</b>	
Remy Martin	29.40 (70cl)	70%	30%	13.00	13.50	12.25	13.00	12.00	7.50	-5.9%	-13.7%	-37.5%	Gancia
Hennessy Fine	E 32.00 (70cl)	30%	70%	-	1.90	1.75	1.85	1.85	1.65	-	-3.5%	-10.8%	Moet Hennessy
Courvoisier	E 49.00 (70cl)	60%	40%	0.75	0.60	0.50	1.00	1.00	1.00	3.2%	13.6%	Nil	Bacardi - Martini
Martell	E 30.00 (70cl)	60%	40%	2.30	1.20	1.20	1.05	0.90	0.45	-16.6%	-21.7%	-50.0%	Pernod Ricard Italia
Otard	E 29.00 (70cl)	60%	40%	0.90	0.15	0.55	0.35	0.35	0.30	-11.5%	18.9%	-14.3%	Velier
Camus	E 28.00 (70cl)	60%	40%	0.30	0.35	0.25	0.25	0.25	0.25	-2.0%	-8.1%	Nil	
Polignac	E 25.00 (70cl)	60%	40%	0.10	0.10	0.10	0.10	0.10	0.10	Nil	Nil	Nil	Branca
Bisquit	E 25.00 (70cl)	60%	40%	0.30	0.10	Min	Min	Min	Min	-91.1%	-99.4%	-	
Hennessy	-	60%	40%	0.65	0.15	0.10	-	-	-	-	-	-	Moet Hennessy
Gaston de la Grange	-	60%	40%	0.10	-	-	-	-	-	-	-	-	
Other VSOP	-	60%	40%	2.60	1.15	1.30	1.40	1.80	3.00	1.6%	27.1%	66.7%	

Source: Trade Comment.

## Section : Brandy

Italy

## BRAND SALES - 000's 9 Litre Cases - Cont/d...

Brand Name	RSP 2009	On Pr.	Off Pr.	2000	2005	2006	2007	2008	2009	CAGR 00-09	CAGR 05-09	CAGR 08-09	Distributor
<b>XXX / VS</b>				<b>85.25</b>	<b>62.05</b>	<b>60.00</b>	<b>62.75</b>	<b>59.75</b>	<b>56.75</b>	<b>-4.4%</b>	<b>-2.2%</b>	<b>-5.0%</b>	
Courvoisier	15.10 (70cl)	40%	60%	17.50	13.00	10.00	15.00	19.00	21.00	2.0%	12.7%	10.5%	Bacardi - Martini
Martell	E 15.00 (70cl)	50%	50%	21.00	20.50	20.00	20.00	11.50	7.50	-10.8%	-22.2%	-34.8%	Pernod Ricard Italia
Hennessy	18.29 (70cl)	30%	70%	3.75	3.25	3.25	3.20	3.50	4.00	0.7%	5.3%	14.3%	Moet Hennessy
Remy Martin	E 21.00 (70cl)	40%	60%	2.25	1.50	1.50	1.75	1.25	1.25	-6.3%	-4.5%	Nil	Branca
Polignac	E 15.49 (70cl)	40%	60%	0.20	0.15	0.10	0.10	0.10	Min	-90.7%	-99.5%	-100.0%	
Bisquit	-	40%	60%	3.50	Min	Min	Min	Min	Min	-93.3%	-	-	
Gaston de la Grange	E 16.00 (70cl)	40%	60%	0.30	0.05	0.05	Min	-	-	-	-	-	
Other XXX / VS	-	40%	60%	36.75	23.60	25.10	22.70	24.40	23.00	-5.1%	-0.6%	-5.7%	
<b>Armagnac VSOP</b>				<b>5.25</b>	<b>3.25</b>	<b>3.50</b>	<b>3.50</b>	<b>4.50</b>	<b>4.50</b>	<b>-1.7%</b>	<b>8.5%</b>	<b>0.0%</b>	
				<b>3.75</b>	<b>2.25</b>	<b>2.50</b>	<b>2.50</b>	<b>3.50</b>	<b>3.50</b>	<b>-0.8%</b>	<b>11.7%</b>	<b>Nil</b>	
Janneau	24.99 (70cl)	50%	50%	2.30	1.35	1.50	1.75	2.75	2.50	0.9%	16.7%	-9.1%	Giovinetti
Sempe	-	-	-	-	0.45	0.50	-	-	-	-	-	-	Silva & C.
Other VSOP	-	75%	25%	1.45	0.45	0.50	0.75	0.75	1.00	-4.0%	22.1%	33.3%	
<b>XXX / VS</b>				<b>1.50</b>	<b>1.00</b>	<b>1.00</b>	<b>1.00</b>	<b>1.00</b>	<b>1.00</b>	<b>-4.4%</b>	<b>Nil</b>	<b>0.0%</b>	
Chevalier Despalet	E 21.00 (70cl)	0%	100%	-	-	-	-	-	0.50	-	-	-	Giovinetti
Janneau	-	50%	50%	0.60	-	-	0.50	Min	Nil	-100.0%	-	-	Giovinetti
Other XXX / VS	-	25%	75%	0.90	1.00	1.00	0.50	1.00	0.50	-6.3%	-15.9%	-50.0%	
<b>Italian Grappa Premium</b>				<b>3,569.00</b>	<b>3,648.50</b>	<b>3,605.00</b>	<b>3,494.00</b>	<b>3,481.50</b>	<b>3,301.75</b>	<b>-0.9%</b>	<b>-2.5%</b>	<b>-5.2%</b>	
				<b>2,401.50</b>	<b>2,571.25</b>	<b>2,511.00</b>	<b>2,435.75</b>	<b>2,477.50</b>	<b>2,348.75</b>	<b>-0.2%</b>	<b>-2.2%</b>	<b>-5.2%</b>	
				<b>3.85</b>	<b>2.55</b>	<b>2.25</b>	<b>2.50</b>	<b>2.50</b>	<b>2.00</b>	<b>-7.0%</b>	<b>-5.9%</b>	<b>-20.0%</b>	
Frattina Ut	E 37.00 (70cl)	100%	0%	-	-	-	-	-	0.80	-	-	-	Averna
Marchesi de' Bianchi	E 17.00 (70cl)	90%	10%	3.50	2.25	2.00	2.00	2.00	0.50	-19.4%	-31.3%	-75.0%	Rinaldi
Casa del Cervo	E 25.00 (70cl)	90%	10%	0.35	0.30	0.25	0.50	0.50	0.50	4.0%	13.6%	Nil	Rinaldi
Other Italian	-	90%	10%	-	-	-	-	-	0.20	-	-	-	
<b>Standard</b>				<b>621.50</b>	<b>788.75</b>	<b>784.50</b>	<b>788.25</b>	<b>865.50</b>	<b>805.00</b>	<b>2.9%</b>	<b>0.5%</b>	<b>-7.0%</b>	
Candolini	7.90 (70cl)	30%	70%	95.00	93.00	92.00	115.00	125.00	122.50	2.9%	7.1%	-2.0%	Branca
Nardini	E 15.00 (100cl)	40%	60%	290.00	202.00	186.00	160.00	140.00	120.00	-9.3%	-12.2%	-14.3%	Nardini
Nonino	9.79 (50cl)	60%	40%	65.00	132.00	125.00	121.00	115.00	110.00	6.0%	-4.5%	-4.3%	Nonino
Bottega Club	9.09 (70cl)	50%	50%	-	64.00	69.00	73.00	75.00	75.00	-	4.0%	Nil	Bottega
Frattina	E 12.00 (100cl)	50%	50%	65.00	88.00	90.00	86.00	72.00	63.50	-0.3%	-7.8%	-11.8%	Averna
Julia	7.89 (70cl)	5%	95%	70.00	82.00	78.00	71.00	66.00	58.00	-2.1%	-8.3%	-12.1%	Stock
Franciacorta	E 10.00 (70cl)	25%	75%	-	44.00	48.00	52.00	54.00	50.00	-	3.2%	-7.4%	Franciacorta
Bertagnolli	E 9.49 (70cl)	25%	75%	-	-	-	-	43.00	40.00	-	-	-7.0%	Marzadro
Poli	E 11.00 (70cl)	25%	75%	-	-	-	-	41.50	37.50	-	-	-9.6%	Meregalli
Sibona	E 11.00 (70cl)	25%	75%	-	17.00	22.00	28.00	27.00	25.00	-	10.1%	-7.4%	Sibona
Berta	E 10.00 (70cl)	25%	75%	-	-	-	-	21.50	20.00	-	-	-7.0%	Marzadro

Source: Trade Comment.

## Section : Brandy

Italy

## BRAND SALES - 000's 9 Litre Cases - Cont/d...

Brand Name	RSP 2009	On Pr.	Off Pr.	2000	2005	2006	2007	2008	2009	CAGR 00-09	CAGR 05-09	CAGR 08-09	Distributor
Cont/d..													
Carpene Malvolti	E 10.49 (70cl)	25%	75%	8.00	17.00	17.50	18.50	19.00	19.00	10.1%	2.8%	Nil	Carpene Malvolti
Ferrari	E 15.00 (70cl)	25%	75%	13.00	17.50	17.50	18.50	19.00	19.00	4.3%	2.1%	Nil	Ferrari
Bocchino	E 9.49 (70cl)	25%	75%	9.00	20.50	19.50	18.50	17.00	15.00	5.8%	-7.5%	-11.8%	Fontana Candida
Roner	E 11.49 (70cl)	25%	75%	3.00	10.50	11.00	13.00	14.50	15.00	19.6%	9.3%	3.4%	Roner
Braulio	E 13.49 (70cl)	100%	0%	-	-	8.00	12.00	12.00	12.00	-	-	-	Nil
Cantine Gancia	E 11.00 (70cl)	25%	75%	-	-	-	-	2.00	2.00	-	-	-	Nil
Marchesi de Bianchi	E 11.49 (70cl)	100%	0%	3.50	1.25	1.00	1.75	2.00	1.50	-9.0%	4.7%	-25.0%	Rinaldi
<b>Value</b>				<b>1,776.15</b>	<b>1,779.95</b>	<b>1,724.25</b>	<b>1,645.00</b>	<b>1,609.50</b>	<b>1,541.75</b>	<b>-1.6%</b>	<b>-3.5%</b>	<b>-4.2%</b>	
Piave	9.90 (70cl)	50%	50%	46.00	21.00	24.00	28.00	31.00	33.00	-3.6%	12.0%	6.5%	Franciacorta
Averna	8.25 (70cl)	70%	30%	-	-	10.00	12.00	12.00	10.25	-	-	-14.6%	Averna
Fior di Vite	E 6.49 (70cl)	40%	60%	38.00	27.00	24.00	15.00	11.50	8.50	-15.3%	-25.1%	-26.1%	Pernod Ricard Italia
Other Grappa	-	30%	70%	1,692.15	1,731.95	1,666.25	1,590.00	1,555.00	1,490.00	-1.4%	-3.7%	-4.2%	
<b>Other Local</b>				<b>1,167.50</b>	<b>1,077.25</b>	<b>1,094.00</b>	<b>1,058.25</b>	<b>1,004.00</b>	<b>953.00</b>	<b>-2.2%</b>	<b>-3.0%</b>	<b>-5.1%</b>	
Stock 84	E 11.00 (70cl)	20%	80%	75.00	40.00	28.00	24.00	20.00	16.00	-15.8%	-20.5%	-20.0%	Stock
<b>Premium</b>					<b>10.00</b>	<b>12.00</b>	<b>14.00</b>	<b>10.00</b>	<b>8.00</b>		<b>-5.4%</b>	<b>-20.0%</b>	
Vecchia Romagna Riserva	E 17.00 (70cl)	90%	10%	-	10.00	12.00	14.00	10.00	8.00	-	-5.4%	-20.0%	Montenegro
<b>Standard</b>				<b>868.00</b>	<b>783.00</b>	<b>779.00</b>	<b>764.00</b>	<b>742.00</b>	<b>695.00</b>	<b>-2.4%</b>	<b>-2.9%</b>	<b>-6.3%</b>	
Vecchia Romagna Etichetta Nera	10.55 (70cl)	50%	50%	344.00	286.00	299.00	300.00	300.00	280.00	-2.3%	-0.5%	-6.7%	Montenegro
Branca Stravecchio	9.45 (70cl)	10%	90%	275.00	235.00	232.00	220.00	220.00	210.00	-3.0%	-2.8%	-4.5%	Branca
Maschio	E 9.49 (70cl)	50%	50%	-	85.00	90.00	95.00	100.00	100.00	-	4.1%	Nil	Bonaventura Maschio
Vecchia Romagna Classica	E 8.49 (70cl)	50%	50%	119.00	115.00	110.00	110.00	90.00	80.00	-4.3%	-8.7%	-11.1%	Montenegro
Rene Briand	7.99 (100cl)	30%	70%	55.00	22.00	20.00	15.00	12.00	9.00	-18.2%	-20.0%	-25.0%	Franciacorta
<b>Value</b>				<b>299.50</b>	<b>284.25</b>	<b>303.00</b>	<b>280.25</b>	<b>252.00</b>	<b>250.00</b>	<b>-2.0%</b>	<b>-3.2%</b>	<b>-0.8%</b>	
Stock Original	E 6.25 (70cl)	5%	95%	135.00	155.00	177.00	175.00	152.00	154.00	1.5%	-0.2%	1.3%	Stock
ORO Pilla	E 7.25 (70cl)	30%	70%	6.00	2.50	2.25	1.50	1.75	2.00	-11.5%	-5.4%	14.3%	Montenegro
Other Italian	-	50%	50%	158.50	126.75	123.75	103.75	98.25	94.00	-5.6%	-7.2%	-4.3%	
<b>French Premium</b>				<b>12.50</b>	<b>10.00</b>	<b>10.00</b>	<b>10.00</b>	<b>9.00</b>	<b>8.00</b>	<b>-4.8%</b>	<b>-5.4%</b>	<b>-11.1%</b>	
Moet & Chandon	E 22.00 (70cl)	20%	80%	6.00	8.00	8.00	8.00	7.00	6.00	Nil	-6.9%	-14.3%	Moet Hennessy
Other Brandy French	-	20%	80%	6.50	2.00	2.00	2.00	2.00	2.00	-12.3%	Nil	Nil	

Source: Trade Comment.

## Section : Brandy

Italy

## BRAND SALES - 000's 9 Litre Cases - Cont/d...

Brand Name	RSP 2009	On Pr.	Off Pr.	2000	2005	2006	2007	2008	2009	CAGR 00-09	CAGR 05-09	CAGR 08-09	Distributor
<b>Spanish</b>				<b>58.50</b>	<b>51.75</b>	<b>50.50</b>	<b>59.50</b>	<b>56.75</b>	<b>53.00</b>	<b>-1.1%</b>	<b>0.6%</b>	<b>-6.6%</b>	
<b>Super Premium</b>					<b>0.70</b>	<b>0.75</b>	<b>0.70</b>	<b>0.75</b>	<b>0.75</b>		<b>1.7%</b>	<b>Nil</b>	
Gran Duque de Alba	E 27.00 (70cl)	30%	70%	-	0.45	0.50	0.50	0.60	0.60	-	7.5%	Nil	Meregalli
Fernando de Castilla	E 29.00 (70cl)	30%	70%	-	0.25	0.25	0.20	0.15	0.15	-	-12.0%	Nil	
Other Spanish Super Premium	-	30%	70%	-	-	-	-	-	Nil	-	-	-	
<b>Premium</b>				<b>8.25</b>	<b>9.30</b>	<b>9.25</b>	<b>11.55</b>	<b>9.50</b>	<b>9.25</b>	<b>1.3%</b>	<b>-0.1%</b>	<b>-2.6%</b>	
Cardenal Mendoza	10.90 (70cl)	85%	15%	1.00	2.55	3.75	5.50	5.00	5.25	20.2%	19.8%	5.0%	Rinaldi
Carlos I	E 24.00 (70cl)	20%	80%	6.90	6.25	4.75	5.00	3.00	2.50	-10.7%	-20.5%	-16.7%	Stock
Lepanto	E 26.00 (70cl)	30%	70%	0.10	0.25	0.50	0.80	1.25	1.25	32.4%	49.5%	Nil	
Other Spanish Premium	-	30%	70%	0.25	0.25	0.25	0.25	0.25	0.25	Nil	Nil	Nil	
<b>Standard</b>				<b>44.00</b>	<b>39.75</b>	<b>38.00</b>	<b>45.75</b>	<b>45.00</b>	<b>41.50</b>	<b>-0.6%</b>	<b>1.1%</b>	<b>-7.8%</b>	
Fundador	10.90 (70cl)	20%	80%	43.50	39.00	37.00	45.00	45.00	40.00	-0.9%	0.6%	-11.1%	Bacardi - Martini
Romate	E 10.00 (70cl)	0%	100%	-	-	-	-	-	1.50	-	-	-	
Soberano 5yr	E 13.49 (70cl)	-	-	0.20	0.50	0.50	-	-	-	-	-	-	
Magno	-	-	-	0.30	-	-	-	-	-	-	-	-	Ruffino
M. Torres 5 yr	E 8.49 (70cl)	-	-	-	0.25	0.50	0.75	-	-	-	-	-	
<b>Value</b>				<b>6.25</b>	<b>2.00</b>	<b>2.50</b>	<b>1.50</b>	<b>1.50</b>	<b>1.50</b>	<b>-14.7%</b>	<b>-6.9%</b>	<b>Nil</b>	
Other Spanish	-	0%	100%	6.25	2.00	2.50	1.50	1.50	1.50	-14.7%	-6.9%	Nil	
<b>German</b>				<b>0.50</b>	<b>0.50</b>	<b>0.50</b>	<b>0.50</b>	<b>0.50</b>	<b>0.50</b>	<b>Nil</b>	<b>Nil</b>	<b>Nil</b>	
<b>Standard</b>				<b>0.50</b>	<b>0.50</b>	<b>0.50</b>	<b>0.50</b>	<b>0.50</b>	<b>0.50</b>	<b>Nil</b>	<b>Nil</b>	<b>Nil</b>	
Other German	-	10%	90%	0.50	0.50	0.50	0.50	0.50	0.50	Nil	Nil	Nil	
<b>Greek</b>				<b>1.00</b>	<b>1.00</b>	<b>1.00</b>	<b>1.00</b>	<b>1.00</b>	<b>1.00</b>	<b>Nil</b>	<b>Nil</b>	<b>Nil</b>	
<b>Standard</b>				<b>1.00</b>	<b>1.00</b>	<b>1.00</b>	<b>1.00</b>	<b>1.00</b>	<b>1.00</b>	<b>Nil</b>	<b>Nil</b>	<b>Nil</b>	
Other Greek	-	10%	90%	1.00	1.00	1.00	1.00	1.00	1.00	Nil	Nil	Nil	
<b>Other</b>				<b>2.50</b>	<b>2.00</b>	<b>2.00</b>	<b>2.00</b>	<b>2.00</b>	<b>2.00</b>	<b>-2.4%</b>	<b>Nil</b>	<b>Nil</b>	
<b>Value</b>				<b>2.50</b>	<b>2.00</b>	<b>2.00</b>	<b>2.00</b>	<b>2.00</b>	<b>2.00</b>	<b>-2.4%</b>	<b>Nil</b>	<b>Nil</b>	
Other Imported Brandy	-	10%	90%	2.50	2.00	2.00	2.00	2.00	2.00	-2.4%	Nil	Nil	

Source: Trade Comment.

## Section : Brandy

Italy

## PRICES - Lire until 2002 / Euros onwards

Brands	Bottle Size	Lire		Euros								
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004 Mar	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar
<b>Cognac Special</b>												
Courvoisier Millennium	68cl	-	-	28.17	-	-	-	-	-	-	-	-
Martell '2000'	68cl	51,450	-	-	-	-	-	-	-	-	-	-
<b>VSOP</b>												
Courvoisier	68cl	-	-	-	-	-	-	-	-	45.00	-	-
Hennessy Fine	68cl	-	-	-	-	-	-	29.50	-	-	-	-
Martell	68cl	39,800	-	-	-	-	-	-	-	-	-	-
Remy Martin VSOP	68cl	43,900	45,680	24.35	24.59	24.69	22.91	23.95	24.69	23.29	29.40	-
<b>VS/XXX</b>												
Courvoisier	68cl	21,850	25,700	13.58	13.58	14.59	14.49	14.39	14.49	14.99	15.10	-
Hennessy	68cl	21,850	30,750	16.68	16.99	16.99	16.09	19.99	19.99	20.99	18.29	-
Martell	68cl	23,200	27,980	14.45	14.69	14.29	14.39	15.65	15.65	13.99	-	-
Own Label	68cl	-	-	9.74	11.85	-	-	12.33	12.39	-	-	-
<b>Armagnac</b>												
de Montal	68cl	-	-	-	-	-	-	9.77	-	-	-	-
Janneau	68cl	34,900	33,750	18.95	-	-	-	-	-	-	24.99	-
Sempe	68cl	-	-	-	-	18.95	-	17.55	18.95	15.79	-	-
Own Label	68cl	22,950	-	-	-	-	11.83	-	-	12.29	-	-
<b>Italian Grappa</b>												
"41"	70cl	-	-	-	-	-	-	-	-	12.95	-	-
Antica Grapperia	50cl	-	-	-	-	-	-	-	-	-	6.29	-
Aquaviva	70cl	-	14,900	-	-	-	-	-	-	-	-	-
Averna	70cl	-	-	-	-	-	-	6.99	-	6.99	8.25	-
Banfi	70cl	-	-	-	-	-	-	18.95	-	16.45	-	-
Bertagallo	70cl	-	-	12.86-13.11	9.99	10.92	-	-	-	-	-	-
Bertagnolli	70cl	-	-	-	9.99	-	-	-	-	-	-	-
Bocchino	70cl	9,890	-	9.43	9.59	9.19	9.79	6.49	-	-	-	-
Bocchino Moscato	70cl	14,400	-	-	-	10.59	-	-	9.89	8.99	-	-
Bocchino Sigillo Nero	70cl	-	-	-	9.59	9.79	9.79	9.15	9.89	8.39-10.99	-	-
Bonaventure Maschio Prime Uve Bianche	35cl	-	-	-	-	-	-	-	-	-	9.79	-
Bonaventure Maschio Prime Uve Nere	35cl	-	-	-	-	-	-	-	-	-	11.76	-
Bottega	70cl	-	-	-	9.65-10.89	8.11-9.69	9.79	8.95	-	8.39	9.09	-
Brolio	70cl	-	11,945	-	-	-	-	-	-	-	-	-

Source: IWSR Storechecks.

