

Average Online Advertised Grape Pricing By Appellation: 2018 Harvest

State	AVA	Varietal									
		Cabernet Sauvignon	Pinot Noir	Syrah	Merlot	Chardonnay	Zinfandel	Petite Sirah	Cabernet Franc	Viognier	Pinot Gris
CA	Coombsville	\$8,805									
	Oakville	\$8,500									
	St. Helena	\$8,250									
	Rutherford	\$7,900									
	Calistoga	\$7,312									\$3,700
	Napa Valley	\$6,329	\$3,000		\$3,214				\$6,863		
	Yountville	\$6,210	\$4,500		\$3,300	\$2,800					
	Moon Mountain District So..	\$6,000									\$3,000
	Cucamonga Valley										\$5,000
	Oak Knoll District of Napa ..	\$7,167			\$3,300						\$2,300
	Anderson Valley		\$4,077			\$3,750					
	Los Carneros		\$4,047			\$3,027					
	Sonoma Coast	\$4,500	\$3,823			\$2,170					
	Russian River Valley	\$3,000	\$3,948	\$2,000		\$3,267	\$2,821				
	Santa Cruz Mountains		\$3,298								
	Lake County	\$5,183	\$2,450	\$1,950	\$2,200		\$1,951	\$2,200			
	Green Valley of Russian Ri..			\$3,000							
	Spring Mountain District	\$3,000									
	Knights Valley	\$3,000			\$2,500						
	Dry Creek Valley	\$3,500				\$2,013	\$2,960	\$4,000		\$2,265	
	Red Hills Lake County	\$3,000						\$2,300			
	Santa Lucia Highlands		\$3,000			\$2,214					
	Santa Ynez Valley	\$2,500		\$2,615	\$2,300				\$2,700	\$2,400	
	Sonoma Valley	\$3,200	\$3,036	\$3,000	\$1,500	\$3,000	\$2,698				\$1,000
	Sonoma Mountain			\$2,575	\$2,000						
	Kelsey Bench - Lake County	\$2,450									
	Carmel Valley	\$2,400									
	Temecula Valley	\$2,400									
	Templeton Gap District	\$2,741		\$2,000	\$2,000		\$2,195	\$2,000		\$1,800	
	Clear Lake	\$3,250		\$3,000				\$1,450			
	Monterey		\$2,000	\$1,500		\$2,067	\$2,615	\$2,000	\$2,400		
	Bennett Valley			\$2,100							
Alexander Valley	\$3,400			\$1,983		\$2,000					
Covelo		\$2,000									

Avg. Price per Ton



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CA	Sierra Foothills	\$1,700		\$1,353				\$1,455	\$2,550	\$1,750	
	El Dorado		\$2,000	\$1,800							
	Big Valley District - Lake C..			\$1,700							
	Redwood Valley	\$1,700		\$1,350	\$1,250	\$1,448	\$2,000	\$2,163			
	Suisun Valley	\$2,800					\$950	\$2,000			
	Adelaida District						\$1,600				
	Calaveras County	\$1,516		\$1,800	\$1,950	\$1,800		\$800			
	Paso Robles	\$1,804		\$1,768	\$1,200	\$1,929	\$1,760	\$1,500		\$2,250	
	Livermore Valley	\$2,078			\$1,151			\$1,940	\$2,200		
	Solano County			\$1,703		\$800	\$1,500				
	Fair Play	\$1,725		\$1,686	\$1,200		\$1,000	\$1,526	\$1,500		
	Nevada County				\$1,450		\$1,450				
	San Benito County	\$1,446		\$2,000		\$1,209			\$2,000	\$2,100	
	San Francisco Bay	\$2,000					\$1,400	\$1,300			
	Fiddletown						\$1,308	\$1,500			
	Contra Costa County					\$1,061	\$1,625	\$975			\$1,300
	Potter Valley				\$1,240	\$1,295					
	Santa Clara Valley	\$1,000		\$1,200	\$1,171			\$1,800		\$1,600	
	Mariposa County	\$1,200									
	Amador County	\$1,200		\$1,358			\$1,160	\$1,240			
	Central Coast	\$1,667	\$2,300	\$1,242	\$1,000		\$1,000		\$1,000		
	Mendocino	\$4,739			\$1,077		\$1,082	\$1,800	\$1,136	\$1,170	
	Clements Hills	\$2,000			\$1,215		\$700				
	California Shenandoah Val..						\$1,069	\$1,200			
	Lodi	\$1,475		\$958	\$1,375		\$951	\$1,163	\$1,450		
	Jahant	\$1,000									
	Merced County	\$1,000									
	Clarksburg	\$948	\$1,200	\$840	\$717	\$905		\$1,000	\$1,250	\$850	\$806
Mokelumne River	\$954		\$650			\$1,046					
San Antonio Valley	\$1,500	\$700				\$750					
River Junction	\$750										
Dunnigan Hills					\$700						
OR	Ribbon Ridge		\$3,727								
	Dundee Hills		\$3,022							\$1,800	

