



2022 SCORECARD DISTRIBUTION FOCUS ITEMS



Black Box
Cabernet
Sauvignon 3L

DRIZLY: Black Box is Gallo's **#5** brand on Drizly ¹
DRIZLY: Black Box Cabernet Sauvignon is a **top ten** selling Cabernet Sauvignon item on Drizly ¹
DRIZLY: Cabernet Sauvignon is the **#1** wine varietal sold on Drizly ¹
ONLINE: Black Box Cabernet is Gallo's **#5** overall wine SKU online, and "box wine" is a top search term ^{2,3}
IN STORE: Black Box 3L Box Cabernet Sauvignon is the **#1** Premium Box SKU by dollar sales ⁴



Black Box
Chardonnay 3L

DRIZLY: Black Box is Gallo's **#5** brand on Drizly ¹
DRIZLY: Black Box Chardonnay is a **top ten** selling Chardonnay item on Drizly ¹
ONLINE: Black Box is Gallo's **#3** overall wine brand online, and "box wine" is a top search term ^{2,3}
IN STORE: Black Box 3L Box Chardonnay is the **#3** Premium Box SKU by dollar sales ⁴
IN STORE: The Premium Box category is up **+5.2%** in dollar sales and up **+5.8%** in volume sales ⁵



Whitehaven
Sauvignon
Blanc 750ml

DRIZLY: Whitehaven Sauvignon Blanc is the **#2** selling Gallo product and the **#4** overall Sauvignon Blanc on Drizly ¹
DRIZLY: Sauvignon Blanc is the **#2** wine varietal purchased on Drizly behind Cabernet ¹
ONLINE: Whitehaven is the **#3** Gallo e-commerce SKU across e-commerce platforms ²
IN STORE: Whitehaven is the **#8** Sauvignon Blanc in the Total Wine category by dollar sales, **+34%** in dollar sales ⁶
IN STORE: Whitehaven is the **#1** Sauvignon Blanc in the Ultra Premium category by dollar sales ⁶



Clos du Bois
Chardonnay
750ml

DRIZLY: Clos du Bois is Gallo's **#3** selling Chardonnay and a **top 20 overall** 750ml Chardonnay on Drizly ¹
DRIZLY: Chardonnay is the **#2** white varietal on Drizly second to Sauvignon Blanc ¹
ONLINE: Clos du Bois Chardonnay is the **#6** Gallo SKU among grocery retailers ²
IN STORE: Clos du Bois is a **top 20** Chardonnay SKU in the total wine category by dollar sales ⁶
IN STORE: Clos du Bois is a **top 5** Premium Chardonnay by dollar sales ⁶



Barefoot Pinot
Grigio 1.5L

DRIZLY: Barefoot Pinot Grigio is the **#2** selling brand of Pinot Grigio 1.5L on Drizly ¹
DRIZLY: Barefoot Pinot Grigio 1.5L is the **#3** Gallo SKU on Drizly ¹
ONLINE: It is the **#6** overall Gallo e-commerce SKU across e-commerce platforms ²
ONLINE: Barefoot wine is a **top search term** across brick & click retailers ³
IN STORE: Barefoot Pinot Grigio 1.5L is the **#1** Pinot Grigio 1.5L by volume ⁶

1. Drizly Analytics Dollar Sales YTD 10/27/2021
 2. Gallo Aggregate E-Commerce Dollar Sales, H1 2021
 3. OneSpace Search Data YTD August 2021

4. IRI – Total US MULO; 52 Weeks Ending 6/20/21, Dollar and Volume Sales % Change vs YA
 5. IRI – Total US MULO+Sum of Liq+Conv; 52 Weeks Ending 6/20/21, Dollar and Volume Sales, Dollar and Volume Sales % Change vs YA
 6. IRI – Total US MULO+CONV; 52 Weeks Ending 6/27/21; Dollar Sales





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High Noon
Variety 8pk

DRIZLY: High Noon is Gallo's **#3** brand on Drizly, and the **#6** overall Spirits brand on Drizly by volume ¹
DRIZLY: High Noon Variety 8pk is Gallo's **#5** selling SKU on Drizly ¹
ONLINE: High Noon is the **#2** Gallo brand across City Hive retailer websites ²
IN STORE: High Noon is the **#4** hard seltzer by dollar sales, behind only White Claw, Truly, and Bud Light ⁵
IN STORE: High Noon's 8pk is the **#2** Spirits SKU by total dollar sales growth ⁶



High Noon
Tropical Variety
8pk

DRIZLY: High Noon is Gallo's **#3** brand on Drizly, and the **#6** overall Spirits brand on Drizly by volume ¹
DRIZLY: High Noon Tropical Variety 8pk is Gallo's **#13** selling SKU on Drizly ¹
ONLINE: High Noon is the **#2** Gallo brand across City Hive retailer websites ²
IN STORE: High Noon is the **#4** hard seltzer by dollar sales, behind only White Claw, Truly, and Bud Light ⁵
IN STORE : High Noon Sun Sips is the **#3** new brand in BevAl and **#1** new brand in spirits by dollar sales ⁵



High Noon
Variety 12pk

DRIZLY: High Noon is Gallo's **#3** brand on Drizly, and the **#6** overall Spirits brand on Drizly by volume ¹
DRIZLY: High Noon Variety 12pk is Gallo's **#8** selling SKU on Drizly ¹
ONLINE: High Noon is the **#2** Gallo brand across City Hive retailer websites ²
IN STORE: High Noon is the **#4** hard seltzer by dollar sales, behind only White Claw, Truly, and Bud Light ⁵
IN STORE: High Noon 12pk has the highest velocity of any High Noon SKU ⁷



La Marca
Prosecco Rose
750ml

DRIZLY: La Marca is the **#4** overall selling wine brand on Drizly by dollar sales ¹
DRIZLY: La Marca is the **#1** Gallo brand selling on Drizly ¹
ONLINE: La Marca is the **#2** Gallo e-commerce brand across independent retail, marketplaces & pure play ²
IN STORE: La Marca dollar sales make up **13%** of the dollar sales in the Sparkling Wine category ⁴
IN STORE: It is the **#1** brand by dollar sales in the sparkling wine category ⁴



Camarena
Silver Tequila
750ml

DRIZLY: Tequila is the **fastest-growing** spirits category on Drizly, and Silver is the **top-selling** Tequila style ¹
DRIZLY: The Tequila category accounts for **35%** of gift orders on Drizly ³
DRIZLY: Camarena Silver 750ml is Gallo's **#1** Tequila SKU selling on Drizly ²
IN STORE: Tequila is outpacing the Spirits category in both dollar and volume sales (**+23.1%** in dollars, **+9.1%** in volume) ⁴
IN STORE: Camarena silver is up **+3.7%** in dollar sales and **+5.1%** in volume sales ⁴

1. Drizly Analytics Dollar Sales YTD 10/27/2021
 2. Gallo Aggregate E-Commerce Dollar Sales, H1 2021
 3. BevAlc Insights

4. IRI – Total US MULO; 52 Weeks Ending 6/20/21; Dollar and Volume Sales % Change vs YA & Dollar Sales
 5. IRI – Total US MULO+Sum of Liquor+Total US Convenience; 4 Weeks Ending 7/4/21; Dollar Sales
 6. IRI – Total US MULO+Sum of Liquor+Total US Convenience; 16 Weeks Ending 6/27/21; Dollar Sales Change

7. IRI – Total US MULO+Sum of Liq+Conv; 52 Weeks Ending 6/6/21, Avg Weekly Dollars per Store Selling

