

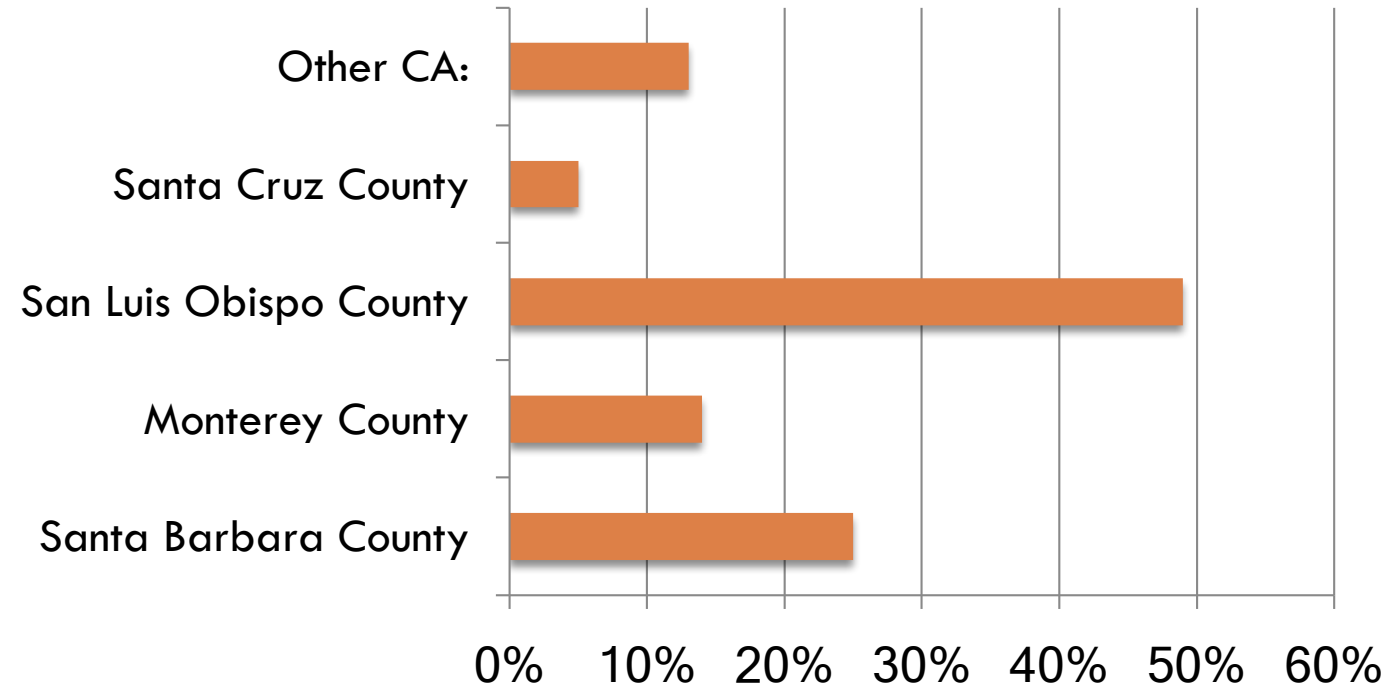


# CENTRAL COAST INSIGHTS SURVEY

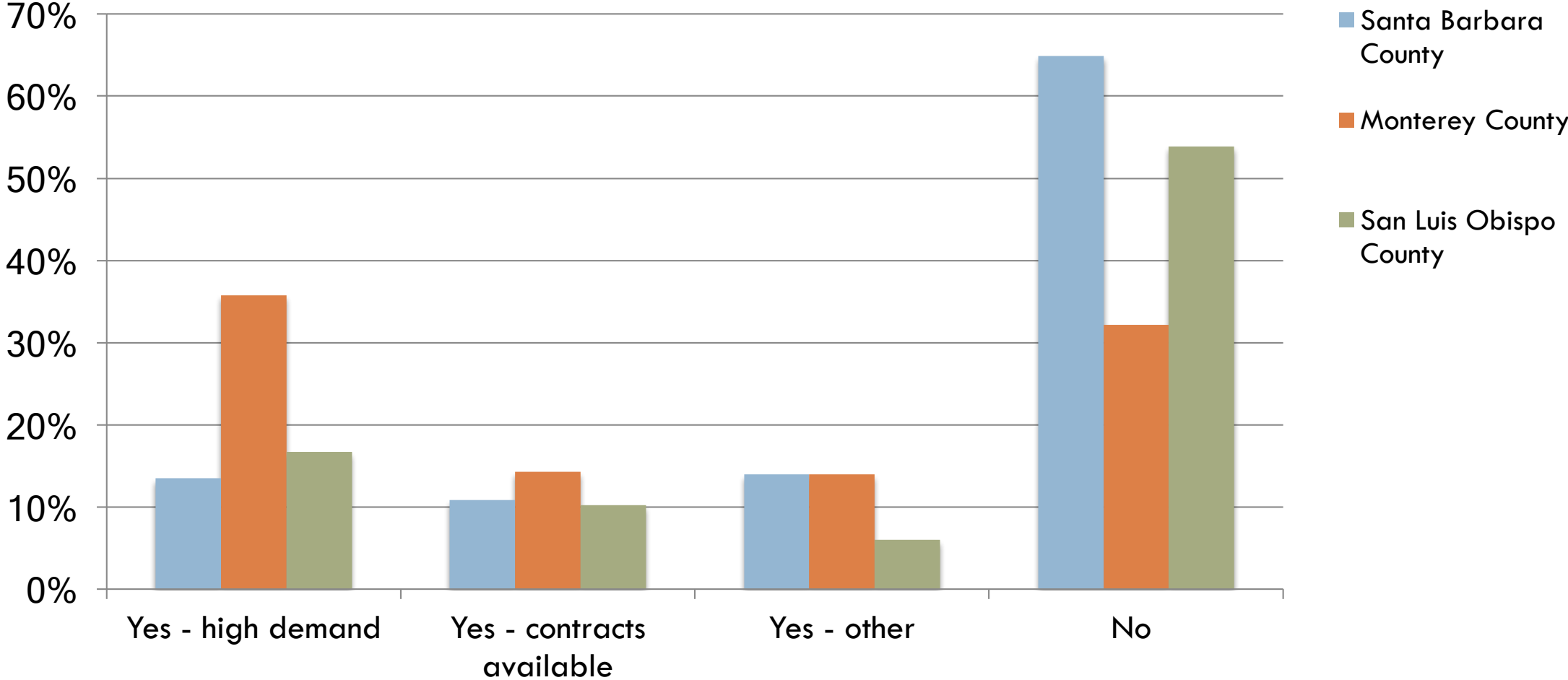
2017 Results

# RESPONDENTS

More than 175 winery and vineyard representatives took the survey.