## Section : Brandy

Italy

## PRICES - Lire until 2002 / Euros onwards - Cont/d...

Brands Italian Grappa Cont/d..	Bottle Size	Lire		Euros								
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar
Brotto	70cl	-	11,950	6.17	6.29	5.50-6.29	6.29	-	-	-	-	-
Ca Bianco	70cl	-	-	-	-	-	-	-	-	6.49	-	-
Cadoro	70cl	-	6,980	-	-	-	-	-	-	-	3.90	-
Candolini	1L	13,580	12,850	7.25	7.18	6.89	6.99	7.19	7.58	7.59	7.90	-
Carpene Malvolti	70cl	14,980	14,980	-	-	-	-	-	-	-	-	-
Cartolli	70cl	-	-	-	7.87	-	-	-	-	-	-	-
Casa Lupara	70cl	-	-	-	-	-	10.19	-	-	-	-	-
Casauria	50cl	-	-	-	-	-	-	-	-	-	6.50	-
Castagner	70cl	-	-	-	-	-	-	-	-	9.29	-	-
Cavallino	70cl	12,280	-	-	-	-	6.71	-	-	-	7.79	-
Ceschera	70cl	-	29,990	-	-	-	-	-	-	-	-	-
Chateau Nou	70cl	-	-	-	5.85	-	11.29	9.85	9.99	9.89	-	-
Chianti	70cl	-	13,700	-	15.75	-	14.95	-	-	-	-	-
Ciociana	50cl	-	-	-	-	-	-	-	-	-	8.59	-
Ciselio	70cl	-	-	-	15.75	-	-	-	-	-	-	-
Corco	50cl	-	-	-	-	-	-	-	-	-	5.29	-
D&D Selezione	70cl	-	11,580-16,200	-	-	-	-	-	-	-	-	-
del Turet	70cl	-	-	7.70	-	-	-	-	-	-	-	-
di Barolo	70cl	-	-	-	-	-	-	13.49	14.49	14.95	-	-
Di Cartize	70cl	-	19,800	-	-	-	-	-	-	-	-	-
Doge	1L	-	-	-	9.98	-	-	-	-	-	-	-
Dolce Colli	50cl	-	9,990-10,250	4.60-4.98	4.78	4.79	5.11	-	-	-	4.95-5.49	-
Duchessa Lia	70cl	-	-	-	-	-	-	9.79	9.79	7.99	-	-
Filu e Ferru	70cl	-	14,850	7.59	8.28	12.19	7.95	8.45	-	7.99	-	-
Fior Di Vite	70cl	11,140	11,240	6.35	6.49	6.49	6.56	-	5.97	-	-	-
Franciacorta	50cl	10,150-12,150	9,900-10,250	5.29	6.29	7.19	6.39	-	7.89	7.39	-	-
Franciacorta	1L	-	-	7.65	8.98	9.49	9.49	8.99	-	-	-	-
Franciacorta	70cl	10,250	-	-	-	-	-	-	-	-	-	-
Franciacorta Barricata	50cl	-	-	-	-	-	-	-	-	-	13.20	-
Franciacorta Pinot	70cl	18,610	18,300	-	-	-	12.97	11.49	-	-	15.99	-
Frattina Chardonnay	1L	18,520	17,800	9.51	10.20	10.59	10.29	10.35	-	10.95	-	-
Frattina Chardonnay	70cl	13,300	12,950	8.08	8.79	-	8.89	-	-	10.95	12.90	-
Friuli	70cl	13,950	-	10.23	-	-	-	-	-	-	-	-
Goccia di Pinot	70cl	13,300	12,250	-	-	-	-	-	-	-	-	-
Grappa di Prosecco Cardea	50cl	-	-	-	-	-	-	-	-	-	5.15	-
Grappanova	50cl	-	-	-	-	-	-	-	-	-	4.99	-
Julia	70cl	11,600	11,200	6.15	6.19	6.19	6.49	7.49	8.50	10.39	7.89	-
Julia Nova	70cl	-	-	-	6.69	6.69	-	-	-	-	-	-

Source: IWSR Storechecks.

## Section : Brandy

Italy

## PRICES - Lire until 2002 / Euros onwards - Cont/d...

Brands Cont/d..	Bottle Size	Lire			Euros							
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar
La Corte	70cl	-	-	-	-	-	-	-	9.00	-	-	-
La Versa	70cl	-	-	-	10.39	-	-	-	-	-	-	-
Le Torbiere	50cl	-	-	-	-	-	-	-	-	-	8.90	-
Leonessa	1.5L	20,800	15,950	-	-	-	-	-	-	-	-	-
LIDL	1L	-	-	-	-	-	4.79	-	-	-	-	-
LIDL	70cl	-	-	-	-	-	4.09	-	-	-	-	-
L'Originale	70cl	-	-	-	-	-	-	-	-	14.69	-	-
Lucano Grappa di Primitivo	50cl	-	-	-	-	-	-	-	-	-	10.90	-
Marolli	70cl	-	-	-	5.96	5.69	-	6.98	-	-	-	-
Maschio	50cl	11,750	11,900	-	6.29	-	-	-	-	-	-	-
Maschio	70cl	-	-	-	-	-	10.59	-	8.40	8.90	-	-
Montana	1L	-	-	7.46	-	-	-	-	-	-	-	-
Montu	50cl	-	-	-	-	-	-	9.99	-	9.99	-	-
Morbido	70cl	-	16,500	-	-	-	-	-	-	-	-	-
Nardini Bianca (50%)	1L	21,340	21,370	11.89	12.69	13.99	13.29	13.09	-	13.95	-	-
Nardini Riserva (50%)	1L	24,980	23,950	13.59	14.59	15.99	15.25	-	-	15.95	-	-
Nardini Ruta	1L	23,880	23,750	-	-	-	15.95	-	-	-	-	-
Negrone Trevisana	70cl	-	-	-	-	-	-	-	19.19	-	-	-
Nonino	1L	-	-	12.20	12.99	10.95	12.99	-	-	-	-	-
Nonino	50cl	-	-	7.82	8.39	8.49	8.59	8.48	-	-	-	-
Nonino	70cl	13,780	-	7.82	-	-	-	-	-	9.89	9.79	-
Nonino UE	70cl	-	-	14.39	14.79	15.29	14.99	14.79	-	17.99	-	-
Nonino Vuisinar	70cl	-	-	11.85	11.85	11.89	11.59	13.99	-	14.39	-	-
Piave	70cl	11,900	-	6.71	7.19	7.19	7.69	-	-	-	9.90	-
Piave Bianca	70cl	12,400	12,100	-	-	7.19	-	-	7.29	7.39	-	-
Pisani	70cl	-	-	10.28	-	-	-	-	-	-	-	-
Pissadore	70cl	-	-	6.17	-	-	-	-	-	-	-	-
Prime Uve	70cl	-	-	-	-	-	-	10.49	-	-	-	-
Prosecco di Cartizze	70cl	19,980	19,800	-	-	-	10.29	-	-	-	13.90	-
Pruss	70cl	-	9,990	-	-	-	-	-	-	-	-	-
Roner	70cl	-	24,900	-	-	-	-	-	-	-	-	-
Segnana	70cl	19,320	15,900	8.40	7.66	7.59	8.59	8.59	7.98	10.99	-	-
Sibona	70cl	-	18,900-20,250	-	-	-	-	-	-	-	-	-
Torba Rossa	70cl	-	-	-	14.95	14.99	14.83	10.89	-	9.99	12.95	-
Trevenita	1L	15,950	-	-	-	-	-	-	-	-	-	-
UE Special	70cl	-	-	-	-	-	-	20.89	-	-	-	-
Valdo	70cl	-	18,900	-	-	-	-	-	-	-	-	-
Valdo Cuvee de Boi	70cl	-	18,000	-	-	-	-	-	-	-	-	-

Source: IWSR Storechecks.

## Section : Brandy

Italy

## PRICES - Lire until 2002 / Euros onwards - Cont/d...

Brands Cont/d..	Bottle Size	Lire		Euros								
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar
Valdoglio	1L	-	-	5.50	5.65	5.79	6.79	6.72	-	-	-	-
Valdoglio	70cl	-	-	3.40	3.59	3.99	3.49	-	-	-	-	-
Valdoglio Prosecco	70cl	-	10,500	4.59	4.69	-	4.59	-	-	-	-	-
Ville Cashea	50cl	-	-	-	-	-	-	-	-	-	5.15	-
Vinaccia	70cl	-	12,800	5.15	5.69	-	5.59	-	-	-	-	-
Vincenzo	70cl	-	-	11.20	-	-	-	-	-	-	-	-
Vinivari	70cl	-	-	10.25	-	-	-	-	-	-	-	-
Own Label	1.5L	-	-	-	-	-	-	-	-	6.19	-	-
Own Label	1.5L	-	13,400	7.05	7.10	-	7.87	-	-	-	-	-
Own Label	2L	-	-	-	-	-	-	7.87	-	-	-	-
Own Label Chardonnay	1L	8,830	8,800	-	-	-	-	-	-	-	-	-
Own Label di Vitigne	50cl	-	-	5.13	5.29	5.39	5.49	5.79	5.79	5.99	-	-
Own Label Grappa	1L	9,890	9,650	-	-	-	-	-	-	-	-	-
Own Label Grappa	70cl	6,990	6,950	3.25	3.25	3.29	3.29	-	-	-	-	-
Own Label Prosecco	70cl	-	9,800	-	-	-	-	-	-	-	-	-
Own Label Varietals	70cl	9,900	9,850	-	4.89	-	4.95	5.59	5.69	5.69	-	-
Own Label Veneto	1.5L	-	14,900	-	-	7.85	10.59	-	-	-	8.21	-
Own Label Veneto	1L	8,670	9,300	-	-	5.89	-	5.95	5.95	5.95	-	-
<b>Marc</b>												
Moet et Chandon	75cl	28,120	29,850	-	19.75	16.59	-	-	-	-	-	-
<b>Other Brandy Italian</b>												
Bassassina	70cl	-	13,990	-	-	-	-	-	-	-	-	-
Bocchino	70cl	9,890	-	-	5.59	5.59	6.79	-	-	-	-	-
Branca Stravecchio	70cl	-	14,300	7.30	8.31	8.67	7.62	7.59	7.59	10.89	9.45	-
Brotto	70cl	-	9,900	4.90	-	-	-	-	-	-	-	-
<b>Brotto L'Originale</b>	70cl	-	21,990	-	-	-	-	-	-	-	-	-
Carpene Malvolti	70cl	15,290	14,790	7.95	-	-	-	-	-	-	-	-
<b>D'Este</b>	70cl	-	8,490	-	-	-	-	-	-	-	-	-
De Berry	70cl	-	-	-	4.29	4.39	3.59	-	-	-	-	-
Il Casolare	70cl	-	10,450	-	-	-	-	-	-	-	-	-
Le Bonheur	70cl	-	-	4.29	-	4.59	4.36	4.39	-	4.29	-	-
Le Cecche del Doge	70cl	-	84,500	-	-	-	-	-	-	-	-	-
LIDL	70cl	-	-	-	-	-	3.59	-	-	-	-	-
Napoleon	70cl	6,940	6,850	-	4.31	-	-	-	-	-	-	-
Napoleon	1.5L	-	18,300	11.34	11.56	-	-	-	-	-	-	-

Source: IWSR Storechecks.

## Section : Brandy

Italy

## PRICES - Lire until 2002 / Euros onwards - Cont/d...

Brands Italian Cont/d..	Bottle Size	Lire		Euros									
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar	
Ramazotti	70cl	10,120	9,980	-	5.40	-	5.03	-	-	-	-	-	-
Rene Briand	70cl	9,200	8,800	5.22	5.25	5.59	5.29	5.19	5.29	-	7.99	-	-
Rene Briand	1L	-	-	-	-	-	-	-	-	11.79	10.99	-	-
Stock 84	70cl	13,620	13,100	8.05	7.99	8.69	8.49	10.49	10.49	10.39	9.79	-	-
Stock Original	70cl	9,970	9,900	5.14	5.86	5.79	5.75	5.55	-	5.59	-	-	-
Stock Riserva	70cl	-	16,400	-	-	-	-	-	-	-	-	-	-
Valdo	70cl	-	-	-	-	-	3.41	-	-	-	-	-	-
Vecchia Romagna 10yr	70cl	-	-	-	-	-	-	-	-	-	15.99	-	-
Vecchia Romagna 15yr	70cl	-	-	-	-	-	-	-	-	16.95	-	-	-
Vecchia Romagna Etichetta Bianca	70cl	11,190	12,990	7.59	7.95	6.59	7.95	7.79	-	9.39	10.25	-	-
Vecchia Romagna Etichetta Nera	70cl	15,790	16,450	9.81	9.80	9.39	9.41	10.35	-	10.29	10.55	-	-
Vecchia Romagna Etichetta Oro	70cl	23,100	-	-	-	-	-	-	-	-	-	-	-
Villa Donato	70cl	-	-	-	-	-	-	-	-	-	3.99	-	-
Zonin	70cl	10,450	10,490	-	-	-	-	-	-	-	-	-	-
Own Label	70cl	5,980	6,780	-	3.59	3.49	-	3.79	-	4.29	-	-	-
<b>French</b>													
Grande Armee	70cl	-	6,900	-	-	-	-	-	-	-	-	-	-
Lafayette	70cl	6,250	-	-	-	-	-	-	-	-	-	-	-
Le Bonheur	70cl	-	-	-	-	-	4.36	-	-	-	-	-	-
Own Label	70cl	-	-	4.20	4.29	-	4.09	-	-	3.69	-	-	-
<b>Spanish</b>													
Cardenal Mendoza	70cl	42,490	43,900	22.42	23.95	23.29	24.50	23.95	-	-	10.90	-	-
Carlos I	70cl	30,700	29,700	15.42	17.95	15.99	16.50	19.75	-	22.59	-	-	-
Fundador	70cl	14,200	10,040	6.66	6.99	7.39	7.99	8.39	-	7.29	10.90	-	-
Lepanto	70cl	-	49,900	-	-	31.94	-	26.95	-	24.95	-	-	-
Soberano	70cl	-	-	-	-	12.99	-	-	-	12.99	-	-	-
Torres 20yr	70cl	-	-	-	-	-	-	-	-	29.55	-	-	-
Torres 5 yr	70cl	-	-	7.79	7.73	-	-	-	-	-	-	-	-
<b>German</b>													
Asbach	70cl	-	-	13.46	-	-	-	-	-	-	-	-	-

Source: IWSR Storechecks.

Section : Liqueurs

Italy

**CONSUMPTION - Local v Imported**

000's 9 Litre Cases	2000	2005	2006	2007	2008	2009	F'Cast 2010	CAGR 00-09	CAGR 05-09	CAGR 08-09
<b>Total</b>	<b>3,525.25</b>	<b>3,581.50</b>	<b>3,602.50</b>	<b>3,626.50</b>	<b>3,483.75</b>	<b>3,372.00</b>	<b>3,276.00</b>	<b>-0.5%</b>	<b>-1.5%</b>	<b>-3.2%</b>
<b>Local</b>	2,887.00	2,857.00	2,872.75	2,864.75	2,778.50	2,722.75	2,669.00	-0.6%	-1.2%	-2.0%
<b>Imported</b>	<b>638.25</b>	<b>724.50</b>	<b>729.75</b>	<b>761.75</b>	<b>705.25</b>	<b>649.25</b>	<b>607.00</b>	<b>0.2%</b>	<b>-2.7%</b>	<b>-7.9%</b>
- In Bottle	-	-	-	-	-	-	-	Nil	Nil	Nil
- In Bulk	-	-	-	-	-	-	-	Nil	Nil	Nil

Source: Trade Comment.

**CONSUMPTION - by Type**

000's 9 Litre Cases	2000	2005	2006	2007	2008	2009	F'Cast 2010	CAGR 00-09	CAGR 05-09	CAGR 08-09
<b>Total</b>	<b>3,525.25</b>	<b>3,581.50</b>	<b>3,602.50</b>	<b>3,626.50</b>	<b>3,483.75</b>	<b>3,372.00</b>	<b>3,276.00</b>	<b>-0.5%</b>	<b>-1.5%</b>	<b>-3.2%</b>
- Traditional H. S. Liqueurs	210.75	181.50	180.25	177.25	158.00	149.25	135.00	-3.8%	-4.8%	-5.5%
- Amaretti	164.00	153.50	155.00	158.00	160.25	165.25	170.00	0.1%	1.9%	3.1%
- Liqueur Ranges	159.00	133.00	128.00	131.50	125.50	128.25	127.50	-2.4%	-0.9%	2.2%
- Coffee Liqueurs	148.50	150.00	133.50	131.00	132.00	131.00	130.50	-1.4%	-3.3%	-0.8%
- Cream Liqueurs	404.00	495.00	498.00	521.00	481.00	411.50	369.00	0.2%	-4.5%	-14.4%
- Advocaat / Egg Liqueurs	180.00	163.00	160.00	155.00	150.00	144.50	139.00	-2.4%	-3.0%	-3.7%
- Maraschino	215.00	171.00	168.00	165.00	162.00	156.00	150.00	-3.5%	-2.3%	-3.7%
- Low Strength Flavoured Vodka	455.00	493.00	503.00	529.00	520.00	522.00	525.00	1.5%	1.4%	0.4%
- New Style Lemon Liqueurs	1,130.00	1,172.00	1,205.00	1,185.00	1,144.50	1,110.50	1,080.00	-0.2%	-1.3%	-3.0%
- Cocktail / Punch Liqueurs	34.50	62.00	63.00	61.50	61.00	66.00	71.00	7.5%	1.6%	8.2%
- Mirto	185.00	197.50	211.00	222.00	205.00	199.00	78.00	0.8%	0.2%	-2.9%
- Other Liqueurs	239.50	210.00	197.75	190.25	184.50	188.75	301.00	-2.6%	-2.6%	2.3%

Source: Trade Comment.

## Section : Liqueurs

Italy

## BRAND SALES - 000 9 Litre Cases

Brand Name	RSP 2009	On Pr.	Off Pr.	2000	2005	2006	2007	2008	2009	CAGR 00-09	CAGR 05-09	CAGR 08-09	Distributor
<b>Traditional H. S. Liqueurs</b>				<b>210.75</b>	<b>181.50</b>	<b>180.25</b>	<b>177.25</b>	<b>158.00</b>	<b>149.25</b>	<b>-3.8%</b>	<b>-4.8%</b>	<b>-5.5%</b>	
<b>Local</b>				<b>35.00</b>	<b>33.00</b>	<b>32.50</b>	<b>31.00</b>	<b>29.00</b>	<b>27.00</b>	<b>-2.8%</b>	<b>-4.9%</b>	<b>-6.9%</b>	
Strega	E 9.00 (70cl)	20%	80%	24.75	25.50	25.00	24.00	22.00	20.50	-2.1%	-5.3%	-6.8%	Strega
Aurum	E 11.00 (70cl)	35%	65%	4.50	4.00	4.00	3.50	3.50	3.50	-2.8%	-3.3%	Nil	Illva
Other Trad. H.S.	-	10%	90%	5.75	3.50	3.50	3.50	3.50	3.00	-7.0%	-3.8%	-14.3%	
<b>Imported</b>				<b>175.75</b>	<b>148.50</b>	<b>147.75</b>	<b>146.25</b>	<b>129.00</b>	<b>122.25</b>	<b>-4.0%</b>	<b>-4.7%</b>	<b>-5.2%</b>	
Cointreau	12.99 (70cl)	50%	50%	88.00	72.50	74.00	74.00	62.50	60.00	-4.2%	-4.6%	-4.0%	Branca
Grand Marnier	18.40 (70cl)	60%	40%	60.50	51.00	49.00	48.00	44.00	41.00	-4.2%	-5.3%	-6.8%	
Southern Comfort	13.99 (70cl)	60%	40%	16.00	17.50	13.50	11.00	9.00	9.00	-6.2%	-15.3%	Nil	Campani
Drambuie	E 17.00 (70cl)	55%	45%	5.50	2.50	3.00	3.00	2.00	2.50	-8.4%	Nil	25.0%	Stock
Benedictine D.O.M.	E 17.00 (70cl)	60%	40%	3.50	2.00	2.00	2.00	2.00	2.00	-6.0%	Nil	Nil	
Chartreuse	E 22.00 (70cl)	30%	70%	-	-	1.25	1.40	1.40	1.25	-	-	-10.7%	Velier
Galliano	E 14.49 (70cl)	90%	10%	1.75	1.50	1.50	1.50	1.50	1.00	-6.0%	-9.6%	-33.3%	Gancia
Irish Mist	E 13.49 (70cl)	20%	80%	-	-	-	1.00	1.00	1.00	-	-	Nil	Campani
Cointreau C	-	-	-	-	1.00	0.75	-	-	-	-	-	-	Gancia
Other Trad. H.S.	-	10%	90%	0.50	0.50	2.75	4.35	5.60	4.50	27.7%	73.2%	-19.6%	
<b>Amaretti</b>				<b>164.00</b>	<b>153.50</b>	<b>155.00</b>	<b>158.00</b>	<b>160.25</b>	<b>165.25</b>	<b>0.1%</b>	<b>1.9%</b>	<b>3.1%</b>	
<b>Local</b>				<b>164.00</b>	<b>153.50</b>	<b>155.00</b>	<b>158.00</b>	<b>160.25</b>	<b>165.25</b>	<b>0.1%</b>	<b>1.9%</b>	<b>3.1%</b>	
Disaronno	9.15 (70cl)	40%	60%	132.00	138.00	138.50	139.50	140.00	145.00	1.0%	1.2%	3.6%	Illva
Nocino Benvenuti	E 5.00 (70cl)	10%	90%	5.00	2.75	3.00	3.75	5.50	6.00	2.0%	21.5%	9.1%	Montenegro
Nocino di Modena	E 8.49 (70cl)	10%	90%	-	-	-	-	0.25	0.25	-	-	Nil	Averna
Other Amaretti	-	10%	90%	27.00	12.75	13.50	14.75	14.50	14.00	-7.0%	2.4%	-3.4%	
<b>Liqueur Ranges</b>				<b>157.75</b>	<b>133.00</b>	<b>128.00</b>	<b>131.50</b>	<b>125.50</b>	<b>128.25</b>	<b>-2.3%</b>	<b>-0.9%</b>	<b>2.2%</b>	
<b>Local</b>				<b>116.25</b>	<b>82.00</b>	<b>75.00</b>	<b>73.50</b>	<b>74.50</b>	<b>76.00</b>	<b>-4.6%</b>	<b>-1.9%</b>	<b>2.0%</b>	
Stock	E 8.25 (70cl)	34%	66%	56.00	41.00	24.00	18.00	18.50	17.75	-12.0%	-18.9%	-4.1%	Stock
Rau	E 7.25 (70cl)	50%	50%	2.25	1.50	1.00	1.00	1.00	3.25	4.2%	21.3%	225.0%	Rinaldi
Other Ranges	-	30%	70%	58.00	39.50	50.00	54.50	55.00	55.00	-0.6%	8.6%	Nil	
<b>Imported</b>				<b>41.50</b>	<b>51.00</b>	<b>53.00</b>	<b>58.00</b>	<b>51.00</b>	<b>52.25</b>	<b>2.6%</b>	<b>0.6%</b>	<b>2.5%</b>	
Bols Range	E 9.50 (70cl)	80%	20%	16.00	22.50	27.00	32.00	26.00	24.00	4.6%	1.6%	-7.7%	Gancia
De Kuyper	E 8.49 (70cl)	100%	0%	18.50	21.50	20.00	21.00	21.00	23.25	2.6%	2.0%	10.7%	Pernod Ricard Italia
Monin Range	E 14.00 (70cl)	90%	10%	-	-	-	-	-	1.35	-	-	-	Velier
Marie Brizard	E 8.75 (70cl)	75%	25%	4.25	3.00	2.00	1.00	Min	Min	-93.4%	-99.8%	-	Premium
Other Ranges	-	40%	60%	2.75	4.00	4.00	4.00	4.00	3.50	2.7%	-3.3%	-12.5%	
Other Ranges	-	80%	20%	-	-	-	-	-	0.15	-	-	-	

Source: Trade Comment.

