



## Business Value Criteria

### Score 0-3

- |  |       |
|--|-------|
| 1 Profitability (gross profit)                           | _____ |
| 2 Margin (\$/case and %)                                 | _____ |
| 3 Trade Significance- wholesale and trade accounts       | _____ |
| 4 Political importance (internal, other suppliers, etc.) | _____ |
| 5 Niche importance (geography, price, etc.)              | _____ |
| 6 Upward price elasticity                                | _____ |
| 7 Investment of energy- Sales & Marketing                | _____ |
| 8 Partnering of Performance                              | _____ |
| 9 Brand Image & Quality                                  | _____ |
| 10 Viable Business Model                                 | _____ |
| Total Score  | _____ |

### Check

3= POSTIVE/FAVORABLE  
0= NEGATIVE/POOR

## Category/ Brand Attractiveness Criteria

### Score 0-3

- |   |       |
|---|-------|
| 1 Category Strength                       | _____ |
| 2 Volume Potential                        | _____ |
| 3 Stability of ownership- succession plan | _____ |
| 4 Consistent Quality                      | _____ |
| 5 Asset Base / Financial Strength         | _____ |
| 6 Quality Perception                      | _____ |
| 7 Customer Perception                     | _____ |
| 8 Marketing Support from winery           | _____ |
| 9 Business Intergrity                     | _____ |
| 10 Portfolio Need                         | _____ |
| Total Score                               | _____ |

### Check

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