

Wine Industry Metrics - Undefined - July 2017

Wines Vines Analytics

ERROR DataPoints Missing month

Flash Methodology

Wines Vines Analytics' research team captures flash offer details for hundreds of domestic wine offers each week. The team monitors offers presented through 17 flash reseller sites every day of the year. Each offer is reviewed and tied to the source winery, and the specific details are recorded in a database of flash offers.

When flash websites hold special events with a high number of offers, Wines Vines Analytics monitors the site closely, often capturing a new offer every few minutes. At the close of each month, the offers are reviewed for accuracy, and the findings are reported by *Wines & Vines*' editorial staff for the current month along with time-series comparisons of pricing, winery size and wine types.

WINES & VINES

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