Section : Liqueurs

Italy

BRAND SALES - 000's 9 Litre Cases - Cont/d...

Brand Name	RSP 2009	On Pr.	Off Pr.	2000	2005	2006	2007	2008	2009	CAGR 00-09	CAGR 05-09	CAGR 08-09	Distributor
<b>Coffee Liqueurs</b>				<b>148.50</b>	<b>150.00</b>	<b>133.50</b>	<b>131.00</b>	<b>132.00</b>	<b>131.00</b>	<b>-1.4%</b>	<b>-3.3%</b>	<b>-0.8%</b>	
<b>Local</b>				<b>129.00</b>	<b>135.00</b>	<b>121.50</b>	<b>120.00</b>	<b>121.00</b>	<b>121.50</b>	<b>-0.7%</b>	<b>-2.6%</b>	<b>0.4%</b>	
Caffe Sport Borghetti	9.26 (70cl)	60%	40%	103.50	103.00	104.00	106.00	110.00	111.00	0.8%	1.9%	0.9%	Branca
Gala	9.90 (70cl)	10%	90%	21.50	24.00	9.00	6.00	4.75	4.50	-16.0%	-34.2%	-5.3%	Stock
Other Coffee	-	30%	70%	4.00	8.00	8.50	8.00	6.25	6.00	4.6%	-6.9%	-4.0%	
<b>Imported</b>				<b>19.50</b>	<b>15.00</b>	<b>12.00</b>	<b>11.00</b>	<b>11.00</b>	<b>9.50</b>	<b>-7.7%</b>	<b>-10.8%</b>	<b>-13.6%</b>	
Kahlua	11.89 (100cl)	60%	40%	17.50	13.50	11.00	10.00	10.00	8.50	-7.7%	-10.9%	-15.0%	Pernod Ricard Italia
Tia Maria	E 12.00 (70cl)	70%	30%	2.00	1.00	0.50	Min	Min	Min	-92.8%	-99.7%	-	Illva
Other Coffee	-	50%	50%	Min	0.50	0.50	1.00	1.00	1.00	-	18.9%	Nil	
<b>Cream Liqueurs</b>				<b>404.00</b>	<b>495.00</b>	<b>498.00</b>	<b>521.00</b>	<b>481.00</b>	<b>411.50</b>	<b>0.2%</b>	<b>-4.5%</b>	<b>-14.4%</b>	
<b>Local</b>				<b>55.00</b>	<b>52.00</b>	<b>47.00</b>	<b>54.00</b>	<b>48.00</b>	<b>37.25</b>	<b>-4.2%</b>	<b>-8.0%</b>	<b>-22.4%</b>	
Crema di Limonce	8.15 (70cl)	5%	95%	26.00	22.00	26.00	24.50	21.00	20.25	-2.7%	-2.1%	-3.6%	Stock
Keglevich Panna Fragola	E 8.49 (70cl)	35%	65%	-	-	-	10.50	8.50	8.25	-	-	-2.9%	Stock
Francia Corta Whisky	E 9.00 (70cl)	30%	70%	29.00	13.00	10.00	9.00	8.00	5.00	-17.7%	-21.2%	-37.5%	Franciacorta
Talea	E 9.49 (70cl)	20%	80%	-	14.00	8.00	7.00	7.00	1.00	-	-48.3%	-85.7%	Illva
Other Cream Liqueurs	-	5%	95%	-	3.00	3.00	3.00	3.50	2.75	-	-2.2%	-21.4%	
<b>Imported</b>				<b>349.00</b>	<b>443.00</b>	<b>451.00</b>	<b>467.00</b>	<b>433.00</b>	<b>374.25</b>	<b>0.8%</b>	<b>-4.1%</b>	<b>-13.6%</b>	
Baileys	12.90 (70cl)	20%	80%	285.00	397.00	400.00	392.00	360.00	313.50	1.1%	-5.7%	-12.9%	Diageo
Baileys Flavoured	12.90 (70cl)	10%	90%	-	-	9.25	38.00	41.00	32.00	-	-	-22.0%	Diageo
Sheridans	E 14.00 (70cl)	20%	80%	35.00	33.00	30.00	29.00	26.00	23.00	-4.6%	-8.6%	-11.5%	Diageo
Carolans	E 9.50 (70cl)	20%	80%	3.50	3.00	3.50	2.50	1.50	1.75	-7.4%	-12.6%	16.7%	Campari
Mozart Chocolate Cream	E 14.00 (70cl)	20%	80%	-	-	-	-	0.25	Min	-	-	-100.0%	
Tia Lusso	E 14.00 (70cl)	20%	80%	-	1.50	Min	Min	Min	Min	-	-99.7%	-	
Millwoods	E 6.99 (70cl)	5%	95%	5.00	3.50	3.50	1.00	Min	-	-	-	-	Ramazotti
Creme de Grand Marnier	-	-	-	1.00	-	-	-	-	-	-	-	-	
Other Cream	-	-	-	19.50	5.00	4.75	4.50	4.25	4.00	-16.1%	-5.4%	-5.9%	
<b>Advocaat / Egg Liqueurs</b>				<b>180.00</b>	<b>163.00</b>	<b>160.00</b>	<b>155.00</b>	<b>150.00</b>	<b>144.50</b>	<b>-2.4%</b>	<b>-3.0%</b>	<b>-3.7%</b>	
<b>Local</b>				<b>180.00</b>	<b>163.00</b>	<b>160.00</b>	<b>155.00</b>	<b>150.00</b>	<b>144.50</b>	<b>-2.4%</b>	<b>-3.0%</b>	<b>-3.7%</b>	
Vov	E 7.99 (70cl)	10%	90%	118.00	129.00	126.00	121.00	117.00	113.00	-0.5%	-3.3%	-3.4%	VOV
Zabov	8.59 (70cl)	0%	100%	52.00	31.00	30.00	29.00	27.00	25.00	-7.8%	-5.2%	-7.4%	Moccia
Other Egg	-	0%	100%	10.00	3.00	4.00	5.00	6.00	6.50	-4.7%	21.3%	8.3%	
<b>Maraschino</b>				<b>215.00</b>	<b>171.00</b>	<b>168.00</b>	<b>165.00</b>	<b>162.00</b>	<b>156.00</b>	<b>-3.5%</b>	<b>-2.3%</b>	<b>-3.7%</b>	
<b>Local</b>				<b>215.00</b>	<b>171.00</b>	<b>168.00</b>	<b>165.00</b>	<b>162.00</b>	<b>156.00</b>	<b>-3.5%</b>	<b>-2.3%</b>	<b>-3.7%</b>	
Luxardo Maraschino	E 7.49 (70cl)	5%	95%	54.25	44.00	42.00	42.00	42.00	40.00	-3.3%	-2.4%	-4.8%	Luxardo
Other Maraschino	-	0%	100%	160.75	127.00	126.00	123.00	120.00	116.00	-3.6%	-2.2%	-3.3%	

Source: Trade Comment.

## Section : Liqueurs

Italy

## BRAND SALES - 000's 9 Litre Cases - Cont/d...

Brand Name	RSP 2009	On Pr.	Off Pr.	2000	2005	2006	2007	2008	2009	CAGR 00-09	CAGR 05-09	CAGR 08-09	Distributor
<b>Low Strength Flavoured Vodka</b>				<b>455.00</b>	<b>493.00</b>	<b>503.00</b>	<b>529.00</b>	<b>520.00</b>	<b>522.00</b>	<b>1.5%</b>	<b>1.4%</b>	<b>0.4%</b>	
<b>Local</b>				<b>455.00</b>	<b>493.00</b>	<b>503.00</b>	<b>529.00</b>	<b>520.00</b>	<b>522.00</b>	<b>1.5%</b>	<b>1.4%</b>	<b>0.4%</b>	
Keglevich Glaciale	7.95 (70cl)	50%	50%	235.00	283.00	298.00	325.00	315.00	314.00	3.3%	2.6%	-0.3%	Stock
Artic Limone	E 7.25 (70cl)	40%	60%	161.00	175.00	176.00	178.00	175.00	178.00	1.1%	0.4%	1.7%	Illva
Sermecq	E 5.99 (70cl)	25%	75%	13.00	21.00	19.00	18.00	20.00	20.00	4.9%	-1.2%	Nil	Bacardi - Martini
Limba	E 7.25 (70cl)	-	-	3.50	0.50	1.00	1.00	1.00	Min	-93.3%	-99.6%	-100.0%	Rinaldi
Baikal	-	-	-	-	-	-	-	-	-	-	-	-	Diageo
Taiga	-	-	-	10.00	-	-	-	-	-	-	-	-	
Liudka	-	-	-	4.00	-	-	-	-	-	-	-	-	
Other Flavoured Vodka	-	25%	75%	28.50	13.50	9.00	7.00	9.00	10.00	-11.0%	-7.2%	11.1%	
<b>New Style Lemon Liqueurs</b>				<b>1,130.00</b>	<b>1,172.00</b>	<b>1,205.00</b>	<b>1,185.00</b>	<b>1,144.50</b>	<b>1,110.50</b>	<b>-0.2%</b>	<b>-1.3%</b>	<b>-3.0%</b>	
<b>Local</b>				<b>1,130.00</b>	<b>1,172.00</b>	<b>1,205.00</b>	<b>1,185.00</b>	<b>1,144.50</b>	<b>1,110.50</b>	<b>-0.2%</b>	<b>-1.3%</b>	<b>-3.0%</b>	
Stock Limonce	6.29 (70cl)	10%	90%	262.50	305.00	260.00	245.00	198.00	197.50	-3.1%	-10.3%	-0.3%	Stock
I Siciliani	5.17 (70cl)	20%	80%	-	Min	61.00	64.00	66.00	63.00	-	-	-4.5%	Illva
Limoncetta di Sorrento	6.20 (70cl)	20%	80%	11.50	33.00	43.00	57.00	63.00	55.00	19.0%	13.6%	-12.7%	Averna / Casoni
Limoncello di Capri	E 6.99 (70cl)	20%	80%	-	34.00	62.00	60.00	58.00	54.00	-	12.3%	-6.9%	Molinari
Villa Massa	E 7.99 (70cl)	10%	90%	30.00	14.00	15.00	21.00	22.00	21.00	-3.9%	10.7%	-4.5%	Villa Massa
Limonel / Melonel	E 5.75 (70cl)	20%	80%	120.00	51.00	30.00	18.00	13.00	10.00	-24.1%	-33.5%	-23.1%	Franciacorta
Limoni di Sicilia	E 6.99 (70cl)	20%	80%	-	-	25.00	20.00	15.00	9.00	-	-	-40.0%	Averna
Villa Santa Maria	E 7.99 (70cl)	30%	70%	-	3.50	3.00	3.50	3.50	2.50	-	-8.1%	-28.6%	Rinaldi
Borsci	E 7.25 (70cl)	10%	90%	55.00	7.00	5.00	3.00	2.00	2.00	-30.8%	-26.9%	Nil	Borsci
Limonce Mint	4.99 (70cl)	0%	100%	-	-	-	-	2.50	1.50	-	-	-40.0%	Stock
Limonito	E 6.25 (70cl)	10%	90%	61.00	58.00	4.00	Min	Min	Min	-95.1%	-99.9%	-	Illva
Limonce Verace	-	-	-	25.00	-	-	-	-	-	-	-	-	Rinaldi
Averna	-	-	-	85.00	37.00	Min	-	-	-	-	-	-	Averna
Other Lemon Flavoured	-	5%	95%	480.00	629.50	697.00	693.50	701.50	695.00	4.2%	2.5%	-0.9%	
<b>Cocktail / Punch Liqueurs</b>				<b>34.50</b>	<b>62.00</b>	<b>63.00</b>	<b>61.50</b>	<b>61.00</b>	<b>66.00</b>	<b>7.5%</b>	<b>1.6%</b>	<b>8.2%</b>	
<b>Local</b>					<b>25.00</b>	<b>26.00</b>	<b>27.50</b>	<b>30.00</b>	<b>35.00</b>		<b>8.8%</b>	<b>16.7%</b>	
Bellini/Rossini	E 4.25 (70cl)	5%	95%	-	25.00	26.00	27.50	30.00	35.00	-	8.8%	16.7%	Canella
<b>Imported</b>				<b>34.50</b>	<b>37.00</b>	<b>37.00</b>	<b>34.00</b>	<b>31.00</b>	<b>31.00</b>	<b>-1.2%</b>	<b>-4.3%</b>	<b>Nil</b>	
Batida de Coco	E 6.49 (70cl)	80%	20%	32.00	26.00	25.00	18.00	15.00	15.00	-8.1%	-12.8%	Nil	Rinaldi
Passoa	E 9.00 (70cl)	100%	0%	2.50	6.50	8.00	11.00	10.00	11.00	17.9%	14.1%	10.0%	Gancia
Other Cocktails / Punches	-	75%	25%	-	4.50	4.00	5.00	6.00	5.00	-	2.7%	-16.7%	

Source: Trade Comment.

## Section : Liqueurs

Italy

## BRAND SALES - 000's 9 Litre Cases - Cont/d...

Brand Name	RSP 2009	On Pr.	Off Pr.	2000	2005	2006	2007	2008	2009	CAGR 00-09	CAGR 05-09	CAGR 08-09	Distributor
<b>Other Liqueurs</b>				<b>424.50</b>	<b>407.50</b>	<b>408.75</b>	<b>412.25</b>	<b>389.50</b>	<b>387.75</b>	<b>-1.0%</b>	<b>-1.2%</b>	<b>-0.4%</b>	
<b>Local</b>				<b>406.50</b>	<b>377.50</b>	<b>379.75</b>	<b>366.75</b>	<b>339.25</b>	<b>327.75</b>	<b>-2.4%</b>	<b>-3.5%</b>	<b>-3.4%</b>	
Borsci San Marzano	11.50 (70cl)	5%	95%	180.00	134.00	130.00	109.00	100.00	96.00	-6.7%	-8.0%	-4.0%	Borsci
Zedda Piras	6.65 (70cl)	5%	95%	125.00	128.00	115.00	105.00	100.00	94.00	-3.1%	-7.4%	-6.0%	Sella & Mosca (Campari)
Bressa Dorada Mirto	E 6.25 (70cl)	5%	95%	-	-	-	22.00	20.00	25.00	-	-	25.0%	Casoni
Mandarinetto	8.25 (70cl)	25%	75%	24.00	22.50	20.00	18.50	17.00	17.00	-3.8%	-6.8%	Nil	Illva
Frangelico	E 9.25 (70cl)	40%	60%	7.00	7.50	3.25	2.75	3.25	2.75	-9.9%	-22.2%	-15.4%	Campari / Sella + Mosca
Mirtole	E 6.25 (70cl)	-	-	-	6.50	8.00	6.00	Min	-	-	-	-	Stock
Other Mirtu	-	5%	95%	60.00	63.00	88.00	89.00	85.00	80.00	3.2%	6.2%	-5.9%	
Other Liqueurs	-	5%	95%	10.50	16.00	15.50	14.50	14.00	13.00	2.4%	-5.1%	-7.1%	
<b>Imported</b>				<b>18.00</b>	<b>30.00</b>	<b>29.00</b>	<b>45.50</b>	<b>50.25</b>	<b>60.00</b>	<b>14.3%</b>	<b>18.9%</b>	<b>19.4%</b>	
Malibu	E 11.99 (70cl)	40%	60%	12.00	22.50	22.00	33.00	37.60	47.00	16.4%	20.2%	25.0%	Pernod Ricard Italia
Midori	E 12.00 (70cl)	20%	80%	-	-	-	-	-	7.00	-	-	-	
Hpnotiq	E 26.99 (70cl)	100%	0%	-	-	-	0.60	1.00	0.60	-	-	-40.0%	Giovinetti / Rinaldi
Pama	E 26.99 (70cl)	100%	0%	-	-	-	-	0.20	0.20	-	-	Nil	Giovinetti / Rinaldi
De Kuyper Peachtree	-	-	-	2.00	-	-	-	-	-	-	-	-	
Other Liqueurs	-	20%	80%	4.00	7.50	7.00	11.90	11.45	5.00	2.5%	-9.6%	-56.3%	
Other Liqueurs	-	-	-	-	-	-	-	-	0.20	-	-	-	

Source: Trade Comment.

Section : Liqueurs

Italy

PRICES - Lire until 2002 / Euros onwards

Brands	Bottle Size	Lire		Euros									
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar	
<b>Ratafia</b>													
Casambia	50cl	-	-	-	-	-	-	-	-	-	-	5.15	-
Villa Hemery	50cl	-	-	-	-	-	-	-	-	-	-	6.99	-
<b>Traditional High Strength Local</b>													
Strega	70cl	14,680	15,200	7.61	8.29	7.99	9.15	9.49	-	8.59	-	-	-
<b>Imported</b>													
Cointreau	70cl	19,800	16,500	10.81	10.12	11.39	10.97	11.99	9.89	10.59	12.99	-	-
Cointreau Lime / Lemon	70cl	-	-	-	-	-	9.25	-	-	-	-	-	-
Drambuie	70cl	22,980	23,980	13.09	-	-	-	-	-	-	-	-	-
Grand Marnier	70cl	21,500	25,800	13.62	14.18	16.89	15.63	14.85	15.40	15.59	18.40	-	-
Irish Mist	70cl	-	-	12.91	-	13.29	-	-	-	-	-	-	-
Southern Comfort	70cl	20,980	22,500	11.86	11.86	12.99	11.89	12.95	-	12.59	13.99	-	-
Xante	70cl	-	-	-	-	-	-	17.59	-	15.95	-	-	-
<b>Amaretti Local</b>													
Amaretto Dilmoor	70cl	-	-	-	-	-	-	-	-	-	-	4.50	-
Disaronno	70cl	16,190	14,950	8.21	8.99	7.99	8.94	8.69	8.49	9.99	9.15	-	-
Nocino	70cl	-	-	4.08	-	-	-	-	-	-	-	-	-
Torino	70cl	-	7,400	-	-	-	-	-	-	-	-	-	-
Vittoria	70cl	-	-	-	-	6.08	-	-	-	-	-	-	-
Own Label	70cl	6,600	5,650	-	2.79	2.79	2.74	3.65	-	3.69	-	-	-
<b>Ranges Local</b>													
Giori	70cl	-	9,450	-	-	-	-	-	-	-	-	-	-
Mazadra	70cl	-	-	9.76	-	-	-	-	-	-	-	-	-
Stock	70cl	13,750	12,860-13,750	6.65	7.90	6.99	7.19	7.39	7.59	-	-	-	-
Toschi	70cl	-	-	-	9.99	6.99	6.94	-	-	-	-	-	-
Own Label Ranges	70cl	4,600-6,750	4,900-6,750	-	-	-	-	-	-	-	-	-	-
<b>Imported</b>													
Bols	70cl	16,900	16,500	-	-	8.62	8.60-9.59	-	8.95	-	-	-	-
De Kuyper	70cl	-	-	8.09-8.79	8.09-8.90	8.09-8.39	7.89-8.72	-	-	-	-	-	-

Source: IWSR Storechecks.

## Section : Liqueurs

Italy

## PRICES - Lire until 2002 / Euros onwards - Cont/d...

Brands	Bottle Size	Lire		Euros								
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar
<b>Coffee</b>												
<b>Local</b>												
Caffe Sport Borghetti	70cl	14,280	14,300	7.62	7.95	7.79	7.65	6.29	-	7.29	9.26	-
CSB	6x 33.5cl	-	-	-	-	-	-	-	-	-	4.49	-
Eclysius	70cl	-	14,900	-	-	-	-	-	-	-	-	-
Gala Caffe	70cl	12,290	12,790	6.91	-	7.69	7.71	8.49	-	-	9.90	-
Illy Liquore di Caffe	75cl	-	-	-	-	-	-	-	-	-	11.90	-
Own Label	70cl	-	-	5.62	-	-	-	-	-	-	-	-
<b>Imported</b>												
Kahlua	70cl	18,700	18,430	9.55	9.99	9.59	9.59	9.85	-	-	11.89	-
Kahlua	1L	-	-	-	-	-	-	-	-	13.59	-	-
Tia Maria	70cl	-	-	11.22	11.99	11.99	-	-	-	-	-	-
<b>Other Over 24%</b>												
<b>Local</b>												
Alchermes	70cl	-	7,100	3.80	-	-	3.74	-	-	-	5.99	-
Cucchi	70cl	-	-	7.41	-	-	-	-	-	-	-	-
Firobi	70cl	-	-	9.45	-	-	-	-	-	-	-	-
Frangelico	70cl	-	9,610	5.28	8.50	-	8.85	-	-	-	-	-
Isolabella Mandarinetto	70cl	13,980	13,500	7.39	7.90	8.79	8.90	-	-	-	-	-
Prus	70cl	-	-	5.71	-	-	-	-	-	-	8.59	-
Stock Cherry	70cl	12,490	12,860	6.65	-	-	7.19	7.15	-	-	-	-
Zucca Vanilla	70cl	12,100	13,500	-	-	-	-	-	-	-	-	-
<b>Imported</b>												
Batida de Coco	70cl	11,980	11,980	6.58	-	-	6.39	7.19	6.39	6.29	7.40	-
Malibu	70cl	15,990	-	-	-	-	12.45	11.49	-	11.19	12.29	-
<b>Cocktails</b>												
<b>Local</b>												
Barbieri Rum Punch	70cl	14,400	-	5.81	6.39	6.39	6.71	6.39	6.39	-	6.45	-
Bellini	70cl	-	-	-	4.05	4.59	3.75	3.29	4.09	-	-	-
Bellini x 3 mins	70cl	-	6,570	-	-	-	-	-	-	-	-	-
Francia Corta Pina Colada	70cl	-	11,850	-	-	-	-	-	-	-	8.70	-
La Movidia Mojito	100cl	-	-	-	-	-	-	-	-	-	11.90	-
La Movidia Pina Caipiposka	100cl	-	-	-	-	-	-	-	-	-	11.90	-
La Movidia Pina Caipirihha	100cl	-	-	-	-	-	-	-	-	-	11.50	-
La Movidia Pina Colada	100cl	-	-	-	-	-	-	-	-	-	8.99	-

Source: IWSR Storechecks.

