



## Oak Leaf Vineyards

February 12, 2008

### Oak Leaf Vineyard

It has been indicated that the industry should keep an eye on a player that just entered the field last year, **Oak Leaf Vineyards**, a brand of **The Wine Group** in San Francisco. Oak Leaf sold around 500,000 cases in its short time on the market. The wines are available at Wal-Mart, where they sell for \$1.97 a bottle.

The idea of a super affordable table wine caught on rapidly. A wine that was drinkable and at a price that would allow wine to be served at the dinner table more often and in more households seemed to be what consumers wanted.

Seeing a trend in the making and being consumer-oriented, super-retailer Wal-Mart has entered the low-priced wine market.

The wine is Oak Leaf and it sells for the amazingly low price of \$2.97. Because of federal wine laws and other considerations, the Wal-Mart name will not appear on the label, but Oak Leaf is exclusive to them and will only be available at Wal-Mart stores. The wine is currently on the shelves and is being featured in all Wal-Mart stores where wine may be sold.

The questions now are, "How many more major retailers who sell wine will be looking for an inexpensive brand to feature," and "Will the present glut of wine grapes eventually run out and send prices skyrocketing?"

We are sure that there must be many retailers who will wish to capitalize on this trend. No matter, it looks like for the time being, the public will be the real winners in this one.

**Over all it seems that Charles Shaw "Two Buck Chuck" Finally has some competition.**

From News-Leader.com

---

Posted by Damion | Filed Under [Wine News](#)

Posted to cheapwinecritics.com  
February 12, 2008