

# TABLE OF CONTENTS

## CHAPTER 1.

NEW PRODUCT LEADERS.....	1
New Product Volume Estimates (2015 data & 2016 forecasts)	
New Wine Brands by Price Segment	
New Product Advertising	
New wine brand listings by company	
E. & J. Gallo Winery, Constellation Brands,	
The Wine Group, Trinchero Family Estates,	
Treasury Wine Estates Americas, Bronco Wine Co,	
Ste. Michelle Wine Estates, DFV Wines,	
Palm Bay International, Terlato Wines International,	
Pernod Ricard USA, Jackson Family Wines,	
Precept Brands, Copper Canes Wines & Provisions,	
Francis Ford Coppola Winery and others	

## CHAPTER 2.

INNOVATION IN TABLE WINE.....	27
New table wine brand listings by origin	
Domestic	
California	
Other states (Washington, Oregon, etc)	
Imported	
Argentina, Australia, Italy, France, Chile, Spain,	
New Zealand, Portugal and other import origins	

## CHAPTER 3.

THE NEW PRODUCT LANDSCAPE FOR OTHER WINES .....	39
Sparkling wines	
Fortified/dessert wines	
Other wines (vermouth, sake, sangria, etc)	

## CHAPTER 4.

WINE INNOVATION IN THE U.S. MARKET:.....	42
The Historical Perspective	
1980's	
1990's	
2000's	
2010's	

## INDEX.

ALPHABETICAL LISTING OF NEW BRANDS INTRODUCED IN 2015 & 2016 .....	47
-----------------------------------------------------------------------	----

# LISTING OF TABLES AND CHARTS

## CHAPTER 1

1-1	Leading New Wine Brand Introductions, 2015-2016E . . . . .	3
1-2	Leading New Wine Brand Introductions, Under \$5 . . . . .	5
1-3	Leading New Wine Brand Introductions, \$5-\$10. . . . .	6
1-4	Leading New Wine Brand Introductions, \$10-\$15. . . . .	7
1-5	Leading New Wine Brand Introductions, \$15-\$20. . . . .	8
1-6	Leading New Wine Brand Introductions, Over \$20 . . . . .	9
1-7	Selected New Wine Brands Advertised . . . . .	9
1-8	Wine – 2015/2016 New Products by Company. . . . .	10

## CHAPTER 2

2-1	Domestic Table Wine – 2015/2016 New Products by State . . . . .	28
2-2	Imported Table Wine – 2015/2016 New Products by Country . . . . .	33

## CHAPTER 3

3-1	Sparkling Wine – 2015/2016 New Products by Origin. . . . .	40
3-2	Other Wine Types – 2015/2016 New Products by Origin . . . . .	41

## CHAPTER 4

4-1	The 1980s – Most Successful New Wine Launches, Annual Trend. . . . .	43
4-2	The 1990s – Most Successful New Wine Launches, Annual Trend. . . . .	44
4-3	The 2000s – Most Successful New Wine Launches, Annual Trend. . . . .	45
4-4	The 2010s – Most Successful New Wine Launches, Annual Trend. . . . .	46

INDEX . . . . .	47
-----------------	----