Section : Liqueurs

Italy

PRICES - Lire until 2002 / Euros onwards - Cont/d...

Brands Local Cont/d..	Bottle Size	Lire		Euros									
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar	
Mimosa	70cl	-	6,850	-	3.99	3.79	3.10	3.29	3.79	-	-	-	
Pina Colada O.L. Cocktails	70cl	-	9,990	4.86	-	-	-	-	-	-	-	-	
Rossini x 3 mins	70cl	-	6,570	-	-	-	4.19	-	-	-	-	-	
<b>Imported</b>													
Black Russian/Pina Colada	70cl	-	11,530	7.20	-	-	-	-	-	-	-	-	
<b>Maraschino Local</b>													
Francia Corta	70cl	7,520	-	-	-	4.29	-	-	-	-	-	-	
Luxardo	70cl	16,540	17,950	5.87	7.70	10.59	8.89	-	-	7.39	-	-	
Stock	70cl	13,430	15,300	-	-	-	-	-	-	-	-	-	
Vlahov	70cl	-	-	-	-	-	-	3.81	-	-	-	-	
Own Label	70cl	5,550	5,990	3.20	3.10	3.19	3.29	-	3.39	3.25	-	-	
Own Label Quality	70cl	10,900	11,250	-	-	-	-	4.50	4.99	4.99	-	-	
<b>Punch Local</b>													
Barbieri	70cl	10,640	10,700	5.81	6.39	6.39	6.71	6.39	6.39	6.99	-	-	
<b>Cream Local</b>													
Bicerin	70cl	-	12,600	6.71	-	-	-	-	-	-	10.90	-	
Francia Corta	70cl	15,380	14,900	8.25	-	-	-	-	-	-	-	-	
Gala	70cl	-	-	-	7.42	-	-	-	-	-	-	-	
LIDL	70cl	-	-	-	-	-	3.45	-	-	-	-	-	
Marcati Fragola	50cl	-	-	-	-	-	-	-	-	-	5.19	-	
Marybelle	70cl	8,690	-	-	-	-	-	-	-	-	-	-	
Strega	70cl	-	-	-	10.39	10.39	9.95	-	-	10.29	-	-	
Talea	70cl	-	-	-	9.99	9.99	9.15	9.59	-	-	-	-	
Whiskream	70cl	15,280	14,900	8.25	8.09	8.59	7.84	-	8.69	8.59	8.89	-	
Own Label Cream	70cl	6,530	6,450	2.99	-	2.99	-	-	-	3.49	-	-	
<b>Imported</b>													
Baileys	70cl	18,580	15,800	9.05	8.90	9.99	10.49	8.49	9.95	8.99	12.90	-	
Baileys Flavours	70cl	-	-	-	-	-	-	-	13.20	11.49	12.90	-	
Carolans	70cl	15,500	-	8.52	-	8.99	-	-	-	-	-	-	
Dooleys	70cl	-	-	-	-	-	-	12.15	13.30	10.39	-	-	

Source: IWSR Storechecks.

## Section : Liqueurs

Italy

## PRICES - Lire until 2002 / Euros onwards - Cont/d...

Brands Imported Cont/d..	Bottle Size	Lire		Euros									
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar	
Sheridans	50cl	17,980	16,940	9.85	9.76	9.39	10.49	9.59	-	-	12.90	-	
Tia Lusso	70cl	-	-	-	-	-	7.59	-	-	-	-	-	
Own Label	70cl	-	-	4.21	4.29	4.29	4.19	-	-	-	-	-	
<b>Egg-based Local</b>													
Vov (17.8% abv)	70cl	12,950	12,950	5.95	7.41	7.29	7.19	8.19	9.99	7.69	-	-	
Zabov (15% abv)	70cl	8,600	-	6.65	-	-	-	-	-	-	8.59	-	
<b>Licorice Local</b>													
Eclisse 26% Vol	70cl	-	-	-	-	-	-	-	-	9.39	-	-	
<b>Low Strength Flavoured Vodka Local</b>													
Artic Limone/others	70cl	11,590	11,590	5.29	6.69	6.89	6.59	6.39	6.84	7.19	-	-	
Balkan	70cl	-	-	-	-	-	-	-	3.02	-	-	-	
Glinskaya	70cl	-	8,900	5.00	-	4.49	4.49	-	-	4.19	4.79	-	
Keglevich	70cl	11,430	11,480-12,500	5.93-6.15	6.55	6.79	6.39	6.99	6.75	7.29	7.95	-	
Klimat	70cl	7,790	-	-	-	-	-	-	-	-	-	-	
Limoncino	70cl	-	-	-	-	-	-	-	6.59	-	-	-	
Liudka	70cl	-	9,650	-	-	-	-	-	-	-	-	-	
Nice Time	70cl	-	11,800	-	-	-	-	-	-	-	-	-	
Taiga	70cl	9,450	9,490	4.97	-	-	-	-	-	-	-	-	
Vlaska	70cl	-	-	-	4.50	2.69	-	-	-	-	-	-	
Own Label	70cl	-	4,975	2.99	-	2.49	2.98	3.95	-	-	-	-	
<b>Lemon Drinks Local</b>													
Ace	70cl	-	11,890	-	-	-	-	-	-	-	-	-	
Averna	70cl	15,280	-	6.40	-	-	-	-	-	-	-	-	
Borsci	70cl	12,490	-	-	-	-	-	-	-	-	-	-	
Brotto	70cl	13,290	-	-	-	-	-	-	-	-	-	-	
Capri	70cl	14,500	13,450	-	-	-	-	-	9.98	-	-	-	
Casoni Sorbetto	70cl	10,380	10,950	-	-	-	-	-	7.68	-	-	-	
Crema de Limonce	50cl	-	-	-	-	-	-	-	-	-	8.15	-	
Crema di Limoncello	70cl	11,800	9,950	-	-	-	-	-	-	-	-	-	
Crema di Limoncello della Scogliera	70cl	-	-	-	-	-	-	-	-	-	4.90	-	

Source: IWSR Storechecks.

## Section : Liqueurs

Italy

## PRICES - Lire until 2002 / Euros onwards - Cont/d...

Brands Local Cont/d..	Bottle Size	Lire		Euros									
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar	
Crema di Limoncetta	50cl	-	-	-	-	-	-	-	-	-	-	10.50	-
Fiordi Limoncello	70cl	-	-	7.97	-	-	-	-	-	-	-	-	-
Francia Corta	70cl	-	11,280	6.49	6.59	5.99	6.69	-	-	-	-	-	-
Francia Corta di Sorrento	70cl	-	-	6.48	-	6.69	6.95	-	-	-	-	-	-
Gioia Luisa	70cl	13,200	8,900	-	-	-	-	-	-	-	-	-	-
Heaven	70cl	-	-	7.49	-	-	-	-	-	-	-	-	-
i Siciliani (Illva)	70cl	-	-	-	-	-	-	-	5.29	4.89	-	-	-
La Limoncetta Di Sorrento	70cl	-	-	-	-	-	6.15	4.39	4.95	4.59	6.20	-	-
Lemonel	70cl	11,200	9,200	4.65	-	-	-	-	-	-	-	-	-
Lemonel Capri	70cl	10,900	10,750	-	-	-	-	-	-	-	-	-	-
LIDL	70cl	-	-	-	-	-	4.59	-	-	-	-	-	-
Limoncello della Scogliera	70cl	-	-	-	-	-	-	-	-	-	4.80	-	-
Limoncello Zucca	70cl	15,280	13,500	-	-	-	-	-	-	-	-	-	-
Limoncino Cream	50cl	-	-	-	-	-	-	-	-	-	4.99	-	-
Limonel Francia Corta	70cl	11,400	11,480	6.48	6.59	6.59	-	-	6.67	-	-	-	-
Limonello	70cl	10,500	10,500	4.25	6.70	5.59	6.90	5.45	-	-	-	-	-
Limonetta del Golfo	70cl	-	12,120	-	-	-	-	-	-	-	-	-	-
Limonito	70cl	-	9,500	5.42	5.39	-	5.66	-	-	-	-	-	-
Limpa / Manpa	70cl	-	10,490	-	-	-	-	-	-	-	-	-	-
Limuni	70cl	-	-	-	-	-	-	-	-	5.99	-	-	-
Mandarel	70cl	-	7,700	-	-	-	-	-	-	-	-	-	-
Mandarinetto	70cl	-	7,850	-	5.79	5.39	-	-	7.89	-	8.25	-	-
Mapo Mapo	70cl	-	-	-	-	-	6.95	6.69	-	6.99	-	-	-
Ramazzotti	70cl	10,580	-	-	-	-	-	-	-	-	-	-	-
Rocca Certosa	70cl	10,790	-	-	-	-	-	-	-	-	-	-	-
Siciliani	70cl	-	-	-	-	-	-	5.39	-	-	5.17	-	-
Siciliani Mandarino	70cl	-	-	-	-	-	-	-	4.95	-	-	-	-
Sorbest	70cl	-	11,450	6.87	-	-	-	-	-	-	-	-	-
Sorbeto	70cl	12,350	12,300	-	-	-	-	-	-	-	-	-	-
Sorrento	70cl	10,380	10,350	5.19	-	6.69	5.29	-	-	-	-	-	-
Stock Limonce	70cl	10,800	11,390	6.53	5.60	5.99	5.70	5.59	4.99	5.19	6.29	-	-
Stock Limonce Crema	70cl	11,800	11,750	-	6.49	6.29	7.29	6.99	-	6.39	-	-	-
Villa Massa	70cl	-	12,420	-	7.49	8.99	7.59	-	-	-	-	-	-
Own Label	1.5L	-	13,400	-	-	-	-	-	-	-	-	-	-
Own Label Cheap	70cl	-	3,590	-	-	-	-	-	-	-	-	-	-
Own Label Lemon Cream	70cl	7,450	7,450	3.72	-	-	3.49	3.39	3.49	3.59	-	-	-
Own Label Lemon Cream	70cl	-	8,750	-	-	-	-	-	-	-	-	-	-
Own Label Limon	70cl	6,900	5,990	3.29	-	2.99	3.19	-	-	3.29	-	-	-

Source: IWSR Storechecks.

Section : Liqueurs

Italy

PRICES - Lire until 2002 / Euros onwards - Cont/d...

Brands Local Cont/d..	Bottle Size	Lire		Euros									
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar	
<b>Mirto</b>													
Mirtoce	70cl	-	-	6.15	-	6.29	5.95	-	-	-	-	-	
Mirtu	70cl	- 12,500		5.21	6.21	6.49	6.19	7.39	-	7.19	-	-	
Zedda Piras	70cl	- 12,950		6.99	6.69	6.59	6.59	5.89	6.89	6.99	6.65	-	
Zucca	70cl	-	-	6.45	-	-	-	-	-	-	-	-	
Own Label	70cl	-	-	3.29	-	-	3.90	-	4.39	3.69	6.29	-	
<b>Other Low Strength</b>													
Centerbe E.Toro	50cl	-	-	-	-	-	-	-	-	-	9.99	-	
<b>Local</b>													
Borsci San Marzano	70cl	-	-	-	-	-	-	7.07	-	6.79	11.50	-	
Nocino Benvenuti	50cl	-	-	-	-	-	-	-	-	-	6.99	-	

Source: IWSR Storechecks.

## Section : Bitters and Spirit Aperitifs

## CONSUMPTION - Local v Imported

000's 9 Litre Cases	2000	2005	2006	2007	2008	2009 F'Cast 2010	CAGR 00-09	CAGR 05-09	CAGR 08-09	
<b>Total</b>	<b>4,152.75</b>	<b>3,949.25</b>	<b>4,098.75</b>	<b>4,106.00</b>	<b>4,088.50</b>	<b>4,124.50</b>	<b>4,105.75</b>	<b>-0.1%</b>	<b>1.1%</b>	<b>0.9%</b>
<b>Local</b>	4,106.50	3,910.50	4,058.50	4,063.25	4,045.75	4,094.00	4,081.00	0.0%	1.2%	1.2%
<b>Imported</b>	<b>46.25</b>	<b>38.75</b>	<b>40.25</b>	<b>42.75</b>	<b>42.75</b>	<b>30.50</b>	<b>24.75</b>	<b>-4.5%</b>	<b>-5.8%</b>	<b>-28.7%</b>
- In Bottle	-	-	-	-	-	-	-	Nil	Nil	Nil
- In Bulk	-	-	-	-	-	-	-	Nil	Nil	Nil

Source: Trade Comment based on Nielsen

## CONSUMPTION - by Type

000's 9 Litre Cases	2000	2005	2006	2007	2008	2009 F'Cast 2010	CAGR 00-09	CAGR 05-09	CAGR 08-09	
<b>Total</b>	<b>4,152.75</b>	<b>3,949.25</b>	<b>4,098.75</b>	<b>4,106.00</b>	<b>4,088.50</b>	<b>4,124.50</b>	<b>4,105.75</b>	<b>-0.1%</b>	<b>1.1%</b>	<b>0.9%</b>
- Bitters	2,702.75	2,514.25	2,571.00	2,519.50	2,430.25	2,337.00	2,266.00	-1.6%	-1.8%	-3.8%
- Spirit Aperitifs	1,450.00	1,435.00	1,527.75	1,586.50	1,658.25	1,787.50	1,839.75	2.4%	5.6%	7.8%

Source: Trade Comment.

## CONSUMPTION - By Type : Bitters

000's 9 Litre Cases	2000	2005	2006	2007	2008	2009 F'Cast 2010	CAGR 00-09	CAGR 05-09	CAGR 08-09	
<b>Total</b>	<b>2,702.75</b>	<b>2,514.25</b>	<b>2,571.00</b>	<b>2,519.50</b>	<b>2,430.25</b>	<b>2,337.00</b>	<b>2,266.00</b>	<b>-1.6%</b>	<b>-1.8%</b>	<b>-3.8%</b>
- Amari / Other Bitters	2,007.75	1,938.25	1,992.50	1,944.50	1,863.75	1,781.00	1,720.00	-1.3%	-2.1%	-4.4%
- Fernet	535.00	483.00	492.50	495.00	490.00	488.00	485.00	-1.0%	0.3%	-0.4%
- Chine	160.00	93.00	86.00	80.00	76.50	68.00	61.00	-9.1%	-7.5%	-11.1%

Source: Trade Comment.

## CONSUMPTION - By Type : Aperitifs

000's 9 Litre Cases	2000	2005	2006	2007	2008	2009 F'Cast 2010	CAGR 00-09	CAGR 05-09	CAGR 08-09	
<b>Total</b>	<b>1,450.00</b>	<b>1,435.00</b>	<b>1,527.75</b>	<b>1,586.50</b>	<b>1,658.25</b>	<b>1,787.50</b>	<b>1,839.75</b>	<b>2.4%</b>	<b>5.6%</b>	<b>7.8%</b>
- Rabarbaro	100.00	71.50	64.00	60.25	61.25	62.25	63.00	-5.1%	-3.4%	1.6%
- Other Spirit Aperitifs	1,350.00	1,363.50	1,463.75	1,526.25	1,597.00	1,725.25	1,776.75	2.8%	6.1%	8.0%

Source: Trade Comment.

Section : Bitters and Spirit Aperitifs

Italy

BRAND SALES - 000 9 Litre Cases

Brand Name	RSP 2009	On Pr.	Off Pr.	2000	2005	2006	2007	2008	2009	CAGR 00-09	CAGR 05-09	CAGR 08-09	Distributor
<b>Amari / Other Bitters</b>				<b>2,007.75</b>	<b>1,938.25</b>	<b>1,992.50</b>	<b>1,944.50</b>	<b>1,863.75</b>	<b>1,781.00</b>	<b>-1.3%</b>	<b>-2.1%</b>	<b>-4.4%</b>	
<b>Local</b>				<b>1,970.00</b>	<b>1,904.00</b>	<b>1,957.00</b>	<b>1,906.00</b>	<b>1,824.00</b>	<b>1,752.50</b>	<b>-1.3%</b>	<b>-2.1%</b>	<b>-3.9%</b>	
<b>Standard</b>				<b>1,745.00</b>	<b>1,659.50</b>	<b>1,687.00</b>	<b>1,649.50</b>	<b>1,571.00</b>	<b>1,497.00</b>	<b>-1.7%</b>	<b>-2.5%</b>	<b>-4.7%</b>	
Montenegro	11.65 (70cl)	30%	70%	485.00	507.50	525.00	540.00	540.00	530.00	1.0%	1.1%	-1.9%	Montenegro
Averna	10.90 (70cl)	60%	40%	460.00	380.00	370.00	364.00	320.00	297.00	-4.7%	-6.0%	-7.2%	Averna
Lucano	8.69 (70cl)	40%	60%	315.00	275.00	280.00	270.00	260.00	240.00	-3.0%	-3.3%	-7.7%	Vena / Lucano
Jägermeister	10.35 (70cl)	70%	30%	185.00	207.00	224.00	245.00	227.00	228.00	2.3%	2.4%	0.4%	Campani
Ramazzotti	9.79 (70cl)	50%	50%	240.00	225.00	210.00	143.00	130.00	109.00	-8.4%	-16.6%	-16.2%	Pernod Ricard Italia
Braulio	7.29 (70cl)	30%	70%	45.00	49.50	65.00	70.00	70.00	70.00	5.0%	9.0%	Nil	Averna / Casoni
Petrus (Boonekamp)	E 9.99 (70cl)	30%	70%	9.00	12.00	10.00	14.00	19.00	13.25	4.4%	2.5%	-30.3%	Diageo
Amaro d'Abruzzo	10.90 (75cl)	70%	30%	-	-	-	-	-	5.50	-	-	-	Rinaldi / Jannamico
Alpestre	E 10.49 (70cl)	50%	50%	6.00	3.50	3.00	3.50	5.00	4.25	-3.8%	5.0%	-15.0%	Giovinetti
<b>Value</b>				<b>225.00</b>	<b>244.50</b>	<b>270.00</b>	<b>256.50</b>	<b>253.00</b>	<b>255.50</b>	<b>1.4%</b>	<b>1.1%</b>	<b>1.0%</b>	
Vecchio Amaro del Capo	8.95 (70cl)	20%	80%	-	80.00	120.00	117.00	120.00	128.00	-	12.5%	6.7%	Caffo
18 Isolabella	E 7.49 (70cl)	20%	80%	17.00	12.75	12.00	11.50	11.50	11.25	-4.5%	-3.1%	-2.2%	Illva
Diesus	4.48 (70cl)	10%	90%	33.00	21.00	16.00	13.00	8.00	6.00	-17.3%	-26.9%	-25.0%	Campani
Radis	E 6.99 (70cl)	5%	95%	12.00	9.75	8.00	7.00	6.50	5.25	-8.8%	-14.3%	-19.2%	Stock
Don Bairo	E 5.25 (70cl)	-	-	1.75	2.50	1.50	0.50	Min	-	-	-	-	Rinaldi
Cora	E 4.75 (70cl)	-	-	2.00	2.00	2.00	0.50	Min	-	-	-	-	Cora
Other Amari	-	5%	95%	159.25	116.50	110.50	107.00	107.00	105.00	-4.5%	-2.6%	-1.9%	
<b>Imported</b>				<b>37.75</b>	<b>34.25</b>	<b>35.50</b>	<b>38.50</b>	<b>39.75</b>	<b>28.50</b>	<b>-3.1%</b>	<b>-4.5%</b>	<b>-28.3%</b>	
<b>Super Premium</b>				<b>0.10</b>	<b>0.10</b>	<b>0.30</b>	<b>0.30</b>	<b>0.30</b>	<b>0.40</b>	<b>16.7%</b>	<b>41.4%</b>	<b>33.3%</b>	
Angostura	E 8.99 (20cl)	35%	65%	0.10	0.10	0.30	0.30	0.30	0.40	16.7%	41.4%	33.3%	Gancia
<b>Premium</b>								<b>1.10</b>	<b>1.10</b>			<b>Nil</b>	
Underberg	E 16.00 (70cl)	65%	35%	-	-	-	-	1.10	1.10	-	-	Nil	Averna
<b>Standard</b>				<b>37.50</b>	<b>34.00</b>	<b>35.00</b>	<b>38.00</b>	<b>38.00</b>	<b>26.50</b>	<b>-3.8%</b>	<b>-6.0%</b>	<b>-30.3%</b>	
Unicum	10.69 (70cl)	20%	80%	37.50	34.00	35.00	38.00	38.00	26.50	-3.8%	-6.0%	-30.3%	Diageo
<b>Value</b>				<b>0.15</b>	<b>0.15</b>	<b>0.20</b>	<b>0.20</b>	<b>0.35</b>	<b>0.50</b>	<b>14.3%</b>	<b>35.1%</b>	<b>42.9%</b>	
Other Amari	-	10%	90%	0.15	0.15	0.20	0.20	0.35	0.50	14.3%	35.1%	42.9%	
<b>Fernet</b>				<b>535.00</b>	<b>483.00</b>	<b>492.50</b>	<b>495.00</b>	<b>490.00</b>	<b>488.00</b>	<b>-1.0%</b>	<b>0.3%</b>	<b>-0.4%</b>	
<b>Local</b>				<b>535.00</b>	<b>483.00</b>	<b>492.50</b>	<b>495.00</b>	<b>490.00</b>	<b>488.00</b>	<b>-1.0%</b>	<b>0.3%</b>	<b>-0.4%</b>	
<b>Standard</b>				<b>105.00</b>	<b>120.00</b>	<b>130.00</b>	<b>140.00</b>	<b>140.00</b>	<b>140.00</b>	<b>3.2%</b>	<b>3.9%</b>	<b>Nil</b>	
Branca	E 10.99 (70cl)	35%	65%	105.00	120.00	130.00	140.00	140.00	140.00	3.2%	3.9%	Nil	Branca

Source: Trade Comment.

Section : Bitters and Spirit Aperitifs

Italy

BRAND SALES - 000's 9 Litre Cases - Cont/d...

