

GREEN'S ASKS...

WHY WOULD YOU BUY WINE AT A GROCERY STORE?



GROCERY STORE

- * Little experienced wine help
- * Sells mostly “national brands”
- * Average store set: 800 types and sizes
- * Corporate purchaser in charge of multiple departments
- * Does corporate purchaser even drink wine?
- * High prices

GREEN'S

- * Full-time wine consultants
- * Carries hard-to-find wines
- * Green's carries over 1,100
- * Specialized wine buyer with 35 years of experience
- * Weekly staff wine tastings
- * Low prices

COMPARE:	GREEN'S**	GROCERY STORE*
Woodbridge Chardonnay 1.5L	\$ 8.48	\$ 12.14
Lindeman's Chardonnay Bin 65 1.5l	\$ 7.98	\$ 11.04
Hess Select Chardonnay	\$ 8.98	\$ 11.49
Cavit Pinot Grigio 1.5L	\$ 9.98	\$ 12.49
Edna Valley Chardonnay	\$ 9.99	\$ 12.78
Korbel Brut	\$ 8.48	\$ 11.48
Piper Heidsieck Brut Champagne NV	\$ 29.99	\$ 40.99
Bogle Sauvignon Blanc	\$ 7.99	\$ 10.74
Rex Goliath Cabernet Sauvignon	\$ 4.28	\$ 6.09
Ch. St. Jean Chardonnay	\$ 9.98	\$ 13.73
Clos du Bois Chardonnay	\$ 7.98	\$ 9.39
Santa Margherita Pinot Grigio	\$ 17.98	\$ 25.74
Rodney Strong Chardonnay	\$ 9.59	\$ 11.73

**** *So Why Would You Buy Wine at a Grocery Store?* ****

* Average of Kroger and Publix prices as of May 8th, 2010

**Green's prices good as long as current supplies last or June 21st, 2010

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