

Wine



The West is the biggest and best wine market

- Westerners are 46% above average for attending 3 or more wine tastings or festivals in the past year.
- Westerners are 44% above average for spending \$5,000 or more on wine in the past year.
- Westerners are 29% above average for having a wine cellar or wine refrigerator at home.

Wine is a way of life for Sunset readers

- *Sunset* readers are 123% more likely than the average American to be heavy drinkers of wine—domestic or imported.
- *Sunset* readers are 109% above average for having a wine cellar or wine refrigerator in their home.
- *Sunset* readers are 91% above average for having purchased wine by the case in the past year.

13 Western states circulation

Sunset



Source: 6/30/10 ABC Statements

Sunset delivers more Western households than the three leading epicurean magazines combined.