Brand Name	RSP 2009	On Pr.	Off Pr.	2000	2005	2006	2007	2008	2009	CAGR 00-09	CAGR 05-09	CAGR 08-09	Distributor
<b>Value</b>				<b>430.00</b>	<b>363.00</b>	<b>362.50</b>	<b>355.00</b>	<b>350.00</b>	<b>348.00</b>	<b>-2.3%</b>	<b>-1.0%</b>	<b>-0.6%</b>	
Branca Fernet	12.59 (100cl)	45%	55%	380.00	333.00	332.00	325.00	320.00	320.00	-1.9%	-1.0%	Nil	Branca
Other Fernet	-	30%	70%	50.00	30.00	30.50	30.00	30.00	28.00	-6.2%	-1.7%	-6.7%	
<b>Chine</b>				<b>160.00</b>	<b>93.00</b>	<b>86.00</b>	<b>80.00</b>	<b>76.50</b>	<b>68.00</b>	<b>-9.1%</b>	<b>-7.5%</b>	<b>-11.1%</b>	
<b>Local</b>				<b>160.00</b>	<b>93.00</b>	<b>86.00</b>	<b>80.00</b>	<b>76.50</b>	<b>68.00</b>	<b>-9.1%</b>	<b>-7.5%</b>	<b>-11.1%</b>	
<b>Standard</b>				<b>122.00</b>	<b>75.00</b>	<b>67.00</b>	<b>61.00</b>	<b>57.00</b>	<b>50.00</b>	<b>-9.4%</b>	<b>-9.6%</b>	<b>-12.3%</b>	
China Martini	E 8.99 (70cl)	20%	80%	122.00	75.00	67.00	61.00	57.00	50.00	-9.4%	-9.6%	-12.3%	Bacardi - Martini
<b>Value</b>				<b>38.00</b>	<b>18.00</b>	<b>19.00</b>	<b>19.00</b>	<b>19.50</b>	<b>18.00</b>	<b>-8.0%</b>	<b>Nil</b>	<b>-7.7%</b>	
Ferrocina Bisleri	E 6.49 (70cl)	10%	90%	13.00	5.00	6.00	7.00	8.50	6.00	-8.2%	4.7%	-29.4%	Diageo
Other Chine	-	10%	90%	25.00	13.00	13.00	12.00	11.00	12.00	-7.8%	-2.0%	9.1%	
<b>Rabarbaro</b>				<b>100.00</b>	<b>71.50</b>	<b>64.00</b>	<b>60.25</b>	<b>61.25</b>	<b>62.25</b>	<b>-5.1%</b>	<b>-3.4%</b>	<b>1.6%</b>	
<b>Local</b>				<b>100.00</b>	<b>71.50</b>	<b>64.00</b>	<b>60.25</b>	<b>61.25</b>	<b>62.25</b>	<b>-5.1%</b>	<b>-3.4%</b>	<b>1.6%</b>	
<b>Value</b>				<b>100.00</b>	<b>71.50</b>	<b>64.00</b>	<b>60.25</b>	<b>61.25</b>	<b>62.25</b>	<b>-5.1%</b>	<b>-3.4%</b>	<b>1.6%</b>	
Zucca	E 6.75 (70cl)	35%	65%	85.00	64.50	60.00	59.00	60.00	61.00	-3.6%	-1.4%	1.7%	Illva
Other Rabarbaro	-	30%	70%	15.00	7.00	4.00	1.25	1.25	1.25	-24.1%	-35.0%	Nil	
<b>Other Spirit Aperitifs</b>				<b>1,350.00</b>	<b>1,363.50</b>	<b>1,463.75</b>	<b>1,526.25</b>	<b>1,597.00</b>	<b>1,725.25</b>	<b>2.8%</b>	<b>6.1%</b>	<b>8.0%</b>	
<b>Local</b>				<b>1,341.50</b>	<b>1,359.00</b>	<b>1,459.00</b>	<b>1,522.00</b>	<b>1,594.00</b>	<b>1,723.25</b>	<b>2.8%</b>	<b>6.1%</b>	<b>8.1%</b>	
<b>Standard</b>				<b>592.00</b>	<b>531.00</b>	<b>532.00</b>	<b>543.00</b>	<b>535.00</b>	<b>558.75</b>	<b>-0.6%</b>	<b>1.3%</b>	<b>4.4%</b>	
Campari	12.49 (70cl)	80%	20%	525.00	490.00	490.00	505.00	500.00	527.75	0.1%	1.9%	5.6%	Campari
Bianco Sarti	E 8.49 (70cl)	80%	20%	67.00	41.00	42.00	38.00	35.00	31.00	-8.2%	-6.8%	-11.4%	Campari
<b>Value</b>				<b>749.50</b>	<b>828.00</b>	<b>927.00</b>	<b>979.00</b>	<b>1,059.00</b>	<b>1,164.50</b>	<b>5.0%</b>	<b>8.9%</b>	<b>10.0%</b>	
Aperol	7.08 (70cl)	90%	10%	375.00	600.00	722.00	785.00	850.00	933.25	10.7%	11.7%	9.8%	Campari
Cynar	E 7.25 (70cl)	80%	20%	220.00	125.00	103.00	97.00	95.00	102.25	-8.2%	-4.9%	7.6%	Campari
Martini Bitter	6.60 (70cl)	80%	20%	29.00	33.00	36.00	49.00	50.00	50.00	6.2%	10.9%	Nil	Bacardi - Martini
Select	E 7.00 (70cl)	80%	20%	-	-	-	-	18.00	25.00	-	-	38.9%	Montenegro
Other Aperitifs	-	5%	95%	125.50	70.00	66.00	48.00	46.00	54.00	-8.9%	-6.3%	17.4%	
<b>Imported</b>				<b>8.50</b>	<b>4.50</b>	<b>4.75</b>	<b>4.25</b>	<b>3.00</b>	<b>2.00</b>	<b>-14.9%</b>	<b>-18.4%</b>	<b>-33.3%</b>	
<b>Standard</b>				<b>8.50</b>	<b>4.50</b>	<b>4.75</b>	<b>4.25</b>	<b>3.00</b>	<b>2.00</b>	<b>-14.9%</b>	<b>-18.4%</b>	<b>-33.3%</b>	
Pimms	E 14.00 (70cl)	60%	40%	0.25	0.75	1.25	1.75	1.50	1.25	19.6%	13.6%	-16.7%	Diageo
Suze	E 12.00 (100cl)	70%	30%	8.00	3.50	3.25	2.25	1.25	0.50	-26.5%	-38.5%	-60.0%	Pernod Ricard Italia
Other Aperitifs	-	20%	80%	0.25	0.25	0.25	0.25	0.25	0.25	Nil	Nil	Nil	

Source: Trade Comment.

**Section : Bitters and Spirit Aperitifs**

**Italy**

**PRICES - Lire until 2002 / Euros onwards**

Brands	Bottle Size	Lire		Euros									
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar	
<b>Bitters</b>													
<b>Amari -70cl bottle</b>													
<b>Local</b>													
18 Isolabella	70cl	11,290	11,280	5.83	6.69	6.89	-	-	-	-	-	-	
Alpestre	70cl	19,980	-	-	-	-	-	-	-	-	-	-	
Averna	70cl	14,990	14,640	8.62	9.98	8.65	9.19	8.85	9.19	10.59	10.90	-	
Barbieri	70cl	-	-	6.14	-	-	5.59	-	-	-	-	-	
Bicerin	70cl	13,980	-	-	-	-	6.70	-	-	-	-	-	
Boera	70cl	12,420	-	-	-	-	-	6.19	6.20	-	-	-	
Braulio	70cl	13,950	12,300	7.62	7.49	7.89	8.59	8.39	8.59	8.49	7.29	-	
Delle Alpe	70cl	-	5,100	-	-	-	-	-	-	-	-	-	
Derbior	1L	-	9,500	5.97	-	7.39	5.99	-	-	-	-	-	
Diesus	70cl	8,450	8,900	4.12	4.29	4.79	4.91	4.59	4.91	-	4.48	-	
Giulano	70cl	-	6,750	-	-	-	-	-	-	-	-	-	
Jaegermeister	70cl	16,290	16,200	9.01	9.89	9.19	8.91	9.15	9.89	8.39	10.35	-	
LIDL	70cl	-	-	-	-	-	3.29	-	-	-	-	-	
Lucano	70cl	12,300	11,370	7.48	8.15	7.79	7.35	6.98	7.35	8.29	8.69	-	
Montenegro	70cl	17,180	16,550	7.99	9.27	9.99	9.58	10.24	10.25	11.39	11.65	-	
Nonino	70cl	-	16,300	8.90	11.92	10.49	10.39	10.24	10.25	10.59	-	-	
Petrus Boonekamp	70cl	18,900	17,750	9.68	9.92	9.49	-	10.63	9.94	-	-	-	
Radis	70cl	-	11,830	-	-	6.35	-	-	-	-	-	-	
Ramazzotti	70cl	13,990	14,200	7.85	7.09	7.89	8.10	9.30	8.99	7.99	9.79	-	
Ramazzotti	1L	-	28,900	-	-	-	-	-	-	-	-	-	
San Simone	1.5L	-	-	7.59	-	-	7.99	-	-	8.59	-	-	
Stelvio	70cl	-	-	-	-	-	4.19	3.99	4.19	4.59	-	-	
Valdoglio	70cl	-	-	-	-	-	-	2.95	2.95	-	-	-	
Valtellina	70cl	-	-	-	9.39	-	-	-	-	-	-	-	
Vecchio Amaro del Capo	70cl	-	-	5.99	-	-	-	-	-	4.95	8.95	-	
Own Label Amaro	75cl	5,420	4,700	-	2.65	2.75	2.49	-	2.75	9.19	-	-	
<b>Imported</b>													
Angostura	20cl	-	-	-	-	-	7.79	7.15	7.79	8.59	-	-	
Unicum	70cl	14,500	13,990	7.19	8.69	8.69	8.59	8.36	8.59	8.89	10.69	-	

Source: IWSR Storechecks.

**Section : Bitters and Spirit Aperitifs**

**Italy**

**PRICES - Lire until 2002 / Euros onwards - Cont/d...**

Brands	Bottle Size	Lire		Euros									
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar	
<b>Fernets</b>													
<b>Local</b>													
Brancamenta	70cl	15,780	14,700	9.05	9.09	8.99	8.81	8.95	8.95	9.89	10.90	-	
Fernet Branca	1L	15,850	15,850	9.42	9.20	9.39	8.81	8.85	8.85	10.89	12.59	-	
Ramazotti	70cl	11,900	11,250	-	-	-	-	-	-	-	-	-	
Own Label Fernet	70cl	5,420	4,950	3.56	3.15	3.89	4.84	3.89	4.85	-	3.99	-	
<b>Chine</b>													
<b>Local</b>													
Bisleri	70cl	10,440	10,240	5.13	5.39	5.99	5.15	-	-	6.09	-	-	
China Martini	70cl	14,300	13,400	7.69	7.34	8.69	8.95	8.25	8.95	8.79	8.89	-	
<b>Other</b>													
<b>Local</b>													
Borsci San Marzano	70cl	12,420	12,270	6.95	6.78	7.49	7.67	7.10	7.67	6.79	-	-	
Genepy	70cl	10,500	12,400	6.19	-	-	7.19	-	-	13.59	-	-	
<b>Other Spirit Aperitifs</b>													
<b>Local</b>													
Aperol	70cl	10,780	9,650	5.64	6.15	6.59	5.76	5.59	5.76	5.69	7.08	-	
Aperol Soda (X6)	-	5,380	5,350	2.79	3.39	3.34	3.49	3.49	-	2.85	-	-	
Barbieri Bitter	70cl	11,980	11,870	6.14	6.59	-	-	-	-	-	-	-	
Bianco Sarti	70cl	-	-	-	7.70	7.99	-	7.99	7.99	-	-	-	
Bianco Sarti	1L	14,280	13,750	7.44	-	-	8.35	-	-	-	-	-	
Campari Bitter	1L	-	-	-	9.39	10.29	9.85	-	10.29	8.95	12.49	-	
Campari Bitter	70cl	17,780	16,100	7.74	7.29	7.89	-	8.01	-	-	-	-	
Campari Soda (X10)	-	10,960	10,990	6.08	5.68	6.10	6.05	6.59	6.59	5.05	-	-	
Carciofo	70cl	-	-	3.61	-	3.59	-	-	-	-	-	-	
Cinzano Bitter	70cl	-	-	-	3.29	-	-	-	-	-	-	-	
Crodino (Non Alc)	70cl	-	6,450	4.11	-	-	-	-	-	-	-	-	
Cynar	70cl	10,980	10,800	5.67	5.40	6.84	6.25	5.45	6.25	5.69	8.35	-	
Cynar	1L	-	14,900	-	-	-	-	-	-	-	-	-	
Francia Corta Alchermes	50cl	-	8,200	3.83	-	-	-	-	-	-	-	-	
Golmar (Cynar lookalike)	70cl	8,450	8,490	5.60	-	-	-	-	-	-	-	-	
Martini Bitter	70cl	-	10,920	4.90	5.25	5.39	4.89	-	5.39	5.99	6.60	-	
Negroni	70cl	-	-	-	7.49	-	-	-	-	-	-	-	
Pena	70cl	-	-	4.20	-	-	-	-	-	-	-	-	
Zucca	70cl	-	-	-	-	-	-	-	-	5.79	-	-	

Source: IWSR Storechecks.

**Section : Bitters and Spirit Aperitifs**

**Italy**

**PRICES - Lire until 2002 / Euros onwards - Cont/d...**

		Lire		Euros									
<b>Rabarbaro</b>													
<b>Local</b>													
Zucca Rabarbaro	70cl	10,350	10,890	6.46	6.35	6.89	6.95	5.95	5.95	5.49	6.65	-	

Source: IWSR Storechecks.

Section : Aniseed

Italy

**CONSUMPTION - Local v Imported**

000's 9 Litre Cases	2000	2005	2006	2007	2008	2009	F'Cast 2010	CAGR 00-09	CAGR 05-09	CAGR 08-09
<b>Total</b>	<b>968.00</b>	<b>1,225.25</b>	<b>1,269.50</b>	<b>1,309.00</b>	<b>1,277.50</b>	<b>1,261.50</b>	<b>1,239.75</b>	<b>3.0%</b>	<b>0.7%</b>	<b>-1.3%</b>
<b>Local</b>	890.00	1,158.50	1,207.00	1,256.50	1,226.75	1,215.75	1,197.00	3.5%	1.2%	-0.9%
<b>Imported</b>	<b>78.00</b>	<b>66.75</b>	<b>62.50</b>	<b>52.50</b>	<b>50.75</b>	<b>45.75</b>	<b>42.75</b>	<b>-5.8%</b>	<b>-9.0%</b>	<b>-9.9%</b>
- In Bottle	-	-	-	-	-	-	-	Nil	Nil	Nil
- In Bulk	-	-	-	-	-	-	-	Nil	Nil	Nil

Source : IWSR Calculations/Trade Comments.

**CONSUMPTION - By Type**

000's 9 Litre Cases	2000	2005	2006	2007	2008	2009	F'Cast 2010	CAGR 00-09	CAGR 05-09	CAGR 08-09
<b>Total</b>	<b>968.00</b>	<b>1,225.25</b>	<b>1,269.50</b>	<b>1,309.00</b>	<b>1,277.50</b>	<b>1,261.50</b>	<b>1,239.75</b>	<b>3.0%</b>	<b>0.7%</b>	<b>-1.3%</b>
<b>Dry Aniseed</b>	<b>75.75</b>	<b>71.00</b>	<b>67.50</b>	<b>58.00</b>	<b>55.75</b>	<b>51.50</b>	<b>49.00</b>	<b>-4.2%</b>	<b>-7.7%</b>	<b>-7.6%</b>
- Pastis	75.50	64.00	60.00	51.00	49.50	44.50	41.50	-5.7%	-8.7%	-10.1%
- Ouzo	0.25	0.50	0.50	0.50	0.50	0.50	0.50	8.0%	Nil	Nil
- Absinthe	-	4.00	4.50	4.00	3.25	4.00	4.50	Nil	Nil	23.1%
- Other Dry Aniseed	Min	2.50	2.50	2.50	2.50	2.50	2.50	1,330.0%	Nil	Nil
<b>Sweet Aniseed</b>	<b>892.25</b>	<b>1,154.25</b>	<b>1,202.00</b>	<b>1,251.00</b>	<b>1,221.75</b>	<b>1,210.00</b>	<b>1,190.75</b>	<b>3.4%</b>	<b>1.2%</b>	<b>-1.0%</b>
- Sambuca	890.00	1,152.00	1,200.00	1,250.00	1,221.00	1,209.25	1,190.00	3.5%	1.2%	-1.0%
- Anis / Dulce	2.25	2.25	2.00	1.00	0.75	0.75	0.75	-11.5%	-24.0%	Nil

Source : IWSR Calculations/Trade Comments.

## Section : Aniseed

Italy

## BRAND SALES - 000 9 Litre Cases

Brand Name	RSP 2009	On Pr.	Off Pr.	2000	2005	2006	2007	2008	2009	CAGR 00-09	CAGR 05-09	CAGR 08-09	Distributor
<b>Dry Aniseed</b>				<b>75.75</b>	<b>71.00</b>	<b>67.50</b>	<b>58.00</b>	<b>55.75</b>	<b>51.50</b>	<b>-4.2%</b>	<b>-7.7%</b>	<b>-7.6%</b>	
<b>Pastis</b>				<b>75.50</b>	<b>64.00</b>	<b>60.00</b>	<b>51.00</b>	<b>49.50</b>	<b>44.50</b>	<b>-5.7%</b>	<b>-8.7%</b>	<b>-10.1%</b>	
<b>Imported</b>				<b>75.50</b>	<b>64.00</b>	<b>60.00</b>	<b>51.00</b>	<b>49.50</b>	<b>44.50</b>	<b>-5.7%</b>	<b>-8.7%</b>	<b>-10.1%</b>	
Ricard	E 9.49 (70cl)	80%	20%	24.00	27.00	26.00	25.00	25.00	25.50	0.7%	-1.4%	2.0%	Pernod Ricard Italia
Pastis 51	E 8.49 (70cl)	80%	20%	21.50	17.00	16.00	13.00	12.00	10.00	-8.2%	-12.4%	-16.7%	Pernod Ricard Italia
Pernod 45	E 10.25 (70cl)	80%	20%	11.50	10.00	7.00	5.00	5.00	3.00	-13.9%	-26.0%	-40.0%	Pernod Ricard Italia
Duval	-	-	-	1.50	0.50	0.50	-	-	-	-	-	-	
Casanis	-	-	-	1.00	-	-	-	-	-	-	-	-	
Other Pastis	-	10%	90%	16.00	9.50	10.50	8.00	7.50	6.00	-10.3%	-10.9%	-20.0%	
<b>Ouzo</b>				<b>0.25</b>	<b>0.50</b>	<b>0.50</b>	<b>0.50</b>	<b>0.50</b>	<b>0.50</b>	<b>8.0%</b>	<b>Nil</b>	<b>Nil</b>	
<b>Imported</b>				<b>0.25</b>	<b>0.50</b>	<b>0.50</b>	<b>0.50</b>	<b>0.50</b>	<b>0.50</b>	<b>8.0%</b>	<b>Nil</b>	<b>Nil</b>	
Other Ouzo	-	5%	95%	0.25	0.50	0.50	0.50	0.50	0.50	8.0%	Nil	Nil	
<b>Absinthe</b>					<b>4.00</b>	<b>4.50</b>	<b>4.00</b>	<b>3.25</b>	<b>4.00</b>		<b>Nil</b>	<b>23.1%</b>	
<b>Local</b>					<b>4.00</b>	<b>4.50</b>	<b>4.00</b>	<b>3.25</b>	<b>4.00</b>		<b>Nil</b>	<b>23.1%</b>	
Xenta	E 17.00 (70cl)	95%	5%	-	-	-	-	-	2.00	-	-	-	Molinari
La Fee	E 29.00 (70cl)	85%	15%	-	1.50	1.75	1.50	1.00	0.95	-	-10.8%	-5.0%	Velier
Versinthe	E 25.00 (70cl)	100%	0%	-	2.00	2.00	1.75	1.50	0.35	-	-35.3%	-76.7%	Rinaldi
Other Absinthe	-	95%	5%	-	0.50	0.75	0.75	0.75	0.70	-	8.8%	-6.7%	
<b>Other Dry Aniseed</b>				<b>Min</b>	<b>2.50</b>	<b>2.50</b>	<b>2.50</b>	<b>2.50</b>	<b>2.50</b>		<b>Nil</b>	<b>Nil</b>	
<b>Local</b>				<b>Min</b>	<b>2.50</b>	<b>2.50</b>	<b>2.50</b>	<b>2.50</b>	<b>2.50</b>		<b>Nil</b>	<b>Nil</b>	
Other Dry	-	10%	90%	Min	2.50	2.50	2.50	2.50	2.50	-	Nil	Nil	
<b>Sweet Aniseed</b>				<b>892.25</b>	<b>1,154.25</b>	<b>1,202.00</b>	<b>1,251.00</b>	<b>1,221.75</b>	<b>1,210.00</b>	<b>3.4%</b>	<b>1.2%</b>	<b>-1.0%</b>	
<b>Sambuca</b>				<b>890.00</b>	<b>1,152.00</b>	<b>1,200.00</b>	<b>1,250.00</b>	<b>1,221.00</b>	<b>1,209.25</b>	<b>3.5%</b>	<b>1.2%</b>	<b>-1.0%</b>	
<b>Local</b>				<b>890.00</b>	<b>1,152.00</b>	<b>1,200.00</b>	<b>1,250.00</b>	<b>1,221.00</b>	<b>1,209.25</b>	<b>3.5%</b>	<b>1.2%</b>	<b>-1.0%</b>	
Molinari	8.50 (70cl)	70%	30%	462.00	535.00	550.00	590.00	575.00	555.00	2.1%	0.9%	-3.5%	Molinari
Ramazzotti	6.76 (70cl)	30%	70%	55.00	108.00	105.00	97.00	86.50	91.25	5.8%	-4.1%	5.5%	Pernod Ricard Italia
Borghetti	6.95 (70cl)	34%	66%	-	15.00	20.00	25.00	30.00	30.00	-	18.9%	Nil	Branca
Averna	E 6.49 (70cl)	30%	70%	-	13.00	25.00	26.00	22.00	18.50	-	9.2%	-15.9%	Averna
Molinari Black	E 9.00 (70cl)	40%	60%	-	-	-	-	-	15.00	-	-	-	Molinari
Stock	E 5.75 (70cl)	10%	90%	3.00	9.50	12.50	7.00	9.50	8.00	11.5%	-4.2%	-15.8%	Stock
Romana	E 9.00 (70cl)	60%	40%	-	-	-	5.00	3.00	1.50	-	-	-50.0%	Diageo
Mediterranean	-	100%	0%	-	17.00	8.00	1.00	Nil	Nil	-	-100.0%	-	
Other Sambuca	-	-	-	370.00	454.50	479.50	499.00	495.00	490.00	3.2%	1.9%	-1.0%	
<b>Anis / Dulce</b>				<b>2.25</b>	<b>2.25</b>	<b>2.00</b>	<b>1.00</b>	<b>0.75</b>	<b>0.75</b>	<b>-11.5%</b>	<b>-24.0%</b>	<b>Nil</b>	
<b>Imported</b>				<b>2.25</b>	<b>2.25</b>	<b>2.00</b>	<b>1.00</b>	<b>0.75</b>	<b>0.75</b>	<b>-11.5%</b>	<b>-24.0%</b>	<b>Nil</b>	
Marie Brizard Anisette	E 9.49 (70cl)	50%	50%	1.75	2.00	2.00	0.75	0.50	0.50	-13.0%	-29.3%	Nil	Premium
Other Anis / Dulce	-	50%	50%	0.50	0.25	Min	0.25	0.25	0.25	-7.4%	Nil	Nil	

Source: Trade Comment.

