

CQC Survey of Storage Practices

February 2007

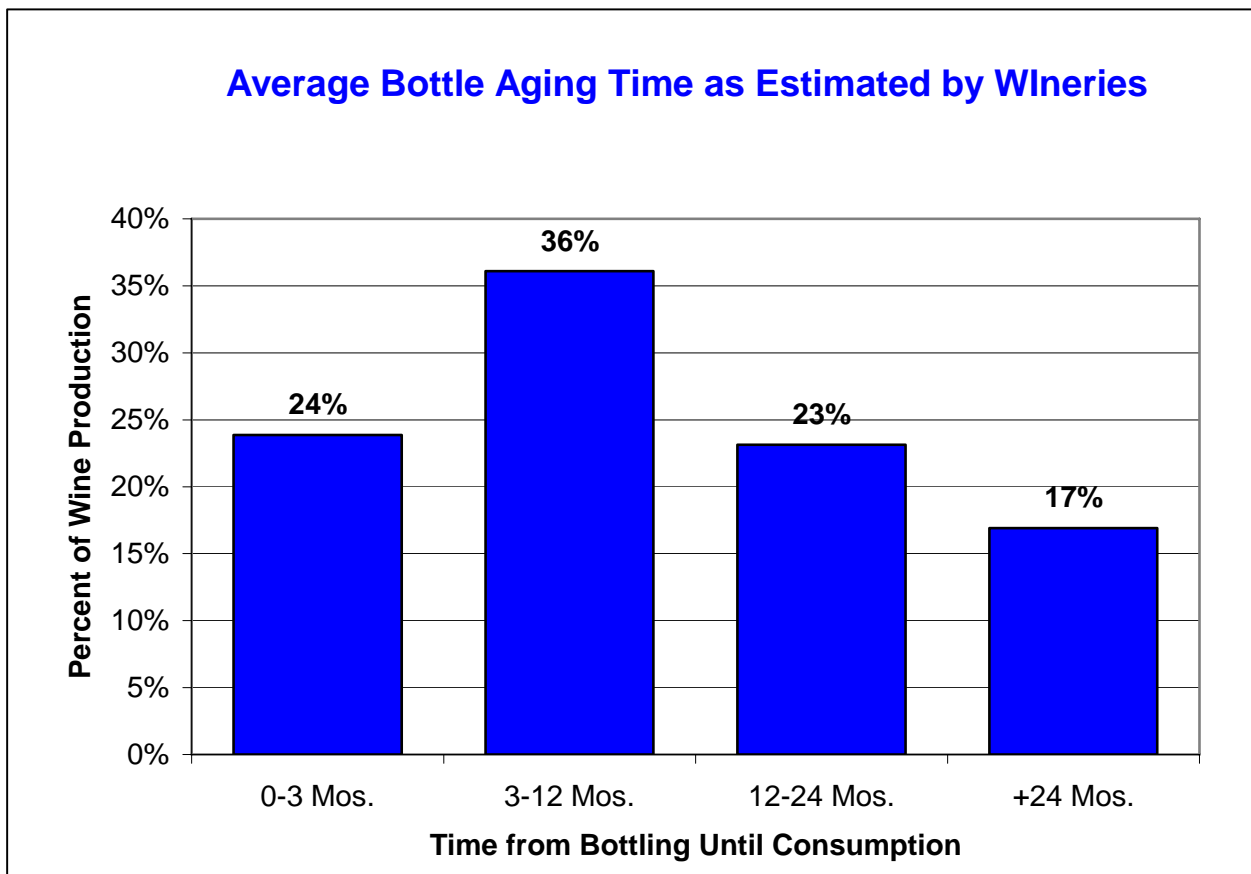
The CQC recently conducted an informal internet survey to 100 responding wineries concerning storage conditions for their wine. Respondents were asked to estimate the aging time of their wine from release to final consumption. Wineries were also asked to describe the bottle orientation of their wines in storage and in shipping.

Average Aging Time between Bottling and Wine Consumption

Question:

What is your estimate for the range of AGING TIME that occurs between when you release your wines for sale and their eventual consumption?

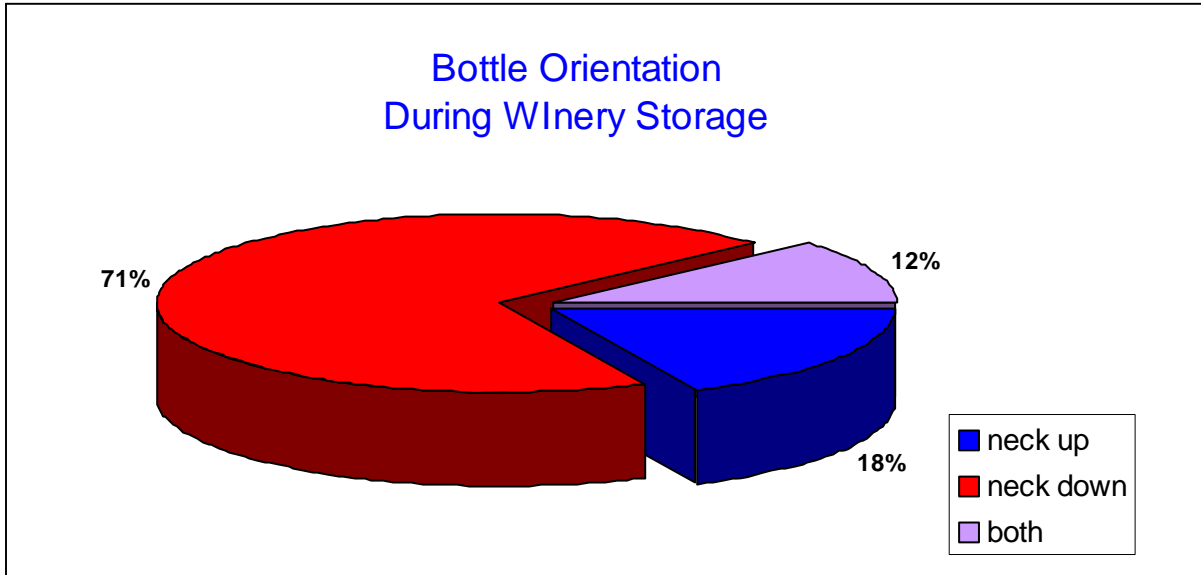
Responding wineries estimated that 60% of their production was consumed within one year of release. They also estimated that 17% of their production was consumed more than two years after release.



Bottle Orientation During Winery Storage

Question: *When storing wine, how are the bottles primarily oriented?*

Seventy-one percent of respondents reported that they stored wines neck down. Another twelve percent used a combination of orientations. Eighteen percent stored wines exclusively neck up,



Bottle Orientation During Wine Shipment

Question: *When shipping wine, how are the bottles primarily oriented?*

Forty-Eight percent of respondents reported shipping neck down. This compares closely to an earlier CQC survey that showed 52% shipping in this fashion.

