



Competitor Analysis: HPG analyzed data of various Maryland wineries to generate a pricing model for a client launching a new vineyard.

Wine Formulation

Average Sugar and Alcohol Content

Type	Sugar	Alcohol	Count
Dessert	4.4%	16.0%	5
Fruit	4.9%	11.8%	7
Off-dry	NM	13.2%	2
Red	4.8%	12.4%	34
Rose	2.9%	11.2%	10
Slushie	NM	NM	4
Sweet	NM	13.7%	8
White	2.8%	11.3%	28
Overall	3.9%	12.5%	98

Average Price by Grape/Wine Variety

White Variety	Mean Price	Count
Chardonnay	\$18.00	2
Pinot Grigio	\$18.50	2
Sauvignon Blanc	\$18.00	2
Vidal Blanc	\$15.00	2
White Blend	\$17.68	5
Rose	\$19.35	4
Slushie	\$28.38	3
Overall*	\$17.75	17

Average Price by Grape/Wine Variety

Red Variety	Mean Price	Count
Barbera	\$26.00	2
Cabernet Franc	\$24.00	2
Cabernet Sauvignon	\$20.00	1
Chambourcin	\$19.64	2
Malbec	\$24.50	2
Merlot	\$22.00	2
Petit Verdot	\$20.00	1
Red Blend	\$21.85	5
Overall	\$22.25	17

Price Analysis By Winery

Winery	25%	75%	Mean	Median	Count
Bordeleau Wine	\$12.00	\$20.00	\$16.71	\$17.00	21
Casa Carmen Winery	\$27.00	\$32.50	\$30.00	\$30.00	8
Crow Vineyard and Winery	\$20.00	\$25.00	\$21.50	\$21.00	26
Far Eastern Shore Winery	\$14.99	\$25.99	\$18.52	\$14.99	17
Layton's Chance	\$16.38	\$23.22	\$19.09	\$17.34	26
Overall	\$15.00	\$24.00	\$19.99	\$19.64	81

Price Analysis By Sweetness

Sweetness	25%	75%	Mean	Median	Count
Dry	\$19.82	\$26.66	\$23.18	\$24.00	32
Off-Dry	\$14.99	\$18.00	\$16.41	\$14.99	20
Sweet	\$13.49	\$22.50	\$18.23	\$17.34	7
Dessert	\$12.40	\$16.38	\$14.51	\$14.72	8
Unknown	\$19.45	\$24.00	\$22.29	\$21.00	14
Overall	\$15.00	\$24.00	\$19.99	\$19.64	81