## PRICES - Lire until 2002 / Euros onwards

Brands	Bottle Size	Lire		Euros								
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar
<b>Pastis Local (Anice Secco)</b>												
Anice Forte Tassoni	70cl	7,800	-	-	-	-	-	-	-	-	-	-
Borsci	70cl	12,440	-	-	-	-	-	-	-	-	-	-
Castelli	70cl	-	-	-	-	-	4.19	4.69	4.69	-	-	-
Duissi	70cl	-	11,100	-	-	-	-	-	-	-	-	-
Franciacorta	70cl	9,980	9,300	5.49	6.15	6.15	6.15	-	-	-	8.00	-
Pallini Mistra	70cl	-	-	-	-	-	-	-	-	-	6.90	-
Zucca	70cl	-	11,450	-	-	-	-	-	-	-	-	-
Own Label	50cl	-	5,750	3.79	3.95	-	3.75	-	-	-	-	-
Own Label Anis Forte	70cl	7,400	7,300	4.85	-	4.99	-	4.69	4.99	4.39	-	-
<b>Imported</b>												
O.L.Pastis	70cl	-	-	-	-	6.69	-	-	-	-	-	-
Pastis 45	70cl	-	-	-	-	-	-	-	-	7.79	-	-
Pernod	70cl	14,950	15,500	7.84	8.09	9.39	-	8.69	9.39	-	-	-
Ricard	70cl	15,450	15,900	8.21	8.59	8.49	8.49	-	-	8.29	9.49	-
<b>Ouzo</b>												
Ouzo 12	100cl	-	-	-	-	-	-	-	-	-	11.99	-
<b>Sambuca Local</b>												
Averna	70cl	-	-	-	-	-	-	6.59	6.59	5.99	-	-
Borghetti	70cl	-	-	-	-	-	7.10	6.89	7.10	7.29	6.95	-
Luxardo	70cl	-	-	-	4.70	-	-	4.99	4.99	5.69	-	-
Mistra	70cl	8,700	-	-	-	-	-	-	-	-	-	-
Molinari	70cl	12,930	13,380	7.60	7.29	7.83	7.19	7.29	7.79	8.59	8.50	-
Molinari Caffè	70cl	-	-	-	-	-	-	-	-	10.09	-	-
Ramazzotti	70cl	9,580	9,800	5.68	5.68	5.49	5.19	6.29	6.29	6.59	6.76	-
Sambuca Branca	50cl	-	-	-	-	-	-	-	-	-	4.10	-
Own Label	70cl	7,350	7,200	3.95	3.95	3.95	3.89	3.79	-	3.99	-	-

**Section : Aniseed**

**Italy**

**PRICES - Lire until 2002 / Euros onwards**

Brands	Bottle Size	Lire			Euros							
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar
<b>Sweet Anis Imported</b>												
Marie Brizard	70cl	-	-	-	8.68	9.29	9.25	9.29	9.29	-	-	-
<b>Absinthe Local</b>												
La Fee	70cl	-	-	-	-	-	-	-	-	-	28.00	-

Source: IWSR Storechecks.

## Section : Fruit and Other Eaux de Vie

Italy

### CONSUMPTION - Local v Imported

000's 9 Litre Cases	2000	2005	2006	2007	2008	2009	F'Cast 2010	CAGR 00-09	CAGR 05-09	CAGR 08-09
<b>Total</b>	<b>13.75</b>	<b>17.50</b>	<b>18.00</b>	<b>17.50</b>	<b>17.00</b>	<b>17.25</b>	<b>16.75</b>	<b>2.6%</b>	<b>-0.4%</b>	<b>1.5%</b>
<b>Local</b>	8.50	11.50	12.00	12.00	11.50	11.50	11.00	3.4%	Nil	Nil
<b>Imported</b>	<b>5.25</b>	<b>6.00</b>	<b>6.00</b>	<b>5.50</b>	<b>5.50</b>	<b>5.75</b>	<b>5.75</b>	<b>1.0%</b>	<b>-1.1%</b>	<b>4.5%</b>
- In Bottle	-	-	-	-	-	-	-	Nil	Nil	Nil
- In Bulk	-	-	-	-	-	-	-	Nil	Nil	Nil

Source: IWSR Calculations/Trade Comments.

### BRAND SALES - 000 9 Litre Cases

Brand Name	RSP 2009	On Pr.	Off Pr.	2000	2005	2006	2007	2008	2009	CAGR 00-09	CAGR 05-09	CAGR 08-09	Distributor	
<b>Calvados Imported</b>				<b>2.50</b>	<b>2.25</b>	<b>2.25</b>	<b>2.00</b>	<b>2.00</b>	<b>2.50</b>	<b>Nil</b>	<b>2.7%</b>	<b>25.0%</b>		
				<b>2.50</b>	<b>2.25</b>	<b>2.25</b>	<b>2.00</b>	<b>2.00</b>	<b>2.50</b>	<b>Nil</b>	<b>2.7%</b>	<b>25.0%</b>		
Chateau du Breuil	E 15.00 (70cl)	80%	20%	-	-	-	-	-	0.65	-	-	-	Meregalli	
Drouin	E 19.00 (70cl)	30%	70%	-	-	0.40	0.45	0.55	0.50	-	-	-9.1%	Velier	
Boulard	E 16.00 (70cl)	85%	15%	1.50	0.45	0.45	0.40	0.40	0.40	-13.7%	-2.9%	Nil	Rinaldi	
Other Apple		-	10%	90%	1.00	1.80	1.40	1.15	1.05	0.95	-0.6%	-14.8%	-9.5%	
<b>Other Fruit Eaux de Vie Local</b>				<b>11.25</b>	<b>15.25</b>	<b>15.75</b>	<b>15.50</b>	<b>15.00</b>	<b>14.75</b>	<b>3.1%</b>	<b>-0.8%</b>	<b>-1.7%</b>		
				<b>8.50</b>	<b>11.50</b>	<b>12.00</b>	<b>12.00</b>	<b>11.50</b>	<b>11.50</b>	<b>3.4%</b>	<b>Nil</b>	<b>Nil</b>		
Roner Fruit Eaux De Vie	E 13.00 (70cl)	30%	70%	4.75	6.25	6.50	7.00	7.00	7.50	5.2%	4.7%	7.1%	Roner	
Other Fruit Eaux De Vie		-	30%	70%	3.75	5.25	5.50	5.00	4.00	0.7%	-6.6%	-11.1%		
<b>Imported</b>				<b>2.75</b>	<b>3.75</b>	<b>3.75</b>	<b>3.50</b>	<b>3.50</b>	<b>3.25</b>	<b>1.9%</b>	<b>-3.5%</b>	<b>-7.1%</b>		
Morin Tradition Pere et Fils	E 15.00 (70cl)	70%	30%	2.70	3.00	3.00	2.85	2.85	2.75	0.2%	-2.2%	-3.5%		
Fassbind	E 15.00 (70cl)	100%	0%	-	0.20	0.20	0.15	0.15	0.06	-	-26.0%	-60.0%	Rinaldi	
Other Fruit		-	25%	75%	0.05	0.55	0.55	0.50	0.44	27.3%	-5.4%	-12.0%		

Source: Trade Comment.

**Section : Fruit and Other Eaux de Vie**

**Italy**

**PRICES - Lire until 2002 / Euros onwards**

Brands	Bottle Size	Lire		Euros									
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar	
<b>Fruit Eaux de Vie</b>													
<b>Calvados</b>													
Pere Preaux	70cl	-	-	-	-	-	-	-	-	-	-	15.90	-
<b>Imported</b>													
Psenner	75cl	17,950	17,950	-	-	-	-	-	-	-	-	-	-
Own Label Calvados	75cl	-	-	11.39	10.59	9.79	-	-	-	10.99	-	-	-

Source: IWSR Storechecks.

Section : RTDs

Italy

**CONSUMPTION - Local v Imported**

000's 9 Litre Cases	2000	2005	2006	2007	2008	2009 F'Cast	2010	CAGR 00-09	CAGR 05-09	CAGR 08-09
<b>Total</b>	<b>2,640.00</b>	<b>4,213.00</b>	<b>3,761.00</b>	<b>3,510.50</b>	<b>3,387.00</b>	<b>3,204.50</b>	<b>3,082.00</b>	<b>2.2%</b>	<b>-6.6%</b>	<b>-5.4%</b>
<b>Local</b>	2,640.00	4,213.00	3,754.00	3,505.00	3,328.00	3,156.75	3,065.00	2.0%	-7.0%	-5.1%
<b>Imported</b>	-	-	<b>7.00</b>	<b>5.50</b>	<b>59.00</b>	<b>47.75</b>	<b>17.00</b>	<b>Nil</b>	<b>Nil</b>	<b>-19.1%</b>
- In Bottle	-	-	-	-	-	-	-	Nil	Nil	Nil
- In Bulk	-	-	-	-	-	-	-	Nil	Nil	Nil

Source: Trade Comment.

**CONSUMPTION - By Type**

000's 9 Litre Cases	2000	2005	2006	2007	2008	2009 F'Cast	2010	CAGR 00-09	CAGR 05-09	CAGR 08-09
<b>Total</b>	<b>2,640.00</b>	<b>4,213.00</b>	<b>3,761.00</b>	<b>3,510.50</b>	<b>3,387.00</b>	<b>3,204.50</b>	<b>3,082.00</b>	<b>2.2%</b>	<b>-6.6%</b>	<b>-5.4%</b>
<b>Sodati Carbonated</b>	<b>2,480.00</b>	<b>2,411.00</b>	<b>2,492.00</b>	<b>2,465.00</b>	<b>2,321.50</b>	<b>2,292.75</b>	<b>2,265.00</b>	<b>-0.9%</b>	<b>-1.2%</b>	<b>-1.2%</b>
- Brand Line Extension	2,480.00	2,411.00	2,492.00	2,465.00	2,321.50	2,292.75	2,265.00	-0.9%	-1.2%	-1.2%
<b>Non Sodati Carbonated</b>	<b>160.00</b>	<b>1,802.00</b>	<b>1,269.00</b>	<b>1,045.50</b>	<b>1,065.50</b>	<b>911.75</b>	<b>817.00</b>	<b>21.3%</b>	<b>-15.7%</b>	<b>-14.4%</b>
- Brand Line Extension	160.00	1,802.00	1,262.00	1,040.00	1,051.50	896.00	800.00	21.1%	-16.0%	-14.8%
- Other RTDs	Min	-	7.00	5.50	14.00	15.75	17.00	1,654.5%	Nil	12.5%

Source: Trade Comment.

## Section : RTDs

Italy

## BRAND SALES - 000 9 Litre Cases

Brand Name	RSP 2009	On Pr.	Off Pr.	2000	2005	2006	2007	2008	2009	CAGR 00-09	CAGR 05-09	CAGR 08-09	Distributor
<b>Brand Line Extension</b>				<b>2,640.00</b>	<b>4,213.00</b>	<b>3,754.00</b>	<b>3,505.00</b>	<b>3,373.00</b>	<b>3,188.75</b>	<b>2.1%</b>	<b>-6.7%</b>	<b>-5.5%</b>	
<b>Sodati Carbonated</b>				<b>2,480.00</b>	<b>2,411.00</b>	<b>2,492.00</b>	<b>2,465.00</b>	<b>2,321.50</b>	<b>2,292.75</b>	<b>-0.9%</b>	<b>-1.2%</b>	<b>-1.2%</b>	
Campari Soda	8.29 (98cl)	90%	10%	2,165.00	2,044.00	2,100.00	2,055.00	1,931.50	1,927.25	-1.3%	-1.5%	-0.2%	Campari
Aperol Soda	3.59 (75cl)	90%	10%	300.00	278.00	305.00	315.00	300.00	284.75	-0.6%	0.6%	-5.1%	Campari
Cinzanino 3	-	-	-	-	8.50	7.00	-	-	-	-	-	-	
Cinzano Soda	-	-	-	Min	Min	-	-	-	-	-	-	-	
Other Brand Line Extensions	-	80%	20%	15.00	80.50	80.00	95.00	90.00	80.75	20.6%	0.1%	-10.3%	
<b>Non Sodati Carbonated</b>				<b>160.00</b>	<b>1,802.00</b>	<b>1,262.00</b>	<b>1,040.00</b>	<b>1,051.50</b>	<b>896.00</b>	<b>21.1%</b>	<b>-16.0%</b>	<b>-14.8%</b>	
Bacardi Breezer	1.39 (27.5cl)	30%	70%	-	1,140.00	1,000.00	850.00	800.00	700.00	-	-11.5%	-12.5%	Bacardi - Martini
Campari Mixx	1.09 (27.5cl)	40%	60%	-	167.00	100.00	60.00	66.50	60.00	-	-22.6%	-9.8%	Campari
Smirnoff Ice	E 1.25 (27.5cl)	60%	40%	-	65.00	41.50	40.00	60.00	49.00	-	-6.8%	-18.3%	Diageo
Bacardi & Cola	E 1.49 (33cl)	60%	40%	-	-	-	-	40.00	20.00	-	-	-50.0%	Bacardi - Martini
Eristoff Ice	1.39 (27.5cl)	60%	40%	-	110.00	60.00	30.00	25.00	17.00	-	-37.3%	-32.0%	Bacardi - Martini
Bacardi Mojito RTD	E 1.40 (27.5cl)	40%	60%	-	-	-	-	5.00	12.00	-	-	140.0%	
Batidinha	-	-	-	-	-	-	-	-	-	-	-	-	
Martini Baby	-	-	-	160.00	-	-	-	-	-	-	-	-	
Bacardi Bay	-	-	-	-	150.00	Min	-	-	-	-	-	-	
Havana Loco	-	-	-	-	110.00	Min	-	-	-	-	-	-	
Other Brand Line Extensions	-	20%	80%	-	60.00	60.50	60.00	55.00	38.00	-	-10.8%	-30.9%	
<b>Other RTDs</b>				<b>Min</b>		<b>7.00</b>	<b>5.50</b>	<b>14.00</b>	<b>15.75</b>			<b>12.5%</b>	
<b>Non Sodati Carbonated</b>				<b>Min</b>		<b>7.00</b>	<b>5.50</b>	<b>14.00</b>	<b>15.75</b>			<b>12.5%</b>	
WKD	E 1.49 (27.5cl)	20%	80%	-	-	6.75	5.25	13.75	15.50	-	-	12.7%	
V2	-	-	-	Min	-	-	-	-	-	-	-	-	
Other Ready to Drink	-	10%	90%	-	-	0.25	0.25	0.25	0.25	-	-	Nil	

Source: Trade Comment.

## Section : RTDs

Italy

## PRICES - Lire until 2002 / Euros onwards

Brands	Bottle Size	Lire		Euros									
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar	
<b>RTD's/BLE's Local</b>													
Bacardi Bay	27.5cl	-	-	-	-	-	1.58	1.40	-	-	-	-	
Bacardi Breezers	27.5cl	-	-	1.29	1.22	1.29	1.40	1.19	-	1.29	1.39	-	
Bens	27.5cl	-	-	-	-	-	1.15	1.12	-	-	-	-	
Campari Mixx	27.5cl	-	-	-	1.19	1.39	1.39	1.04	-	1.05	1.09	-	
Delirium Tremens	27.5cl	3,500	-	-	-	-	-	-	-	-	-	-	
Desperados	27.5cl	-	-	-	-	1.32	-	1.32	-	-	-	-	
Eristoff Ice	27.5cl	-	-	-	-	1.29	1.49	1.00	-	1.29	1.39	-	
Havana Club Loco	27.5cl	-	-	-	-	1.29	1.29	1.11	-	-	-	-	
Head	27.5cl	-	-	1.02	0.79	-	-	-	-	-	-	-	
Lemonhead (330cl)	27.5cl	2,000	2,100	1.02	-	-	-	-	-	-	-	-	
Red Eagle Rum Orange Mix	27.5cl	-	-	-	-	-	-	-	-	-	0.69	-	
Smirnoff Ice	27.5cl	-	-	-	-	1.25	1.29	1.11	-	-	-	-	
Own Label & Cola	-	-	-	-	-	-	-	0.75	-	-	-	-	
<b>Sodati Carbonated Local</b>													
Aperol Soda x 6	1.25cl	5,380	5,350	2.79	3.39	3.34	3.14	3.49	-	2.05	3.59	-	
Baby	-	6,950	5,900	3.02	3.38	3.26	-	-	-	-	-	-	
Campari Soda x 10	9.8cl	10,960	10,990	6.18	6.29	6.10	6.03	6.59	6.59	5.09	8.29	-	
Cinzano Soda	9.7cl	-	-	2.53	3.29	-	2.89	-	-	-	-	-	
Crodino (non-alc)	-	-	6,890	4.11	-	-	3.74	-	-	-	-	-	
Gold	-	-	-	3.86	-	-	-	-	-	-	-	-	
Sair	-	6,480	-	-	-	-	-	-	-	-	-	-	
Own Label (x 10)	-	-	-	-	-	-	-	-	-	2.10	-	-	
<b>Wine Cooler Local</b>													
Bellini (X3)	-	-	6,570	3.52	3.10	3.19	3.75	3.70	-	3.39	-	-	
Fragolino	-	-	-	-	-	-	-	-	-	5.50	-	-	
Mimosa (X3)	-	-	6,850	3.49	3.29	-	3.10	3.70	-	-	-	-	
Rossini	-	-	-	-	-	-	4.10	3.95	-	-	-	-	

Source: IWSR Storechecks.

Section : Beer

Italy

**CONSUMPTION -Local v Imported**

000's HL	2000	2005	2006	2007	2008	2009	F'Cast 2010	CAGR 00-09	CAGR 05-09	CAGR 08-09
<b>Total</b>	<b>16,289.00</b>	<b>17,340.00</b>	<b>17,851.00</b>	<b>18,260.00</b>	<b>18,640.00</b>	<b>19,300.00</b>	<b>20,000.00</b>	<b>1.9%</b>	<b>2.7%</b>	<b>3.5%</b>
<b>Local</b>	<b>12,147.00</b>	<b>12,082.00</b>	<b>12,037.00</b>	<b>12,400.00</b>	<b>12,710.00</b>	<b>13,100.00</b>	<b>13,500.00</b>	<b>0.8%</b>	<b>2.0%</b>	<b>3.1%</b>
<b>Imported</b>	<b>4,142.00</b>	<b>5,258.00</b>	<b>5,814.00</b>	<b>5,860.00</b>	<b>5,930.00</b>	<b>6,200.00</b>	<b>6,500.00</b>	<b>4.6%</b>	<b>4.2%</b>	<b>4.6%</b>

Source: Association of Beer Industries / Assobirra (production + imports - exports)

**BRAND SALES - 000 9 Litre Cases**

Brand Name	RSP 2009	On Pr.	Off Pr.	2000	2005	2006	2007	2008	2009	CAGR 00-09	CAGR 05-09	CAGR 08-09	Distributor
<b>Local</b>				<b>12,147.00</b>	<b>12,082.00</b>	<b>12,037.00</b>	<b>12,400.00</b>	<b>12,710.00</b>	<b>13,100.00</b>	<b>0.8%</b>	<b>2.0%</b>	<b>3.1%</b>	
Peroni	-	-	-	-	3,814.00	3,822.00	-	-	-	-	-	-	-
Menabrea	-	-	-	-	104.00	1,170.00	-	-	-	-	-	-	-
Interbrew Other Beer	-	-	-	-	-	1,272.00	-	-	-	-	-	-	-
Hausbrandt	-	-	-	-	19.00	20.00	-	-	-	-	-	-	-
Castello	-	-	-	-	765.00	668.00	-	-	-	-	-	-	-
Other Italian	-	30%	70%	12,147.00	7,380.00	5,085.00	12,400.00	12,710.00	13,100.00	0.8%	15.4%	3.1%	
<b>Imported</b>				<b>4,142.00</b>	<b>5,258.00</b>	<b>5,814.00</b>	<b>5,860.00</b>	<b>5,930.00</b>	<b>6,200.00</b>	<b>4.6%</b>	<b>4.2%</b>	<b>4.6%</b>	
Heineken	-	-	-	-	3,925.00	4,406.00	-	-	-	-	-	-	-
Forst	-	-	-	-	868.00	919.00	-	-	-	-	-	-	-
Carlsberg	-	-	-	-	465.00	489.00	-	-	-	-	-	-	-
Other Beer	-	40%	60%	4,142.00	0.00	0.00	5,860.00	5,930.00	6,200.00	4.6%	-	4.6%	

Source: Trade Comment.