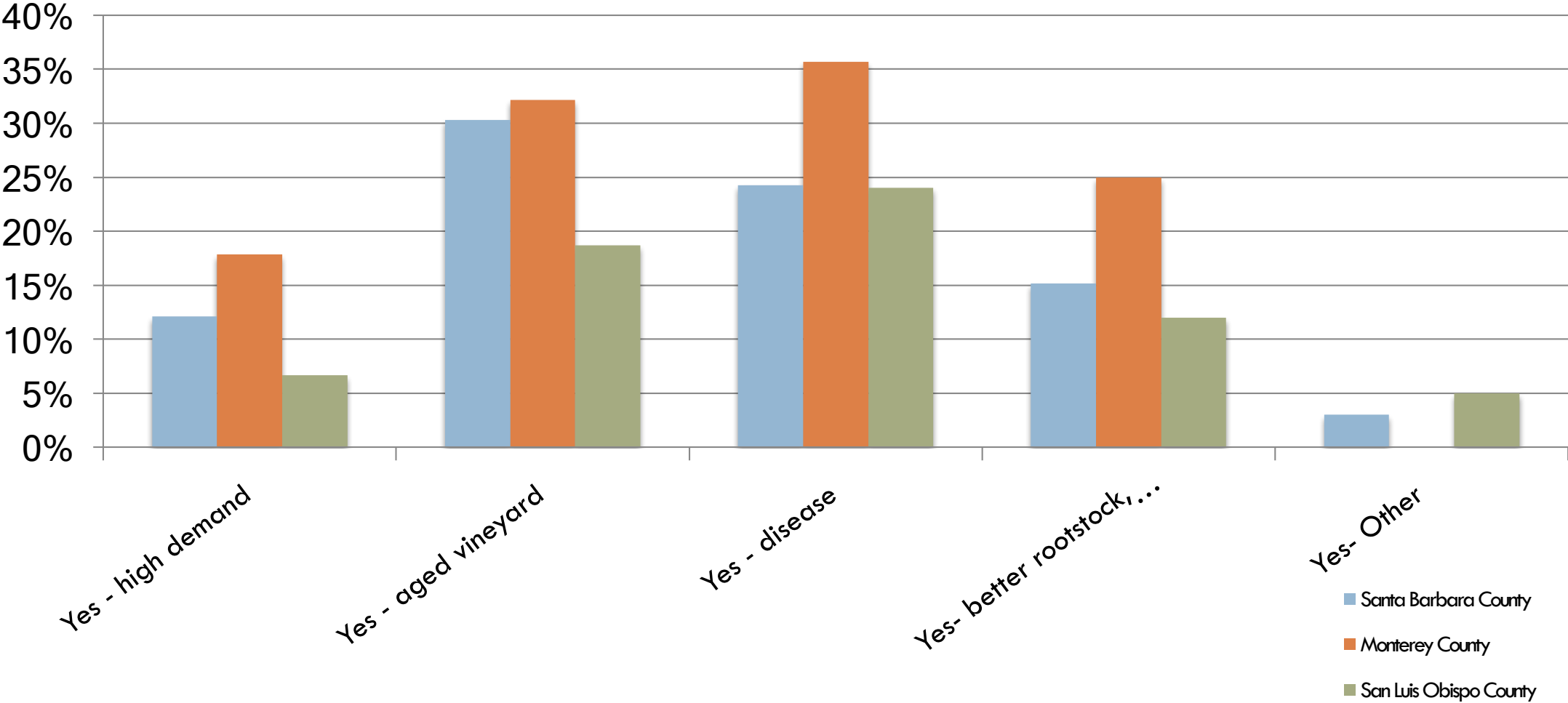


# NEW VINEYARDS?



SOURCE: WBM Central Coast Insights Survey

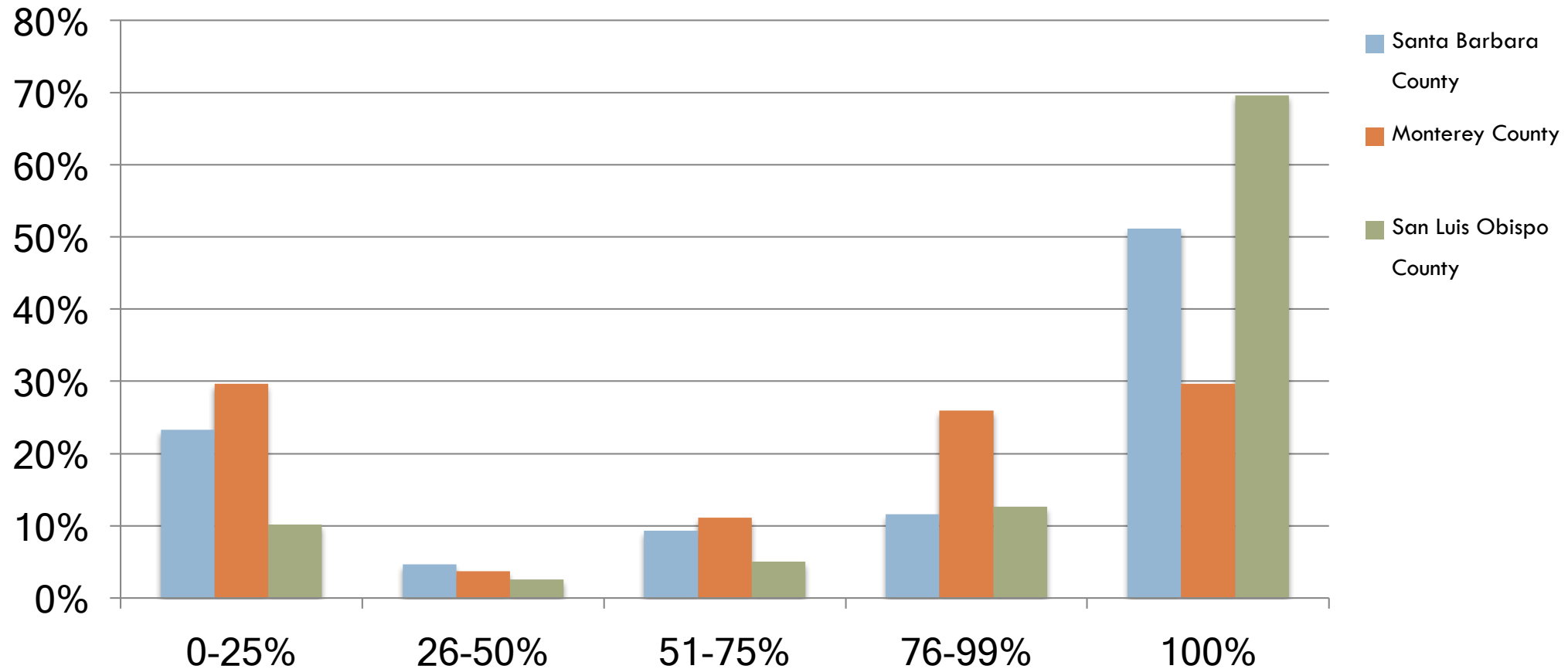
# VINEYARD REPLANTING