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OR	Chehalem Mountains		\$2,630									\$1,500
	Yamhill-Carlton District		\$2,666			\$2,565						\$1,500
	Eola-Amity Hills		\$2,449							\$1,900		\$1,833
	McMinnville		\$2,874									\$1,455
	Clackamas County		\$2,210									
	Marion County		\$2,350									\$1,000
	Columbia Gorge		\$2,000	\$2,300								\$1,500
	Jackson County			\$2,000								
	Lane County		\$2,000									\$1,400
	Josephine County		\$1,954									
	Washington County		\$1,950									
	Applegate Valley	\$2,018	\$2,091			\$700	\$1,950			\$1,300	\$1,227	
	Walla Walla Valley	\$2,071	\$2,775	\$1,400	\$2,131		\$2,400		\$2,400	\$1,900		
	Willamette Valley		\$2,129				\$1,734					\$1,203
	Umpqua Valley		\$2,117	\$2,000	\$2,000	\$1,346						\$1,327
	Rogue Valley	\$1,737	\$1,882	\$2,065	\$2,200	\$1,993	\$2,100	\$2,061		\$1,231	\$1,296	
Columbia Valley	\$1,639	\$1,500		\$1,800	\$750			\$1,638				
WA	Red Mountain	\$2,277		\$2,930	\$2,214			\$2,950	\$2,000			
	Columbia Gorge		\$2,309	\$2,133		\$2,383						\$1,800
	Walla Walla Valley	\$2,049		\$2,029	\$1,704	\$1,950		\$2,204	\$1,614			
	Naches Heights			\$1,667								
	Lake Chelan	\$1,800				\$1,250		\$1,675				
	Columbia Valley	\$1,658	\$1,500	\$1,168	\$1,314	\$800		\$1,526	\$971	\$909		
	Rattlesnake Hills	\$1,249	\$1,463	\$1,228	\$1,213	\$1,070		\$1,200	\$975			
	Grant County	\$1,200		\$1,200								
	Yakima Valley	\$1,247		\$1,227	\$1,305	\$924					\$975	
	Horse Heaven Hills	\$1,113		\$1,391	\$1,251			\$1,300	\$1,099	\$800		
	Ancient Lakes of Columbia ..					\$1,075						
	Wahluke Slope	\$1,625		\$1,800	\$1,405	\$1,100					\$850	

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Additional notes:

This report leverages the same data as the prior report, however for only the 10 most represented varieties in respect to online listing count (prior report included data from top 25 varieties)

Advertised prices not final-transacted prices (advertised grape pricing data from 1/01/18 until 9/26/18; it shows average per-ton pricing by AVA for the 2018 harvest)

Pricing data aggregated from GrapeConnect and other major online classifieds

Prices are a weighted average Price-per-Ton figure; Listing Quantity was used as the weighting mechanism

Pricing figures shown are statistically significant; however, our data-set reflects a very small percentage of total available and transacted product over the time-frame.

If you have any thoughts on the below report, or wish to provide general feedback or recommendations, please email us at hello@grapeconnect.com.