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Constellation Wines U.S.

A CONSTELLATION BRANDS COMPANY

NEWS RELEASE

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CONSTELLATION WINES U.S. RELEASES NEW PHASE OF LANDMARK CONSUMER STUDY *Project GenomeSM Home & Habits Gives Deeper, Richer Insights Into Premium Wine Consumers*

ST HELENA, Calif. (March 7, 2008) — Constellation Wines U.S. today announced the results of a new phase of Project GenomeSM. The original 2005 study of 3,500 wine consumers was one of the largest consumer research projects ever conducted by the wine industry. The new study – Project GenomeSM Home & Habits – examined the purchases of 10,000 premium wine consumers over 18 months – and provides deeper, richer insights than ever before into premium wine consumers' buying habits and lifestyles. The new data will provide retailers and on-premise establishments with unprecedented new understanding of Constellation's premium wine consumers.

"This Project Genome industry-leading research can help the industry in many areas from marketing to consumer education and more - and will serve as an invaluable tool in the marketing of our wines. Constellation Wines U.S. is proud to share this information with the industry" said José Fernandez, president and CEO of Constellation Wines North America. "For Constellation Wines, this is key to us as we continue to build our leadership as the No. 1 premium wine company in the United States," said Mr. Fernandez. "We pride ourselves on having not only a rich and diverse portfolio of high-quality wines but also superior customer knowledge that is informed by the best and most relevant consumer research."

ABOUT THE STUDY

In the first study – Project GenomeSM: Understanding the DNA of the Premium Wine Consumer (2006) – 3,500 online survey participants were asked more than 100 questions about their recent wine-buying habits, lifestyle, hobbies and more. The survey found that there was no single type of premium wine consumer but rather that consumers tended to fall into one of six consumer segments: **Enthusiast, Image Seeker, Savvy Shopper, Traditionalist, Satisfied Sipper** and **Overwhelmed**.

PROJECT GENOMESM HOME & HABITS – 2

In the new study – Project GenomeSM Home & Habits – the actual purchases of 10,000 volunteer wine consumers were studied via The Nielsen Company’s Homescan® consumer purchase panel, which employs in-home bar code scanners and surveys to map consumer buying behavior across a demographically-balanced sampling. Nielsen measured consumer attitudes and purchase behavior within multiple purchase channels, including warehouse clubs, supermarkets, mass merchandisers, drug stores, liquor stores, and wine shops. The study also included Nielsen’s custom Spectra® analysis overlaid with online interviews to classify consumers by Project GenomeSM consumer segments.

HOW THE NEW DATA WILL BE USED

Insights from Project GenomeSM Home & Habits will be used when consulting with retailers and on-premise establishments in developing more comprehensive wine plans, from updating grocery displays to “clustering” selections by geography, lifestyle and preference.

“Results of the new study clearly point to new opportunities for our customers,” said Ed LeMay, Senior Vice President, Channel Management, Constellation Wines U.S. “This helps our customers offer their customers not only a premium and varied portfolio of wines, but a selection that reflects their lifestyles – and that are relevant and appealing to them. That’s a win-win for everybody.”

Constellation chose to share top-line findings of the new research publicly as a service to the industry, said Mr. Fernandez. “Just as we shared the findings of our original Project Genome research two years ago we feel it’s important to share information again with our colleagues. In the end we all benefit when we know consumers better and can make wine a more meaningful and relevant part of their lives.”

ABOUT CONSTELLATION WINES U.S.

Constellation Wines U.S. (CWUS) is the #1 premium wine company and the largest wine company in the U.S. based upon sales dollar value. CWUS encompasses three wine businesses: VineOne, Icon Estates, and Centerra Wine Company. The portfolio includes such brands as Woodbridge by Robert Mondavi, Clos du Bois, Robert Mondavi Private Selection, Blackstone, Ravenswood, Robert Mondavi Winery, Simi, Estancia, Wild Horse, Arbor Mist and Paul Masson Grande Amber Brandy. CWUS is an operating division of Constellation Brands, Inc., a leading international producer and marketer of beverage alcohol in the wine, spirits and imported beer categories.

Editor’s Note: A recording of the March 7, 2008 press conference and other media materials will be available on request. Please contact Jennifer Marples at 415.986.1593.

PROJECT GENOMESM HOME & HABITS – 3

Among the new insights into the segments:

ENTHUSIASTS (12 percent of consumers)

- Entertain at home with friends and consider themselves knowledgeable about wine
- Live in cosmopolitan centers, affluent suburban spreads or comfortable country settings
- Like to browse the wine section, publications and are Influenced by wine ratings & reviews
- 47% of Enthusiasts buy wine in 1.5L size – “everyday wine” to supplement their “weekend wine”
- 98% of Enthusiasts buy wine over \$6 and it accounts for 56% of what they buy on a volume basis

IMAGE SEEKERS (20 percent of consumers)

- View wine as a status symbol
- Have a basic knowledge of wine and discovering wines is new to them
- Likes to be the first to try a new wine, and are open to innovative packaging
- The number one most purchased varietal Merlot
- Use the Internet as key information source including checking restaurant wine lists before they dine out

SAVVY SHOPPERS (15 percent of consumers)

- Enjoy shopping for wine and discovering new varietals on their own
- Have a few favorite wines to supplement new discoveries
- Shop in a variety of stores each week to find best deals and like specials and discounts
- Heavy coupon users and know what’s on sale before they walk into a store
- When dining out they typically buy a glass of the house because of the value

TRADITIONALIST (16 percent of consumers)

- Enjoy wines from established wineries
- Think wine makes an occasion more formal and prefer entertaining friends and family at home to going out
- Like to be offered a wide variety of well-known national brands
- Won’t often try new wine brands
- Shop at retail locations that make it easy to find favorite brands

SATISFIED SIPPERS (14 percent of consumers)

- Don’t know much about wine, just know what they like to drink
- Usually buy the same brand, usually domestic and consider wine an everyday beverage
- Don’t enjoy the wine-buying experience so buy 1.5L bottles to have more wine on hand
- Second-biggest category of warehouse shoppers, buying 16 percent of wine in club stores
- Don’t dine out often but likely to order the house wine when they do

OVERWHELMED (23 percent of consumers)

- Overwhelmed by sheer volume of choices on store shelves
- Like to drink wine but don’t know what kind to buy and may select by label
- Looking for wine information in retail settings that’s easy to understand
- Very open to advice but frustrated when there is no one in the wine section to help
- If information is confusing they won’t buy anything at all