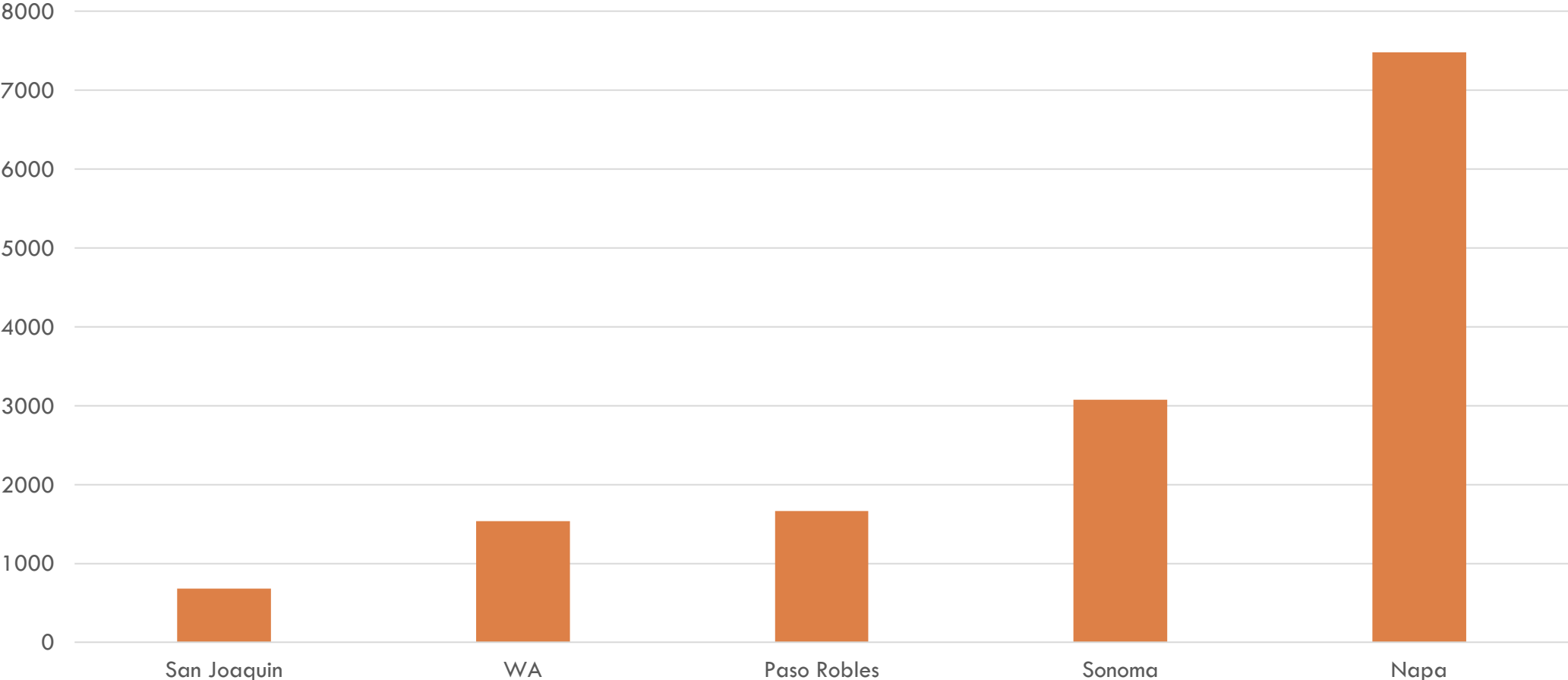
SOURCE: WBM Central Coast Insights Survey

# APPELLATION

What percent of your grapes ultimately end up in Central Coast appellation wines?

