



CALIFORNIA WINES TASTING EVENT CLAIM FORM

This information will remain confidential and is only shared with the US Department of Agriculture.

Date and place of Event:

Number of brands:

Number of SKUs:

Number of attendees:

To be filled 3 months after the event:

Was there a sales uplift of California Wines as a result of the event?

VOLUME

| SALES OF CALIFORNIA WINE | IN THE 90 DAYS BEFORE EVENT VS 90 DAYS FOLLOWING EVENT | IN THE 90 DAYS FOLLOWING EVENT THIS YEAR VS SAME PERIOD LAST YEAR |
|--------------------------------|---|---|
| VOLUME CHANGE (%) | | |
| VOLUME CHANGE (No. of bottles) | | |

VALUE (RETAIL)

| SALES OF CALIFORNIA WINE | IN THE 90 DAYS BEFORE EVENT VS 90 DAYS FOLLOWING EVENT | IN THE 90 DAYS FOLLOWING EVENT THIS YEAR VS SAME PERIOD LAST YEAR |
|--------------------------|---|---|
| VALUE CHANGE (%) | | |
| VALUE CHANGE (£) | | |





CALIFORNIA WINE PRODUCERS IMPORTED

This page only needs to be filled in once a year. If you have stopped importing or taken on new producer during the year, please let us know.