Section : Beer

Italy

PRICES - Lire until 2002 / Euros onwards

Brands	Bottle Size	Lire		Euros								
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar
<b>Bottles Local</b>												
Alpen	64cl/66cl	-	-	-	-	-	-	-	-	-	0.69	-
Forst	64cl/66cl	-	-	-	-	-	-	-	-	0.85	-	-
Hell Bier	64cl/66cl	-	-	-	-	-	-	-	-	-	0.69	-
Ichnusa	64cl/66cl	-	-	-	-	-	-	-	-	-	1.15	-
Warsteiner	64cl/66cl	-	-	-	-	-	-	-	-	-	1.99	-
Bavaria	64cl/66cl	-	-	-	-	-	0.80	-	0.72	0.99	-	-
Budweiser	64cl/66cl	-	-	-	1.29	-	1.39	1.35	1.39	-	-	-
Carlsberg	64cl/66cl	-	-	-	1.32	-	-	-	-	1.29	-	-
Dreher	64cl/66cl	-	-	-	0.76	-	0.69	0.94	-	0.94	-	-
Heineken	64cl/66cl	-	-	-	1.04	-	0.88	-	-	-	1.45	-
Kronenbourg	64cl/66cl	-	-	-	1.08	-	1.00	-	-	1.15	1.18	-
Moretti	64cl/66cl	-	-	-	0.95	-	0.71	1.05	1.05	1.05	1.25	-
Peroni	64cl/66cl	-	-	-	0.75	-	0.66	0.97	0.97	0.88	0.99	-
Peroni Nastro Azzuro	64cl/66cl	-	-	-	1.01	-	0.91	1.25	1.01	1.01	1.35	-
San Miguel	64cl/66cl	-	-	-	1.26	-	1.41	-	-	-	-	-
Sans Souci	64cl/66cl	-	-	-	1.03	-	-	-	-	-	1.49	-
Spugen	64cl/66cl	-	-	-	0.52	-	0.63	0.75	0.75	0.75	1.19	-
Stella Artois	64cl/66cl	-	-	-	-	-	-	1.55	-	0.96	1.49	-
Top	64cl/66cl	-	-	-	-	-	-	1.19	1.19	-	-	-
Tuborg	64cl/66cl	-	-	-	0.99	-	1.10	-	-	1.09	0.99	-
Von Wunster	64cl/66cl	-	-	-	0.69	-	0.63	-	-	-	-	-
Wuhrer	64cl/66cl	-	-	-	-	-	0.49	-	-	0.58	0.89	-
Own Label	64cl/66cl	-	-	-	-	-	0.37	-	-	-	-	-
<b>Imported</b>												
Bulldog	33cl	-	-	-	-	-	-	-	-	1.99	1.69	-
<b>33cl</b>												
Abbotts	33cl	-	-	-	-	-	-	2.45	2.45	-	-	-
Becks	33cl	-	-	-	-	-	1.35	0.95	1.35	1.22	-	-
Bulldog	33cl	-	-	-	-	-	-	-	-	1.99	1.69	-
Cannabis	33cl	-	-	-	-	-	-	-	-	-	1.99	-
Chimay	33cl	-	-	-	-	-	-	1.89	1.89	-	2.19	-
Corona	33cl	-	-	-	1.25	-	-	-	-	-	-	-
DAB	33cl	-	-	-	-	-	1.39	1.38	1.38	-	-	-
Desperados	33cl	-	-	-	1.29	-	-	1.12	1.12	1.12	-	-

Source: IWSR Storechecks.

## Section : Beer

Italy

## PRICES - Lire until 2002 / Euros onwards - Cont/d...

Brands 33cl Cont/d..	Bottle Size	Lire		Euros									
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar	
EKU	33cl	-	-	-	1.67	-	1.55	-	-	-	-	-	-
Erdinger	33cl	-	-	-	-	-	1.57	-	-	1.59	1.69	-	-
Faxe	33cl	-	-	-	0.99	-	-	-	-	-	-	-	-
Fosters	33cl	-	-	-	-	-	-	1.00	1.00	0.99	-	-	-
Franziskaner	33cl	-	-	-	-	-	1.34	-	-	-	1.35	-	-
Guinness	33cl	-	-	-	-	-	-	1.60	-	-	-	-	-
Hoegaarden	33cl	-	-	-	-	-	-	1.89	-	-	-	-	-
Kapusziner	33cl	-	-	-	-	-	-	1.56	-	-	1.69	-	-
Krombacher	33cl	-	-	-	-	-	-	-	-	0.94	-	-	-
Lefte	33cl	-	-	-	-	-	-	1.26	-	1.19	1.47	-	-
Menabue	33cl	-	-	-	-	-	-	1.20	-	-	-	-	-
Old Speckled Hen	33cl	-	-	-	-	-	-	2.00	2.00	-	-	-	-
Paulaner	33cl	-	-	-	-	-	-	-	-	1.39	1.33	-	-
Pilsner Urquell	64cl	-	-	-	-	-	2.99	-	-	-	-	-	-
Stella Artois	33cl	-	-	-	-	-	1.47	-	-	-	-	-	-
Tennants	33cl	-	-	-	1.35	-	-	4.33	4.33	3.99	-	-	-
Tequileros	33cl	-	-	-	1.39	-	-	-	-	1.39	-	-	-
Warsteiner	33cl	-	-	-	-	-	1.65	2.23	2.23	2.19	-	-	-
Xibea	33cl	-	-	-	1.40	-	-	-	-	-	-	-	-
<b>Multipacks 3 x 33cl</b>													
Becks Next	33cl	-	-	-	-	-	-	-	-	-	2.75	-	-
Dreher	33cl	-	-	-	-	-	-	-	-	1.95	-	-	-
Kronenbourg	33cl	-	-	-	-	-	-	-	-	-	2.29	-	-
Peroni	33cl	-	-	-	-	-	-	-	-	2.59	-	-	-
Sans Souci	33cl	-	-	-	-	-	-	-	-	-	2.09	-	-
Splugen	33cl	-	-	-	-	-	-	-	-	2.09	-	-	-
Stella Artois	33cl	-	-	-	-	-	-	-	-	-	2.99	-	-
Warsteiner	33cl	-	-	-	-	-	-	-	-	-	3.18	-	-
<b>2 x 33cl</b>													
Carlsberg	33cl	-	-	-	-	-	-	-	-	1.79	-	-	-
Dreher	2 x 33 cl	-	-	-	-	-	-	1.15	1.15	1.15	-	-	-
Moretti	2 x 33 cl	-	-	-	-	-	-	1.85	1.85	1.85	-	-	-
Peroni	2 x 33 cl	-	-	-	-	-	-	1.15	1.15	1.25	-	-	-
Tuborg	33cl	-	-	-	-	-	-	-	-	1.82	-	-	-

Source: IWSR Storechecks.

Section : Beer

Italy

PRICES - Lire until 2002 / Euros onwards - Cont/d...

Brands 33cl Cont/d..	Bottle Size	Lire		Euros								
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar
<b>3 x 33cl</b>												
Budweiser	3 x 33cl	-	-	-	2.59	-	-	-	-	-	-	-
Pilsner Urquell	3 x 33 cl	-	-	-	-	-	-	4.20	-	-	-	-
<b>4 x 33cl</b>												
Dreher	4 x 33cl	-	-	-	3.25	-	-	-	-	-	-	-
Guinness	4 x 33cl	-	-	-	6.35	-	-	-	-	-	-	-
Pilsner Urquell	4 x 33cl	-	-	-	4.09	-	-	-	-	-	-	-
<b>5 x 33cl</b>												
Heineken	5 x 33cl	-	-	-	2.27	-	-	-	-	-	-	-
<b>6 x 33cl</b>												
Kronenbourg	6 x 33cl	-	-	-	1.99	-	-	-	-	-	-	-
PILS	6 x 33cl	-	-	-	-	-	1.49	-	1.49	1.49	-	-
<b>7 x 33cl</b>												
Peroni	7 x 33cl	-	-	-	1.95	-	-	-	-	-	-	-
<b>8 x 33cl</b>												
Peroni Nastro Azzuro	8 x 33cl	-	-	-	3.19	-	-	-	-	-	-	-
<b>9 x 33cl</b>												
San Miguel	9 x 33cl	-	-	-	3.09	-	-	-	-	-	-	-
<b>10 x 33cl</b>												
Splugen	10 x 33cl	-	-	-	2.85	-	-	-	-	-	-	-
<b>11 x 33cl</b>												
Tuborg	11 x 33cl	-	-	-	2.10	-	-	-	-	-	-	-
<b>5L</b>												
Becks	5L	-	-	-	-	-	-	-	-	-	13.99	-
Bitburger	5L	-	-	-	-	-	-	-	-	-	9.00	-
Heineken	5L	-	-	-	-	-	-	-	-	-	11.99	-
Lowenbrau	5L	-	-	-	-	-	-	-	-	-	9.99	-

Source: IWSR Storechecks.

## Section : Beer

Italy

## PRICES - Lire until 2002 / Euros onwards - Cont/d...

Brands 33cl Cont/d..	Bottle Size	Lire		Euros									
		2000 Feb	2001 Feb	2002 Apr	2003 May	2004	2005 Mar	2006 Mar	2007 Mar	2008 Mar	2009 Mar	2010 Mar	
<b>Cans</b>													
<b>Local</b>													
<b>5L</b>													
Dreher	5L	-	-	-	-	-	-	1.75	1.75	-	-	-	
Tuborg	5L	-	-	-	-	-	-	1.09	1.09	-	-	-	
<b>33cl</b>													
Budweiser	33cl	-	-	-	0.80	-	-	0.99	0.99	-	-	-	
Carlsberg	33cl	-	-	-	0.81	-	0.85	-	-	-	-	-	
Dreher	33cl	-	-	-	-	-	1.13	1.09	1.13	-	-	-	
Fosters	33cl	-	-	-	-	-	-	-	-	0.79	-	-	
Peroni	33cl	-	-	-	0.99	-	0.93	0.95	0.95	0.89	-	-	
Peroni Nastro Azzuro	33cl	-	-	-	1.20	-	1.29	1.29	1.29	-	-	-	
Stella Artois	33cl	-	-	-	-	-	-	-	-	0.89	-	-	
Tuborg	33cl	-	-	-	0.69	-	0.69	-	-	0.85	-	-	
Warsteiner	33cl	-	-	-	-	-	-	-	-	0.91	-	-	
<b>Multipacks</b>													
<b>6 x 33cl</b>													
Nastro Azzuro	33cl	-	-	-	-	-	-	-	-	-	4.49	-	
<b>4 x 33cl</b>													
Heineken	4 x 33cl	-	-	-	-	-	4.45	3.40	4.45	-	3.89	-	
<b>2 x 33cl</b>													
Bond	33cl	-	-	-	-	-	-	-	-	-	1.99	-	
Drecher	33cl	-	-	-	-	-	-	-	-	-	1.35	-	
Moretti	2 x 33cl	-	-	-	1.15	-	-	1.85	1.85	-	-	-	
Peroni	33cl	-	-	-	-	-	-	-	-	-	1.29	-	
Spluger	33cl	-	-	-	-	-	-	-	-	-	1.35	-	
<b>3 x 33cl</b>													
Peroni	3 x 33cl	-	-	-	1.29	-	-	1.28	1.28	-	-	-	

Source: IWSR Storechecks.

**Section : Beer**

**Italy**

**PRICES - Lire until 2002 / Euros onwards - Cont/d...**

Brands	Bottle	Lire		Euros								
		2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
<b>4 x 33cl</b>												
Von Wunster	4 x 33cl	-	-	-	1.05	-	-	-	-	-	-	-
<b>Imported</b>												
Becks	5L	-	-	-	11.99	-	-	-	-	-	-	-
DAB	-	-	-	-	1.19	-	-	-	-	-	-	-
Faxe	-	-	-	-	1.98	-	-	-	-	-	-	-
Warsteiner	33cl	-	-	-	-	-	-	-	-	0.91	-	-

Source: IWSR Storechecks.

**Section : Distributors**

**Italy**

<u>NAME &amp; OWNER</u>	<u>AVERNA*</u>	<u>BACARDI-MARTINI</u>	<u>BARBERO (CAMPARI)</u>	<u>BERSANO RICCADONNA</u>	<u>BOLDRINI</u>
<u>TOWN</u>	<u>(CALTANISSETTA)</u>	<u>(TORINO)</u>	<u>(PIEMONTE)</u>	<u>(PIEMONTE)</u>	<u>(ROMA)</u>
<u>Last Updated</u>	05/2010	05/2010	05/2009	04/2008	05/2006
<b>STILL LIGHT WINES</b>					
- French					Yvon Mau
- German					
- Spanish					Berberana Torres Roquenta Leon
- Italian			Serafino	Bersano	
- Portuguese		Mateus			Alianca Silvia
- US					Blossom Hill
- Chilean					Torres
- Australian					Wingara
- New Zealand					Babich
- South African					Groote Port
<b>SPARKLING WINES</b>					
- Champagne		Nicolas Feuillatte Cuvée Louise			Henri Abele
- Other Sparkling					
- French					
- German					
- Spanish					Castellblanch
- Italian	Frattina	Asti Martini Montelera Riesling Prosecco Grandi Auguri Magici Instanti	Mondoro Barbero Serafino Riccadonna	Riccadonna Conte Balduino	
- US					
- Chilean					
<b>FORTIFIED WINES</b>					
- Sherry					
- Sherry-Style					
- Port		Offley		Rozes	
- Port-Style					
- Madeira					
- Other Fortified Wines				Energetica Triplo	
<b>LIGHT APERITIFS</b>					
- Vermouth		Martini			
- Wine Aperitifs		Bitter Martini			
- Fruit Based					
<b>OTHER WINES</b>					
<b>WHISKY</b>					
- Scotch Blended	Mackinlay Whyte & Mackay	Wm Lawson Dewars			
- Malt	Isle of Jura Dalmore	Glen Deveron			
- US		Jack Daniels Woodford Reserve Forester Makers Mark			
- Canadian		Canadian Mist Canadian Club			
- Irish					
- Other					

Cont/d...

\* Averna completed the purchase of Casoni in early 2009.

**Section : Distributors**

**Italy**

Cont/d...

<u>NAME &amp; OWNER</u>	<u>AVERNA</u>	<u>BACARDI-MARTINI</u>	<u>BARBERO (CAMPARI)</u>	<u>BERSANO RICCADONNA</u>	<u>BOLDRINI</u>
<u>TOWN</u>	<u>(CALTANISSETTA)</u>	<u>(TORINO)</u>	<u>(PIEMONTE)</u>	<u>(PIEMONTE)</u>	<u>(ROMA)</u>
<u>Last Updated</u>	<u>05/2010</u>	<u>05/2010</u>	<u>05/2009</u>	<u>05/2008</u>	<u>05/2006</u>
<b><u>WHITE SPIRITS</u></b>					
- Gin	Buckingham	Bosford Bombay Sapphire Larios			
- Genever					
- Vodka	Stepanov Pinkie	Eristoff Grey Goose			
- Tequila		Camino Real Sauza			
- Other White Spirits					
<b><u>RUM/CANE</u></b>					
- Rum	Gosling	Bacardi			
- Cane					
- Cachaca	Pitù	Leblon			
<b><u>BRANDY/COGNAC</u></b>					
- Cognac		Courvoisier			
- Armagnac					
- Other Brandy					
- French					
- Spanish		Fundador			
- German					
- Italian					
- Grappa	Frattina Grappa Averna Grappa Braulio	Bosso		Aquila D'Oro	
- Greek					
- South African					
<b><u>FLAVOURED SPIRITS</u></b>					
- Liqueurs	Limoni di Sicilia Mandarini di Sicilia Limoncetta di Sorrento Nocino di Modena Bresca Dorada Mirto* Casoni	Sermecq	Carolans Barbero Frangelico Barbete	Punch	
- Bitters/Aperitifs	Averna Underberg Braulio	Bitter Martini China Martini	Diesus Aperol		
- Aniseed Flavoured	Averna Sambuca Casoni				
- Fruit & Other Eaux de Vie					
<b><u>OTHER SPIRITS</u></b>	Averna produces a range of specialist spirits brands for the on-trade including grappa, limoncello, vodka, gin and rum.				
<b><u>READY-TO-DRINKS</u></b>		Bacardi Breezers Eristoff Ice	Aperolsoda		
<b><u>BEER</u></b>					
<b><u>CIDER</u></b>					
<b><u>NON ALCOHOLIC</u></b>		Menta Sacco Crodino		Riki	

\*Averna handles Bresca Dorada in supermarkets/hypermarkets in mainland Italy while Bresca Dorada handles Sicily

**Section : Distributors**

**Italy**

<u>NAME &amp; OWNER</u>	<u>CAMPARI</u>	<u>CARPENE MALVOLTI</u>	<u>VELIER</u>
<u>TOWN</u>	<u>MILANO</u>	<u>VENETO</u>	<u>GENOA</u>
<u>Last Updated</u>	<u>05/2010</u>	<u>05/2008</u>	<u>05/2010</u>
<b>STILL LIGHT WINES</b>			
- French	Chat. Lamargue		Triple 'A'
- German			Clemens Busch Wittman
- Spanish			Several Organic
- Italian	Enrico Serafino Sella e Mosca	Carpene Malvolti	Bera Many Organic
- Portuguese			
- Slovenian			Movia Slavcic Urbajs Brank & Vasja Cotar
- Lebanese			Chateau Musar
- US			Ridge
- Chilean			Santa Rita
- Peruvian			
- Argentinian			
- Australian			Wynns Estate
- New Zealand			Providence- Matakana
- South African			KWV
<b>SPARKLING WINES</b>			
- Champagne			Billecart Salmon
- Other Sparkling			
- French			Varichon & Clerc
- German			
- Spanish			Segura Viudas
- Italian	Cinzano* Barbero Riccadonna	Carpene Malvolti	Grai Triple R
- US			
- Chilean			
- Argentinian			
- Australian			
- South African			

\* only international

Cont/d...

**Section : Distributors**

**Italy**

Cont/d...

<u>NAME &amp; OWNER</u>	<u>CAMPARI</u>	<u>CARPENE MALVOLTI</u>	<u>VELIER</u>
<u>TOWN</u>	<u>MILANO</u>	<u>VENETO</u>	<u>GENOVA</u>
<b>Last Updated</b>	<b>05/2010</b>	<b>05/2008</b>	<b>05/2010</b>
<b><u>FORTIFIED WINES</u></b>			
- Sherry			Lustau
- Sherry-Style			
- Port			Fonseca
- Port-Style			
- Madeira			
- Other Fortified Wines			Sake Masamune Daruna
<b><u>LIGHT APERITIFS</u></b>			
- Vermouth	Cinzano*		
- Wine Aperitifs			
- Fruit Based			
<b><u>OTHER WINES</u></b>			
<b><u>WHISKY</u></b>			
- Scotch Blended	Old Smuggler	Glorious 12th	Famous Grouse Grant's
- Malt	Glen Grant Glenfiddich Balvenie Bowmore		Signatory Edradour Tamdhu The Glenturret Glenfiddich Highland Park The Macallan
- US	Jack Daniels Woodford Reserve		
- Canadian			
- Irish	Tullamore Dew		
- Other			

\* only international

Cont/d...

**Section : Distributors**

**Italy**

Cont/d...

<b>NAME &amp; OWNER</b>	<b>CAMPARI</b>	<b>CARPENE MALVOLTI</b>	<b>VELIER</b>
<b>TOWN</b>	<b>MILANO</b>	<b>VENETO</b>	<b>Genoa</b>
<b>Last Updated</b>	<b>05/2010</b>	<b>05/2008</b>	<b>05/2010</b>
<b>WHITE SPIRITS</b>			
- Gin			Hendricks
- Genever			
- Vodka	Finlandia Russian Standard Skyy		Extra Zytania      Vertical Svedka              Russkiy Razmer Beluga                Potocki Vernca                Effen Roberto Cavalli
- Mezcal			Machos
- Tequila			Orendain
- Other White Spirits			
- Pisco			Capel Alto Del Carmen
<b>RUM/CANE</b>			
- Rum	Rhum des Antilles Sta Teresa Varadero		Brugal              Marie Galante      Demerera Matusalem        Carupano            Port Mourant Flor de Caña      El Dorado            Carupano Del Barrilito      Caroni                Tahiti Skeldon 1973     Negrita                Depaz Damoiseau        Neisson               Dantes Basseterre        Bally                  de Courcelles St Maurice (La Belle Cabresse, Karukera) Bielle Caroni              Rhum PMG            Skelda
- Cane	"51"		Velho Barreiro Tatuzinho
<b>BRANDY/COGNAC</b>			
- Cognac			Leopold Gourmel
- Armagnac			Chateau de Briat
- Other Brandy			
- French			
- Spanish			
- German			
- Italian		Carpene Malvolti	
- Grappa		Carpene Malvolti	Barile Capovilla
<b>FLAVOURED SPIRITS</b>			
- Liqueurs	Southern Comfort Mapo Mapo Midori Irish Mist X-Rated Chambord Illyquore Barbieri Zedda Piras Carolans		Chartreuse Licor 43
- Bitters/Aperitifs	Campari Jaegermeister Cynar Bianco Sarti Aperol Barbieri Diesus		Fée Brothers The Bitter Truth
- Aniseed Flavoured	Zedda Piras Ouzo 12		La Fée              Mary Majans Barbayanins Musar              Mannarini
- Fruit & Other Eaux de Vie			Capovilla          C. Drouin
<b>OTHER SPIRITS</b>			
<b>READY-TO-DRINKS</b>	Campari Soda / Mixx Crodino Crodo Jack & Cola Lemonsoda Pelmo Soda Oransoda Aperol Soda Cinzano Soda		
<b>BEER</b>			
<b>CIDER</b>			

**Section : Distributors**

**Italy**

<u>NAME &amp; OWNER</u>	<u>D &amp; C</u>	<u>GANCIA</u>	<u>ILLVA</u>	<u>MOET- HENNESSY</u>	<u>FAZI BATTAGLIA</u>
<u>TOWN</u>	<u>BOLOGNA</u>	<u>PIEMONTE</u>	<u>SARONNO</u>	<u>MILANO</u>	
<b>Last Updated</b>	<b>05/2010</b>	<b>05/2010</b>	<b>05/2010</b>	<b>05/2010</b>	<b>05/2008</b>
<b><u>STILL LIGHT WINES</u></b>					
- French	Albert Bichot B. P de Rothschild Louis Tête Emilie Boeckel				
- German					
- Spanish	Marques de Riscal				
- Italian	Kupelwieser Fatascià Mazziotti Rocca di Castagnoli	Rivera Tenuta dei Vallerino Lapocroce	Corvo Duca di Salaparuta		Fazi Battaglia Trebucchi
- Portuguese					
- US	E & J Gallo				
- Chilean	B. P de Rothschild				
- Peruvian					
- Argentinian					
- Australian					
- New Zealand					
- South African					
<b><u>SPARKLING WINES</u></b>					
- Champagne	Laurent Perrier	Lanson		Moet et Chandon Krug Veuve Clicquot	
- Other Sparkling					
- French					
- German					
- Spanish	Codorníu				
- Italian		Asti Gancia Gancia Brut Pinot di Pinot Rosso Carlo Gancia Grand Reale Pinot Della Rocca Conte di Cavour Maestralino Bracchetto	Corvo Duca di Salaparuta		
- US					
- Chilean					
- Argentinian					
<b><u>FORTIFIED WINES</u></b>					
- Sherry					
- Sherry-Style					
- Port	Real Companhia Velha	Cockburn			Quinta das Heredias
- Port-Style					
- Madeira					
- Other Fortified Wines			Florio Grecale		
<b><u>LIGHT APERITIFS</u></b>					
- Vermouth		Gancia			
- Wine Aperitifs		Gancia Americano			
- Fruit Based					
<b><u>OTHER WINES</u></b>					
<b><u>WHISKY</u></b>					
- Scotch Blended	Cutty Sark The Glenrothes	Teacher's			Suntory
- Malt				Glenmorangie Ardbeg	Bowmore Auchentoshan Glen Garioch
- US		Old Crow			
- Canadian					
- Irish					
- Other					

Cont/d...

