



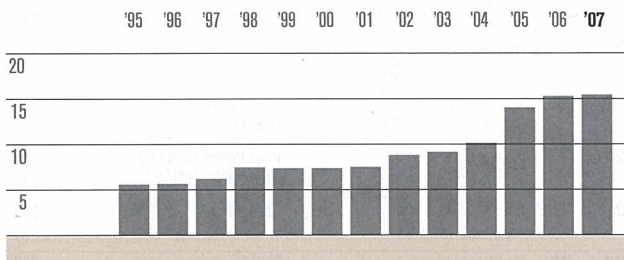
pinot noir

Pinot noir's place on American restaurant tables is now firmly established: It's second only to cabernet sauvignon in popularity. And even in Napa Valley, home of cabernet sauvignon, Rob Renteria at the *Martini House* in St. Helena says pinot noir is the fastest moving variety on his list.

The French strengthened their position among the most popular pinots this year, due to strong showings for Bourgogne rouge from Drouhin and Latour—these wines effectively increased share while lowering the average price of pinot noir from Burgundy.

Still, the major share of popular pinot noirs hail from California's coast and Oregon. La Crema heads the list with well-priced wines from Sonoma. As pinot noir's popularity has grown, and perhaps as a result of a slowing economy, moderately priced wines have strengthened in the category. That's driving sommeliers toward new sources. "We have always been known for our pinot noir list," says Steve Tindle of *Shaw's Crab House* in Chicago. "I am expanding it to cover serious regions like Germany and New Zealand." Diners will surely follow.

pinot noir as a % of top-selling wines



share of pinot noir points & average price

| by Country | % Share of Points | | | Avg. Price | | |
|-------------|-------------------|-------|-------|------------|---------|---------|
| | '05 | '06 | '07 | '05 | '06 | '07 |
| America | 87.9% | 89.4% | 85.6% | \$58.23 | \$64.20 | \$66.18 |
| France | 9.7 | 8.2 | 11.3 | 85.39 | 95.52 | 81.05 |
| New Zealand | - | 1.7 | 2.0 | - | 59.37 | 56.22 |

| by Appellation | % Share of Points | | | Avg. Price | | |
|----------------|-------------------|-------|-------|------------|---------|---------|
| | '05 | '06 | '07 | '05 | '06 | '07 |
| Oregon | 29.0% | 30.7% | 28.0% | \$56.18 | \$64.35 | \$67.92 |
| Sonoma | 25.2 | 27.2 | 23.8 | 65.57 | 72.48 | 63.85 |
| Carneros | 10.0 | 7.9 | 7.5 | 51.76 | 54.97 | 69.60 |
| Russian River | 12.7 | 12.7 | 12.8 | 70.22 | 68.07 | 63.66 |
| Central Coast | 17.1 | 17.0 | 19.0 | 58.80 | 58.62 | 70.37 |
| Burgundy | 8.6 | 8.1 | 10.4 | 89.21 | 97.50 | 85.25 |

| Overall Average Price | '05 | '06 | '07 |
|-----------------------|---------|---------|---------|
| | \$61.62 | \$67.46 | \$67.17 |

(Data reflects the fourth quarter of the year indicated.)