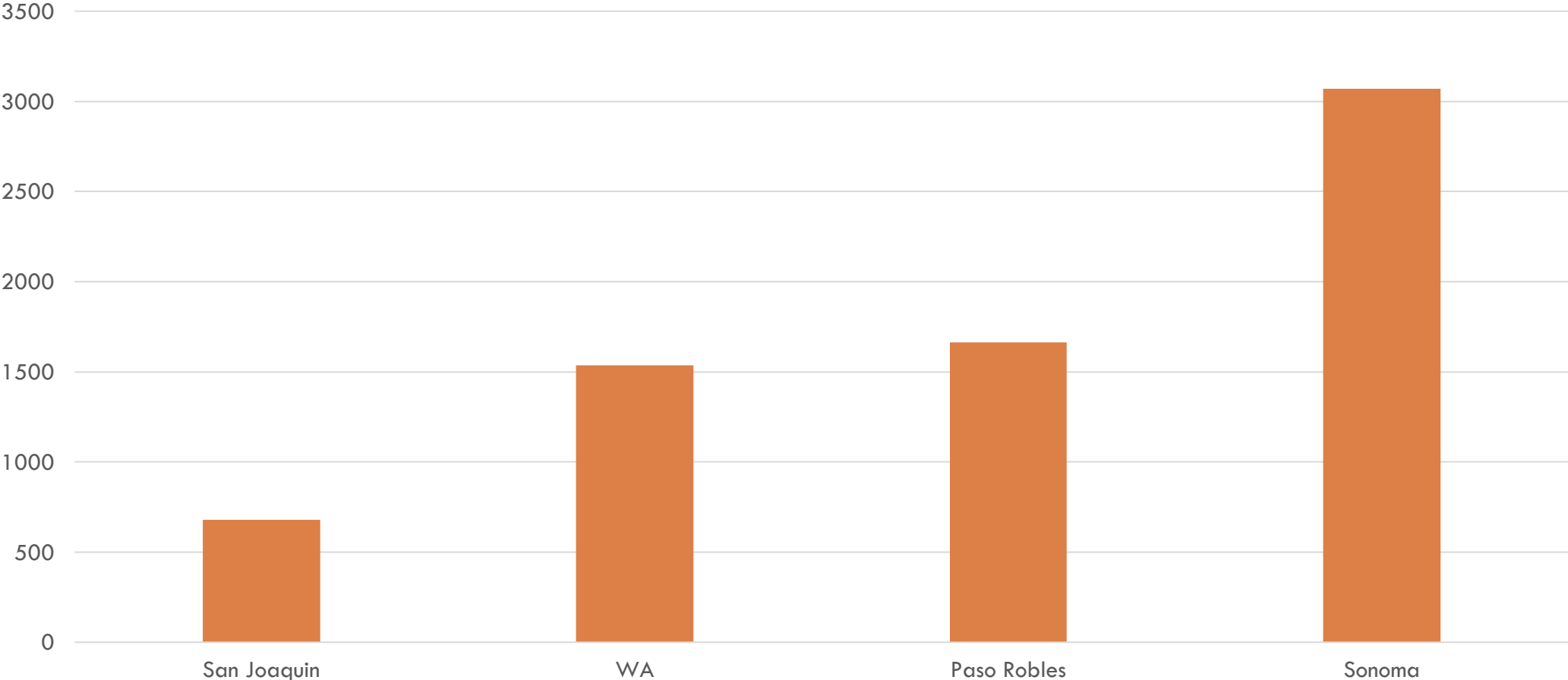


# CABERNET PRICE/TON



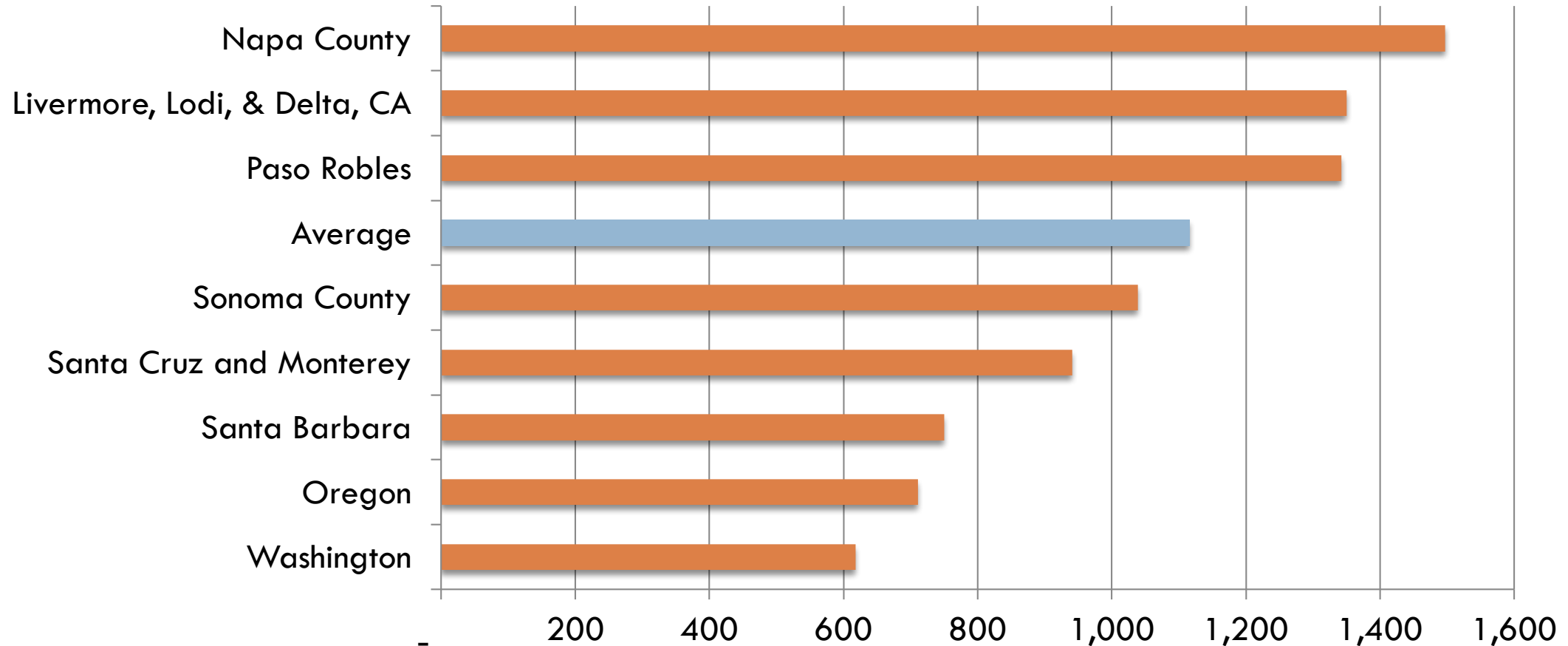
SOURCE: California Crush Report

