

**On-premise visibility for Medoc wines based on data collected by Wine Services**
**February 13**

Rank	Label	1855 Classification	Total Score	Number of Restaurants	Rank	Presence in Key High-Image Restaurants	Rank	Number of markets where the wine is distributed	Rank	Average number of unique products per restaurant	Rank	Average Wine List Price	Rank
1	Mouton Rothschild	1st Growth	8	439	1	129	1	11	1	3,22	1	998 €	4
2	Grand Vin de Latour	1st Growth	14	373	5	117	3	11	1	2,81	3	1 273 €	2
3	Margaux	1st Growth	15	380	4	119	2	11	1	2,44	5	1 171 €	3
4	Lafite Rothschild	1st Growth	21	304	9	101	8	11	1	2,84	2	1 551 €	1
5	Haut Brion	1st Growth	22	372	6	109	6	11	1	2,44	4	889 €	5
6	Cos d'Estournel	2nd Growth	24	394	3	114	4	11	1	2,03	8	309 €	8
7	Lynch Bages	5th Growth	29	406	2	110	5	11	1	1,81	11	287 €	10
8	Leoville Las Cases	2nd Growth	30	307	8	102	7	11	1	2,06	7	408 €	7
9	Pichon Longueville, Comtesse	2nd Growth	34	309	7	92	11	11	1	2,13	6	296 €	9
10	Palmer	3rd Growth	43	276	13	93	9	11	1	1,69	14	408 €	6
11	Ducru Beaucaillou	2nd Growth	45	297	10	84	13	11	1	1,82	10	274 €	11
12	Montrose	2nd Growth	46	281	12	85	12	11	1	1,89	9	267 €	12
13	Graud Larose	2nd Growth	53	294	11	93	9	11	1	1,77	12	186 €	20
14	Leoville Barton	2nd Growth	56	258	14	82	14	11	1	1,72	13	224 €	14
15	Pichon Longueville, Baron	2nd Growth	61	233	15	74	15	11	1	1,56	17	258 €	13
16	Calon Segur	3rd Growth	69	219	17	71	16	11	1	1,54	20	218 €	15
17	Leoville Poyferre	2nd Growth	72	182	22	55	18	11	1	1,62	15	210 €	16
18	Rauzan Segla	2nd Growth	77	159	24	57	17	11	1	1,55	18	206 €	17
18	Talbot	4th Growth	77	226	16	55	18	11	1	1,53	21	178 €	21
20	Grand Puy Lacoste	5th Growth	79	182	22	55	18	11	1	1,58	16	172 €	22
21	Beychevelle	4th Growth	83	196	19	49	22	11	1	1,46	22	193 €	19
22	Sociando Mallet	-	98	197	18	52	21	11	1	1,55	19	133 €	39
23	Pontet Canet	5th Growth	102	195	20	49	22	11	1	1,29	41	197 €	18
24	Lagrange	3rd Growth	107	189	21	45	24	11	1	1,39	26	138 €	35
25	Giscours	3rd Growth	111	141	27	33	30	11	1	1,43	23	146 €	30
26	Branaire Ducru	4th Growth	118	108	34	31	31	11	1	1,38	28	168 €	24
27	Lascombes	2nd Growth	124	117	30	30	32	11	1	1,32	35	166 €	26
28	La Lagune	3rd Growth	132	143	26	41	25	11	1	1,23	47	145 €	33
29	Brane Cantenac	2nd Growth	134	117	30	37	27	11	1	1,26	45	146 €	31
30	Chasse Spleen	-	135	148	25	39	26	11	1	1,39	27	106 €	56
31	Clerc Milon	5th Growth	142	106	35	28	34	11	1	1,29	40	145 €	32
32	Armailhac	5th Growth	151	96	40	25	37	11	1	1,24	46	152 €	27
33	Duhart Milon	4th Growth	158	68	50	20	43	11	1	1,29	39	167 €	25
34	Gloria	-	163	100	39	21	40	11	1	1,33	33	114 €	50
35	Ormes de Pez	-	165	131	29	34	28	11	1	1,22	48	104 €	59
36	Poujeaux	-	170	117	30	19	44	11	1	1,40	24	89 €	71
37	Prieure Lichine	4th Growth	172	106	35	19	44	11	1	1,18	54	134 €	38
38	Du Tertre	5th Growth	175	89	42	26	35	11	1	1,21	49	114 €	48
39	de Pez	-	177	96	40	26	35	11	1	1,30	38	100 €	63
39	Cantemerle	5th Growth	177	114	33	29	33	11	1	1,19	53	106 €	57
39	Lafon Rochet	4th Growth	177	86	44	16	49	11	1	1,31	36	115 €	47
42	Kirwan	3rd Growth	185	48	54	15	51	11	1	1,21	50	147 €	29
43	Haut Marbuzet	-	193	87	43	23	39	10	45	1,37	29	134 €	37
44	Potensac	-	194	104	37	34	28	11	1	1,16	56	81 €	72
45	Phelan Segur	-	197	135	28	24	38	10	45	1,33	31	107 €	55
46	Batailley	5th Growth	200	103	38	15	51	10	45	1,40	25	124 €	41
47	Durfort Vivens	2nd Growth	202	51	51	12	53	11	1	1,06	69	151 €	28
48	Malescot Saint Exupery	3rd Growth	211	45	56	19	44	10	45	1,27	43	170 €	23
49	Langoa Barton	3rd Growth	222	80	46	21	40	10	45	1,18	55	135 €	36
50	Cantenac Brown	3rd Growth	228	76	47	19	44	10	45	1,16	58	140 €	34
51	Haut Batailley	5th Growth	229	70	48	18	48	10	45	1,27	42	117 €	46
52	Issan	3rd Growth	235	70	48	21	40	10	45	1,14	60	121 €	42
52	Grand Puy Ducasse	5th Growth	235	47	55	9	57	10	45	1,32	34	118 €	44
54	Boyd Cantenac	3rd Growth	264	35	62	9	57	10	45	1,14	60	126 €	40
55	Siran	-	266	36	60	8	60	8	64	1,36	30	113 €	52
56	Ferriere	3rd Growth	270	49	53	7	61	9	58	1,27	44	109 €	54
57	Labegorce Margaux	-	271	82	45	16	49	9	58	1,20	52	95 €	67
58	Rauzan Gassies	2nd Growth	283	32	65	7	61	10	45	1,13	63	114 €	49
59	Saint Pierre	4th Growth	287	41	58	10	55	8	64	1,10	65	117 €	45
59	Pouget	4th Growth	287	9	71	2	70	5	72	1,33	31	120 €	43
61	Marquis de Terme	4th Growth	291	32	65	7	61	8	64	1,31	37	99 €	64
62	Camensac	5th Growth	297	34	63	7	61	10	45	1,15	59	91 €	69
63	Belgrave	5th Growth	298	44	57	12	53	8	64	1,09	66	105 €	58
64	Haut Bages Liberal	5th Growth	299	51	51	7	61	9	58	1,12	64	98 €	65
64	Lynch Moussas	5th Growth	299	36	60	6	66	10	45	1,14	62	96 €	66
66	Cos Labory	5th Growth	305	34	63	10	55	9	58	1,09	67	100 €	62
67	Croizet Bages	5th Growth	309	24	69	1	72	9	58	1,21	50	104 €	60
68	Dauzac	5th Growth	314	41	58	5	67	6	70	1,07	68	114 €	51
69	La Tour Carnet	4th Growth	320	25	68	5	67	9	58	1,16	57	90 €	70
70	Pedesclaux	5th Growth	326	27	67	9	57	8	64	1,00	70	91 €	68
71	Desmirail	3rd Growth	333	11	70	2	70	6	70	1,00	70	110 €	53
72	Marquis d'Alesme Becker	3rd Growth	340	9	71	4	69	7	69	1,00	70	100 €	61