MOST POPULAR PINOT NOIRS

| Rank | Pts. | Winery | Bottling | Price \$ |
|------|------|---|---|----------|
| 1 | 84 | La Crema Windsor, Sonoma Cty., CA | Sonoma Coast | \$47 |
| | | | Sonoma | \$39 |
| 2 | 47 | Maison Joseph Drouhin Beaune, Côte d'Or | Bourgogne Laforêt | \$37 |
| | | | Beaune Epenots | \$95 |
| 3 | 39 | Maison Louis Latour Beaune, Côte d'Or | Bourgogne Domaine Valmoissine | \$39 |
| | | | Volnay Grand Cru Chevrets | \$105 |
| 4 | 36 | J Wine Company Healdsburg, Sonoma Cty., CA | Russian River Valley | \$70 |
| 5 | 32 | Sea Smoke Lompoc, CA | Santa Rita Hills Botella | \$85 |
| | | | Santa Rita Hills Southing | \$105 |
| 6 | 31 | Kenwood Vineyards Kenwood, CA | Russian River Valley | \$41 |
| | | | Russian River Valley Reserve | \$60 |
| 7 | 31 | Merry Edwards Windsor, Sonoma Cty., CA | Russian River Valley | \$94 |
| | | | Sonoma Coast | \$92 |
| 8 | 30 | Argyle Dundee, OR | Willamette Valley | \$47 |
| | | | Willamette Valley Reserve | \$75 |
| 9 | 29 | Evesham Wood Salem, OR | Willamette Valley Le Puits Sec | \$44 |
| | | | Willamette Valley | \$48 |
| 10 | 29 | Flowers Cazadero, Sonoma Cty., CA | Sonoma Coast | \$97 |
| | | | Sonoma Coast Andreen Gale | \$105 |
| 12 | 29 | Gary Farrell Healdsburg, Sonoma Cty., CA | Russian River Valley | \$70 |
| 13 | 29 | J. Steele Kelseyville, CA | Santa Barbara Bien Nacido Vyd. | \$56 |
| | | | Carneros | \$48 |
| 14 | 29 | Ramsay St. Helena, Napa Valley, CA | North Coast | \$39 |
| 15 | 27 | Goldeneye Philo, CA | Anderson Valley | \$120 |
| 16 | 27 | Saintsbury Napa, Napa Valley, CA | Carneros Garnet | \$46 |
| | | | Carneros | \$60 |
| 17 | 25 | Erath Dundee, OR | Willamette Valley | \$39 |
| | | | Oregon | \$50 |
| 18 | 24 | Belle Glos Rutherford, Napa Valley, CA | Santa Maria Vly. Clark & Telephone | \$70 |
| | | | Santa Lucia Hlds. Las Alturas Vyd. | \$150 |
| 19 | 24 | Martin Ray Santa Rosa, CA | Russian River Valley Angeline | \$35 |
| | | | Carneros Angeline | \$34 |
| 20 | 23 | Chalone Vineyard Soledad, CA | Monterey | \$49 |
| 21 | 23 | Domaine Drouhin Dayton, OR | Willamette Valley | \$94 |
| 22 | 23 | King Estate Eugene, OR | Oregon | \$50 |
| 23 | 23 | Rodney Strong Vineyards Healdsburg, Sonoma Cty., CA | Russian River Valley | \$44 |
| 24 | 23 | St. Innocent Salem, OR | Willamette Valley Shea Vineyard | \$73 |
| | | | Willamette Valley Anden Vineyard | \$58 |
| 25 | 22 | MacMurray Ranch Healdsburg, Sonoma Cty., CA | Sonoma Coast | \$45 |
| 26 | 22 | Penner Ash Carlton, OR | Willamette Valley | \$84 |
| | | | Willamette Valley 7 Springs | \$110 |
| 27 | 21 | Acacia Winery Napa, Napa Valley, CA | Carneros | \$51 |
| 28 | 21 | Adelsheim Vineyard Newberg, OR | Willamette Valley | \$76 |
| 29 | 21 | Patton Valley Gaston, OR | Willamette Valley | \$71 |
| 30 | 20 | Carneros Creek Napa, Napa Valley, CA | Carneros Reserve | \$58 |
| | | | Carneros | \$45 |
| 31 | 20 | Tantara Santa Maria, CA | Santa Maria Valley Bien Nacido | \$75 |
| | | | Santa Maria Valley Solomon Hills | \$115 |
| 32 | 19 | Au Bon Climat Los Olivos, CA | Central Coast La Bauge au Dessus Santa Barbara | \$74 |