# CABERNET PRICE/TON



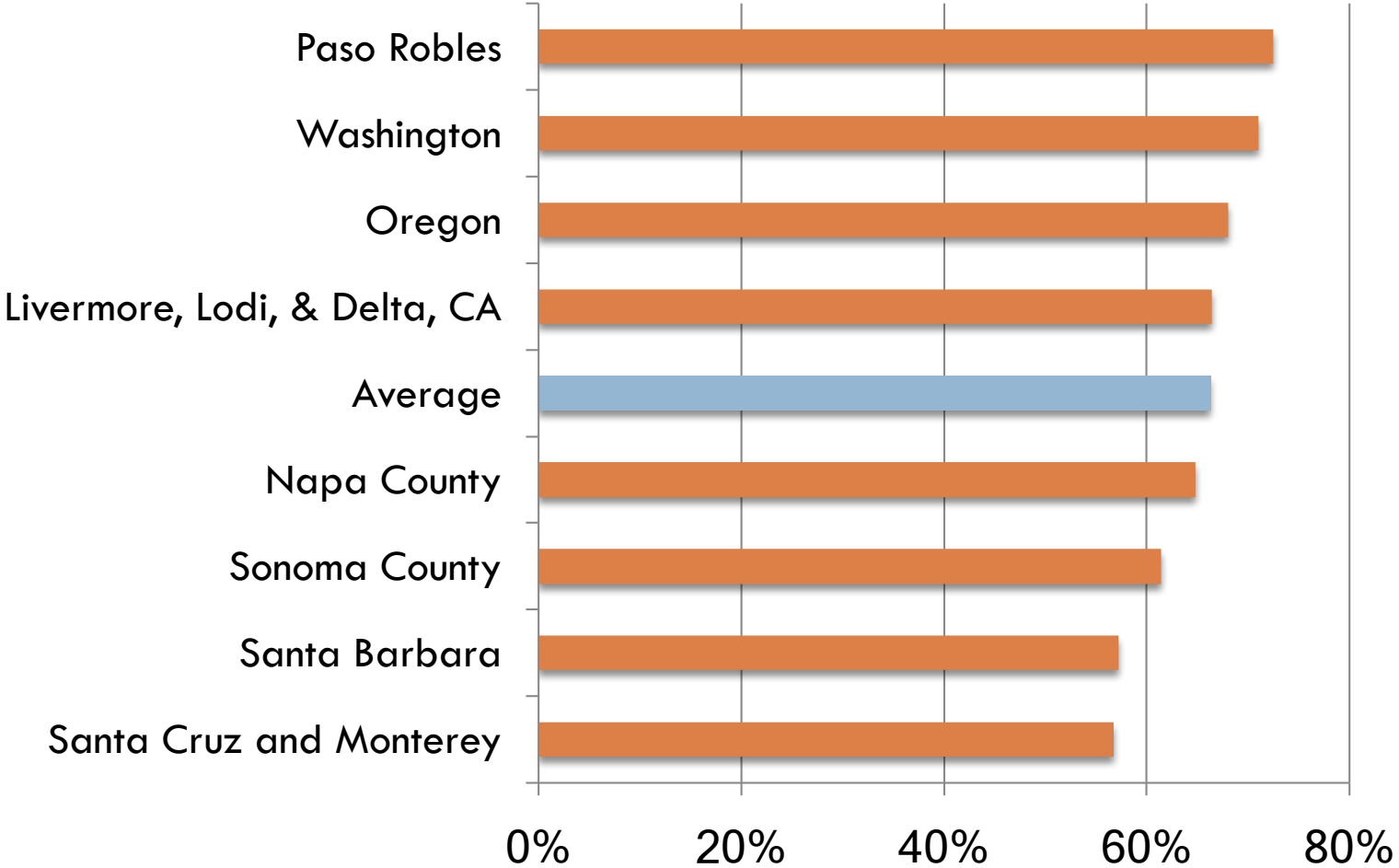
□ SOURCE: California Crush Report

# AVG. MONTHLY TASTING ROOM VISITORS



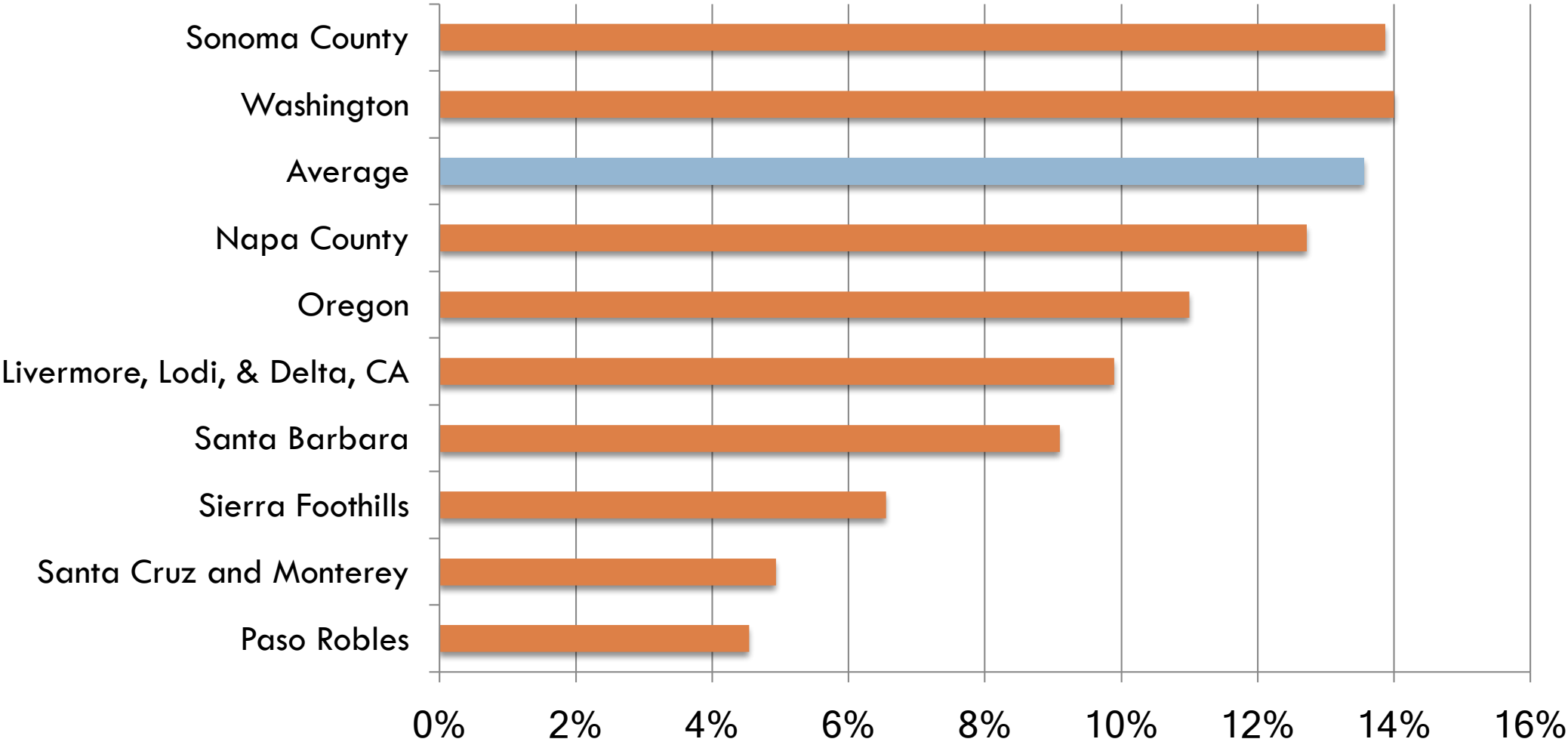