Key Findings	Methodology	Wine Services
<p><b>1 - The First Growths warrant their dominant position</b> in this ranking. They surpass their competition mainly due to their selling price and the average number of references by restaurants. <b>Mouton is the leader, scoring the highest in all evaluation criteria, except for price.</b> Latour is slightly ahead in second place from Margaux. Haut-Brion and Lafite follow behind.</p> <p><b>2 - Super Seconds</b>, led by Cos d'Estournel, follow logically the Premiers Crus. In this group, three particular wines appear: <b>Lynch Bages</b> (second in the ranking by number of outlets, only topped by Mouton), <b>Palmer</b> (with high wine list prices - the 6th most expensive - it is very well represented) and <b>Calon-Ségur</b> (Third Growth, but just as visible and expensive as major Second Growths).</p> <p><b>3 - Good work made by some</b> unclassified wines is confirmed by their visibility in restaurants. This is particularly the case for Sociando-Mallet (22nd) but also Chasse-Spleen (30), Gloria (34), Ormes de Pez (35) or Poujeaux (36).</p>	<p><b>Wine Services analyzed more than 1,000 wine lists in 11 markets:</b> Belgium, London, UK (outside London), Switzerland, Paris, New York, Los Angeles, San Francisco, Hong Kong, Shanghai and Tokyo.</p> <p>Each wine was <b>ranked against 5 criteria</b></p> <p><b>1 – Number of Restaurants:</b> Total number of restaurants selling the wine in the 11 markets.</p> <p><b>2 - Presence in Key High-Image Restaurants:</b> “high-image restaurants” represent 15 to 25 restaurants per market. Wine Services uses the following criteria to select these establishments: <i>Michelin Stars, Wine Spectator Restaurant Wine List Awards, Wine Services Selection.</i></p> <p><b>3 – Number of markets where the wine is distributed:</b> Number of markets in which the wine is distributed in at least one restaurant among the panel surveyed by Wine Services.</p> <p><b>4 – Average number of unique products per restaurant:</b> Total number of a label’s unique products (including different vintages and sizes) divided by the total number of restaurants.</p> <p><b>5 – Average wine list price:</b> Average wine list price in restaurants, for vintages 1990 to 2009.</p>	<p><b>Wine Services is the leading provider</b> of market intelligence and analytics for French and international Grands Crus.</p> <p>Created in 2010, Wine Services compiles data directly from the point of sale (wine shops, websites and restaurants) and works with more than 30 clients in Bordeaux and Italy.</p> <p><i>Cheval Blanc, Yquem, Pichon Baron, Pichon Comtesse, Palmer, La Conseillante, Ducru Beaucaillou, Clinet, Branaire Ducru, Beychevelle, Saint Pierre, Lafon Rochet, Beau-Séjour Bécot, Larrivet Haut Brion, Issan, Ornellaia, Masseto...</i></p> <p>Please, visit our website for a more detailed list of clients: <a href="http://www.wine-services.com/EN/clients/">http://www.wine-services.com/EN/clients/</a></p> <p><b>Wine Services</b> works with luxury wine producers, enabling them to better understand their distribution and optimize their marketing strategies.</p> <p>Thanks to <i>Wine Services’ Secure Extranet</i>, clients can directly access their market information through their computer, tablet or smartphone.</p>

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