**Section : Distributors**

**Italy**

Cont/d...

<u>NAME &amp; OWNER</u>	<u>D &amp; C</u>	<u>GANCIA</u>	<u>ILLVA</u>	<u>MOET- HENNESSY</u>	<u>FAZI BATTAGLIA</u>
<u>TOWN</u>	<u>BOLOGNA</u>	<u>PIEMONTE</u>	<u>SARONNO</u>	<u>MILANO</u>	
<u>Last Updated</u>	05/2010	05/2010	05/2010	05/2010	5/2008
<b><u>WHITE SPIRITS</u></b>					
- Gin		Larios Plymouth			
- Genever					
- Vodka	Xellent	Moskowskaya Stolichnaya	Artic	Belvedere	
- Tequila	Patrón		Herradura		
- Other White Spirits					
- Pisco					
<b><u>RUM/CANE</u></b>					
- Rum	La Mauny	Angostura	Original Jamaica Varadero Barcelo		
- Cachaca	Sagatiba		Ypioca		
- Cane					
<b><u>BRANDY/COGNAC</u></b>					
- Cognac	Camus			Hennessy	J. Dupont Louis Royer
- Armagnac					Larressingle
- Other Brandy	Garvey				
- French					
- Spanish		Centenario			
- German					
- Italian					
- Greek					
- South African					
- Grappa		Cantine Gancia			
- Marc				Moet et Chandon	
<b><u>FLAVOURED SPIRITS</u></b>					
- Liqueurs	Amaretto Lazzaroni Villa Massa	Galliano Terra Sole Bols	Disaronno Aurum Mandarinetto Artic I Siciliani Tia Maria		
- Bitters/Aperitifs		Angostura Schwarzhog	18 Isolabella Zucca		
- Aniseed Flavoured					
- Fruit & Other Eaux de Vie	Pere Magloire (Calvados)				Calvados Busnel
<b><u>OTHER SPIRITS</u></b>					
<b><u>READY-TO-DRINKS</u></b>					
<b><u>BEER</u></b>	Collesi				
<b><u>CIDER</u></b>					

**Section : Distributors**

**Italy**

<u>NAME &amp; OWNER</u>	<u>REBRO</u>	<u>RINALDI**</u>	<u>RUFFINO-PREVI</u>	<u>PREMIUM</u>
<u>TOWN</u>		<u>BOLOGNA</u>	<u>BRESCIA</u>	<u>CANELLI</u>
<u>Last Updated</u>		<u>05/2010</u>	<u>05/2007</u>	<u>10/2008</u>
<b>STILL LIGHT WINES</b>				
- French				Moreau
- German				
- Spanish	Torres			
- Italian	Various	Casa del Cervo La Vis Marianna Cantina Belisario Vicchiomaggio Villa Monteleone	Ruffino Chianti Ruffino Rosatello Dalla Staffa Contessa Matilda Pegaso San Grato Torre Sveva Plauto Anforniu Nozzole	Arrafiore
- Portuguese				
- Hungarian				Dobogo
- US				
- Chilean				
- Peruvian				
- Argentinian				
<b>SPARKLING WINES</b>				
- Champagne		Jacquart		Lanson
- Other Sparkling				
- French			Veuve de Charenne	
- German				
- Spanish				
- Italian	Frassine Pinot Spumante	Cesarini Sforza Tridentum	Anforio	Conte di Cavour
- US				
- Chilean				
- Argentinian				Flichman
- Australian				
- South African				
<b>FORTIFIED WINES</b>				
- Sherry		Romate	Osborne	
- Sherry-Style				
- Port		Taylors	Osborne	Ferreira
- Port-Style				
- Madeira		Borges		
- Other Fortified Wines			Serelle Vin Santo	
<b>LIGHT APERITIFS</b>				
- Vermouth				
- Wine Aperitifs			Ambassadeur	
- Fruit Based			Kirsberry (Fruit Wine)	
<b>OTHER WINES</b>				
<b>WHISKY</b>				
- Scotch Blended		Scottish Leader	Teachers	Langs
- Malt	Craighmore Tomintoul Glenlivet	Port Charlotte The Double Tobermory Caledonian Selection Bunnahabhain Glenfarclas Octomore Murray McDavid	Glendronach	Bruichladdich Glengoyne Celtic Heartlands
- US		Lucky Joe Rip van Winkel		
- Canadian				
- Irish		Connemara		Cooley Lockes Tyrconnell
- Other				Nikka

\*\*Rinaldi is split in to two divisions covering wines and spirits

Cont/d...

**Section : Distributors**

**Italy**

Cont/d...

<u>NAME &amp; OWNER</u>	<u>REBRO</u>	<u>RINALDI</u>	<u>RUFFINO-PREVI</u>	<u>PREMIUM</u>
<u>TOWN</u>		<u>BOLOGNA</u>	<u>BRESCIA</u>	<u>CANELLI</u>
<u>Last Updated</u>		<u>5/2010</u>	<u>05/2007</u>	<u>5/2010</u>
<b><u>WHITE SPIRITS</u></b>				
- Gin	Real London	Christies Fifty Pounds	Grenadier	Brighton
- Genever				
- Vodka		Akdov Kristal Kauffman	Krakus	Sobieski Romanoff Alpha Noble
- Tequila		Tikal Espolon		Sierra
- Other White Spirits - Pisco				
<b><u>RUM/CANE</u></b>				
- Rum	Blue Mountain	Coiba Caribbean Reserve Santiago de Cuba Angostura Barbancourt Renegade		Trois Rivieres Bermudez
- Cane		Mangaroca		Optimum
<b><u>BRANDY/COGNAC</u></b>				
- Cognac		Hine		Gautier
- Armagnac	Castarede	Janneau	Cles des Ducs	Chabot
- Other Brandy				
- French			Oudinot	
- Spanish	Torres	Cardenal Mendoza	Veterano Osborne	Fernando de Castilla
- German			Asbach	
- Italian		March. Di Bianchi Casa del Cero		
- Grappa	Pietro Mazzetti	Nannoni Pilzer Casa del Cervo March. di Bianchi	Grepone Mazzi	Caldera Trentina
- Greek				
- South African				
<b><u>FLAVOURED SPIRITS</u></b>				
- Liqueurs		Hpnotiq Pama Davis Limka (Flav. Vodka) Mirti Rau Limoncello Verace Mangaroca B. De Coco	Mandarine Lubin	Marie Brizard Romanoff Charleston
- Bitters/Aperitifs		Amaro d'Abruzzo Don Bairo		
- Aniseed Flavoured		Marchesi di Bianchi Versinthe		
- Fruit & Other Eaux de Vie		Boulard Fassbind Pilzer	Boulard (Calvados)	Berneroy Dettling
<b><u>OTHER SPIRITS</u></b>				
<b><u>READY-TO-DRINKS</u></b>				
<b><u>BEER</u></b>		Grolsch Warsteiner		
<b><u>CIDER</u></b>				

**Section : Distributors**

**Italy**

<u>NAME &amp; OWNER</u>	<u>STOCK</u>	<u>DIAGEO</u>
<u>TOWN</u>	<u>TRIESTE</u>	<u>TORINO</u>
<u>Last Updated</u>	<u>5/2010</u>	<u>5/2010</u>
<u>STILL LIGHT WINES</u>		
- French		
- German		
- Spanish		
- Italian		
- Portuguese		
- Hungarian		
- US		
- Chilean		
- Peruvian		
- Argentinian		
- Australian		
- New Zealand		
- South African		
<u>SPARKLING WINES</u>		
- Champagne		
- Other Sparkling		
- French		
- German		
- Spanish		
- Portuguese		Lancers
- Italian		
- US		
- Chilean		
- Argentinian		
- Australian		
- South African		
<u>FORTIFIED WINES</u>		
- Sherry		Croft
- Sherry-Style		
- Port		Croft
- Port-Style		
- Madeira		
- Other Fortified Wines		
<u>LIGHT APERITIFS</u>		
- Vermouth	Stock	
- Wine Aperitifs		
- Fruit Based		
<u>OTHER WINES</u>		
<u>WHISKY</u>		
- Scotch Blended		J & B Johnnie Walker Dimple White Horse Black & White VAT 69
- Malt		Cardhu The Classic Malts Caol Ila
- US		
- Canadian		Crown Royal
- Irish		Bushmills
- Other		

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**Section : Distributors**

**Italy**

Cont/d...

<u>NAME &amp; OWNER</u>	<u>STOCK</u>	<u>DIAGEO</u>
<u>TOWN</u>	<u>TRIESTE</u>	<u>TORINO</u>
<u>Last Updated</u>	<u>5/2010</u>	<u>5/2010</u>
<b><u>WHITE SPIRITS</u></b>		
- Gin	Wapping	Gordons Gilbeys Tanqueray
- Genever		
- Vodka	Keglevich	Smirnoff
- Tequila	Climax	Jose Cuervo
- Other White Spirits		
- Pisco		
<b><u>RUM/CANE</u></b>		
- Rum	Don Q	Pampero
- Cane		
- Cachaca		Nega Fulo
<b><u>BRANDY/COGNAC</u></b>		
- Cognac		Marnier
- Armagnac		
- Other Brandy		
- French		
- Spanish	Carlos I	
- German		
- Italian	Stock 84 Original	
- Grappa	Julia Goccia di Pinot Goccia di Teroldego Goccia di Chardonnay	
French - Marc		
- Greek		
- South African		
<b><u>FLAVOURED SPIRITS</u></b>		
- Liqueurs	Drambuie Cherry Stock & Other Cream Cacao / Caffè Triple Sec Stock Cream Sambuca Orange Rainbow Fruit	Radis Gala Caffè Maraschino Keglevich Glaciale Limoncé Crema di Limoncé
- Bitters/Aperitifs	Radis	Sheridan's Baileys Grand Marnier
- Aniseed Flavoured		Ferro China Bisleri Petrus Boonekamp Pimms
- Fruit & Other Eaux de Vie		
<b><u>OTHER SPIRITS</u></b>		
<b><u>READY-TO-DRINKS</u></b>		Smirnoff Ice
<b><u>BEER</u></b>		
<b><u>CIDER</u></b>		
<b><u>NON-ALCOHOLIC</u></b>		

**Section : Distributors**

**Italy**

<u>NAME &amp; OWNER</u>	<u>BRANCA</u>	<u>BEMA</u>	<u>RIUNITE &amp; CIV</u>	<u>GIOVINETTI</u>
<u>TOWN</u>	<u>MILANO</u>	<u>GENOVA</u>		
<u>Last Updated</u>	<u>05/2010</u>		<u>5/2010</u>	<u>05/2010</u>
<b><u>STILL LIGHT WINES</u></b>				
- French		Trimbach		
- German				
- Spanish				
- Italian	Chianti Villa Branca DOC		Civ & Civ Corte Medici Italian Icons Moncaro Richi Romandiola Terre Cevico Terre Di Trulli	Campebresa Carlovari Macriano Margo Salice Tessalico Tessori
- Portuguese				
- US				
- Chilean				
- Argentinian				
- Australian				
- New Zealand				
- South African				
<b><u>SPARKLING WINES</u></b>				
- Champagne	Piper Heidsieck Charles Heidsieck	De Castellane		
- Other Sparkling				
- French				
- German				
- Spanish				
- Portuguese				
- Italian	Bellarco			
- US				
- Chilean				
- Argentinian				
- Australian				
- South African				
<b><u>FORTIFIED WINES</u></b>				
- Sherry				
- Sherry-Style				
- Port		Barros		
- Port-Style				
- Madeira				
- Other Fortified Wines		Rallo (Marsala)		
<b><u>LIGHT APERITIFS</u></b>				
- Vermouth	Carpano Punt e Mes			
- Wine Aperitifs				
- Fruit Based				
<b><u>OTHER WINES</u></b>				
<b><u>WHISKY</u></b>				
- Scotch Blended	Match			MacKessack Glenfarclas
- Malt				
- US				
- Canadian				
- Irish				
- Local				

Cont/d...

**Section : Distributors**

**Italy**

<u>NAME &amp; OWNER</u>	<u>BRANCA</u>	<u>BEMA</u>	<u>GIOVINETTI</u>
<u>TOWN</u>	<u>MILANO</u>		
<u>Last Updated</u>	<u>05/2010</u>		<u>05/2010</u>
<u>WHITE SPIRITS</u>			
- Gin			
- Genever			
- Vodka		Finlandia	Kauffman
- Tequila			Espolon
- Other White Spirits			
<u>RUM/CANE</u>			
- Rum	Mount Gay		
- Cane			
<u>BRANDY/COGNAC</u>			
- Cognac	Remy Martin Louis XIII	Rouyer	
- Armagnac		De Malliac	Janneau
- Other Brandy			
- French		Lepanto Soberano	
- Spanish			
- German			
- Italian	Stravecchio Branca Candolini Sensea		
- Greek			
- Local			
<u>FLAVOURED SPIRITS</u>			
- Liqueurs	Caffe Sport Borghetti Passoã Cointreau	Mandarine Napoleon	Hpnotiq Pama
- Bitters/Aperitifs	Fernet Branca Brancamenta		Alpestre
- Aniseed Flavoured	Borghetti		
- Fruit & Other Eaux de Vie		La Pomme (Calvados) Massenez	
- Low Strength Flavoured			
<u>OTHER SPIRITS</u>			
<u>READY-TO-DRINKS</u>			
<u>BEER</u>			
<u>CIDER</u>			

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**Section : Distributors**

**Italy**

<u>NAME &amp; OWNER</u>	<u>MOLINARI</u>	<u>MONTENEGRO</u>	<u>PERNOD RICARD ITALIA</u>
<u>TOWN</u>	<u>CIVITAVECCHIA</u>	<u>BOLOGNA</u>	<u>MILANO</u>
<u>Last Updated</u>	<u>05/2010</u>	<u>05/2010</u>	<u>05/2010</u>
<b><u>STILL LIGHT WINES</u></b>			
- French			
- German			
- Spanish			
- Italian			
- Portuguese			
- US			
- Chilean			
- Peruvian			
- Argentinian			
- Australian			
- New Zealand			
- South African			
<b><u>SPARKLING WINES</u></b>			
- Champagne			Mumm Perrier-Jouet
- Other Sparkling			
- French			
- German			
- Spanish			
- Italian			
- US			
- Chilean			
- Argentinian			
- Australian			
- South African			
<b><u>FORTIFIED WINES</u></b>			
- Sherry			
- Sherry-Style			
- Port			Sandeman
- Port-Style			
- Madeira			
- Other Fortified Wines			
<b><u>LIGHT APERITIFS</u></b>			
- Vermouth		Rosso Antico	
- Wine Aperitifs		Select Bergia (Rabarbaro)	
- Fruit Based			
<b><u>OTHER WINES</u></b>			
<b><u>WHISKY</u></b>			
- Scotch Blended			Ballantine's Clan Campbell Chivas Regal Royal Salute Long John
- Malt			The Glenlivet
- US			Four Roses
- Canadian			
- Irish			Jameson
- Other			

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<u>NAME &amp; OWNER</u>	<u>MOLINARI</u>	<u>MONTENEGRO</u>	<u>PERNOD RICARD ITALIA</u>
<u>TOWN</u>	<u>CIVITAVECCHIA</u>	<u>BOLOGNA</u>	<u>MILAN</u>
<u>Last Updated</u>	<u>05/2010</u>	<u>05/2010</u>	<u>05/2010</u>
<b><u>WHITE SPIRITS</u></b>			
- Gin	MG		Beefeater Lord
- Genever			
- Vodka	Tovarich		Wyborowa Absolut Zubrowka
- Tequila			Olmecca
- Other White Spirits			
- Pisco			
<b><u>RUM/CANE</u></b>			
- Rum			Havana Club
- Cane			
<b><u>BRANDY/COGNAC</u></b>			
- Cognac			Martell Bisquit
- Armagnac			
- Other Brandy			
- French			
- Spanish			Carlos I
- German			
- Italian		Oro Pilla Vecchia Romagna	
- Greek			
- Grappa		Del Lupo Caronier Libarna	Fior di Vite
<b><u>FLAVOURED SPIRITS</u></b>			
- Liqueurs	Molinari Parmese (Limoncello di Capri)	Nocino Benvenuti Coca Butoa Coca Lime	Malibu Tia Maria Kahlua De Kuyper
- Bitters/Aperitifs		Montenegro	Amaro Ramazzotti Suze
- Aniseed Flavoured	Molinari		Ricard Sambuca Ramazzotti Pernod Pastis 51
- Fruit & Other EDV	Molinari		
- Low Strength Flavoured			
<b><u>OTHER SPIRITS</u></b>			
<b><u>READY-TO-DRINKS</u></b>			
<b><u>BEER</u></b>			
<b><u>CIDER</u></b>			

## Section : Distributors

Italy

NAME & OWNER	BISCALDI	MEREGALLI GIUSEPPE	VINOEARTE
TOWN	GENOVA	MONZA	MILANO
Last Updated	05/2010	05/2010	05/2010
<b>STILL LIGHT WINES</b> - French		Joseph Gruss Sauternes Landrat & Guyolot Andre Neveu Chateau de Segries Paul Jaboulet Ainé Andre Lurton Clarence Dillon Chateau La Lagune Vignobles Perse Michel Laroche Mas La Chevalière	Domaine Laroche Chanson Père & Fils Langlois Château Georges Duboeuf Chateau la Nerthe Rothschild Les Chateaux Chateau Haut-Brion Chateau Greysac Lucien Lurton et Fils Grands Châteaux de Bordeaux
- German		Louis Guntrum	
- Spanish		Marqués de Cáceres	Agusti Torello Mata
- Italian	W!	Bastianich Triacca Elvio Cogno Azienda Agricola Casetto La Cappuccina Eugenio Collavini Podere Castorani Conte Brandolini d'Adda Marchesi Torrigiani Tenuta Baiocchi Certosa di Belriguardo Tenuta Rocca di Fabbri Di Majo Norante Baglio Morgana Agripunica Azienda Agricola S. Fabiano Calcinaia Marchesi Incisa Tenuta San Guido Castelfiora Tenuta S. Francesco	Quadra Bel Sit Gianni Gagliardo Speri Cortaccia Azienda Agricola Villa a Tolli Azienda Agricola Vistorta Fattoria Artimino Il Molino di Grace Ciacci Piccolomini d'Aragona Tenuta Fertuna Fattoria di Salviano Baglio di Pianetto Argiolas
- Portuguese		Niepoort	Henriques & Henriques Tremontis
- US		Beringer	Francis Ford Coppola
- Chilean		Los Vascos	
- Argentinian		Francois Lurton Altavista Bodega Chacra	
- Australian		Penfolds	Tapanappa
- New Zealand			
- South African	Versus	Morgenster	
- Hungarian		GIA Gal Incisa	Samuel Tinon
<b>SPARKLING WINES</b> - Champagne	Tsarine	Bollinger Ayala Montvillers	Paul Clouet Gimonet & Fils Pierre
- Other Sparkling			
- French			Robert
- German			
- Spanish	Freixenet		
- Portuguese			
- Italian		Quadra Eugenio Collavini	Nino Franco Azienda Agricola Rinaldini Deseo
- US			
- Chilean			
- Argentinian			
- Australian			
- South African			

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**Section : Distributors**

**Italy**

Cont/d...

<b>NAME &amp; OWNER</b>	<b>BISCALDI</b>	<b>MEREGALLI GIUSEPPE</b>	<b>VINOEARTE</b>
<b>TOWN</b>	<b>GENOVA</b>	<b>MONZA</b>	<b>MILANO</b>
<b>Last Updated</b>	<b>05/2010</b>	<b>05/2010</b>	<b>05/2010</b>
<b>FORTIFIED WINES</b>			Williams & Humbert Ximenez Spinola
- Sherry			Pedro Ximenez
- Sherry-Style		Niepoort	Niepoort
- Port			
- Port-Style			
- Madeira			Enriques & Enriques
- Other Fortified Wines		Lago di Venere Carole Bouquet	
<b>LIGHT APERITIFS</b>			
- Vermouth			
- Wine Aperitifs			
- Fruit Based			
<b>OTHER WINES</b>	Nihon Sakari Sake		
<b>WHISKY</b>			
- Scotch Blended			Balmenach Balblairr Benromach Gordon & McPhail (range) The Vintage Malt Whisky Company (range)
- Malt			
- US			Evan Williams Elijah Craig Rittenhouse Heaven Hill
- Canadian			
- Irish			The Wild Geese
- Local			
<b>WHITE SPIRITS</b>			
- Gin	Hayman's Saffron Gin		Cao Runn
- Genever			
- Vodka	Danzka Grasovka I Spirit Casco Viejo		Ora
- Tequila			Tequilas del Senor
- Other White Spirits			
- Pisco			
<b>RUM/CANE</b>			
- Rum	Abuelo		Saint Lucia Distillers Clement
- Cane	Ypioca		Cachaca Moleca
<b>BRANDY/COGNAC</b>			
- Cognac			Jean Fillioux Franois Peyrot A.E. Dor Laberdolive Samalens
- Armagnac	Janneau		
- Other Brandy			
- French			
- Spanish			
- German			Gran Duque de Alba Crema de Alba 1877 Dos Maderas
- Italian			
- Greek			
- Grappa		Jacopo Poli	Jacopo Poli Spirito del Grappa

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**Section : Distributors**

**Italy**

Cont/d...

<b>NAME &amp; OWNER</b>	<b>BISCALDI</b>	<b>MEREGALLI GIUSEPPE</b>	<b>VINOEARTE</b>
<b>TOWN</b>	<b>GENOVA</b>	<b>MONZA</b>	<b>MILANO</b>
<b>Last Updated</b>	<b>05/2010</b>	<b>05/2010</b>	<b>05/2010</b>
<b>FLAVOURED SPIRITS</b>			
- Liqueurs	Marie Brizard Xuxu		Gabriel Boudier Spirito del Grappa Tremontis
- Bitters/Aperitifs			
- Aniseed Flavoured			
- Fruit & Other EDV			Massenez Chateau du Breuil Jean Fillioux
- Low Strength Flavoured			
<b>BEER</b>	Asahi            Budvar Cobra            Miller Salitos           Sol Viru Dos Equis Flensburger Secret des Moines		