# TASTING ROOM PURCHASE CONVERSION



□ SOURCE: WBM/SVB Tasting Room Survey

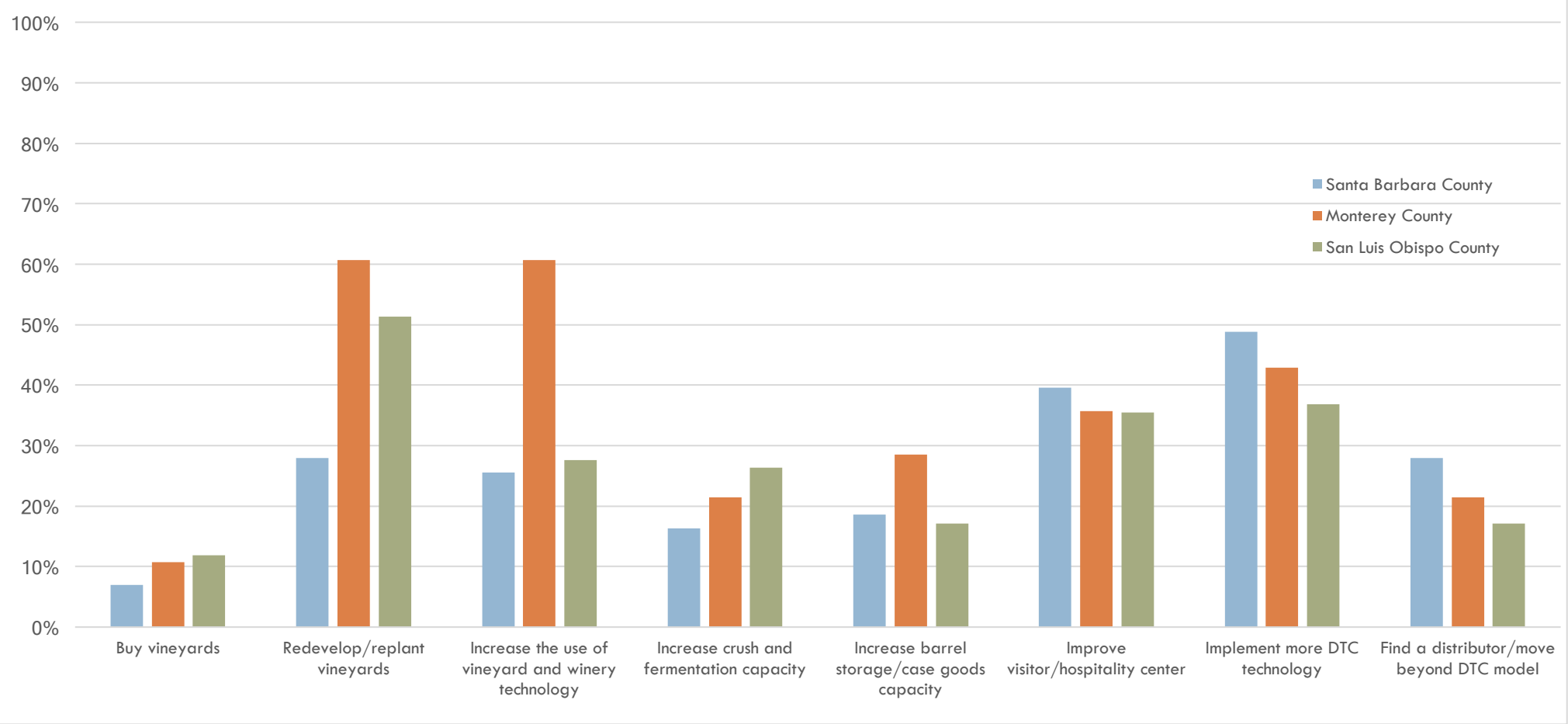
# NET WINE CLUB GROWTH



SOURCE: WBM/SVB Tasting Room Survey

# FUTURE PLANS

What do you plan to add/change to your business over the next three years?



THANK YOU

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