

## Wine Industry Metrics - Direct-to-Consumer - August 2012

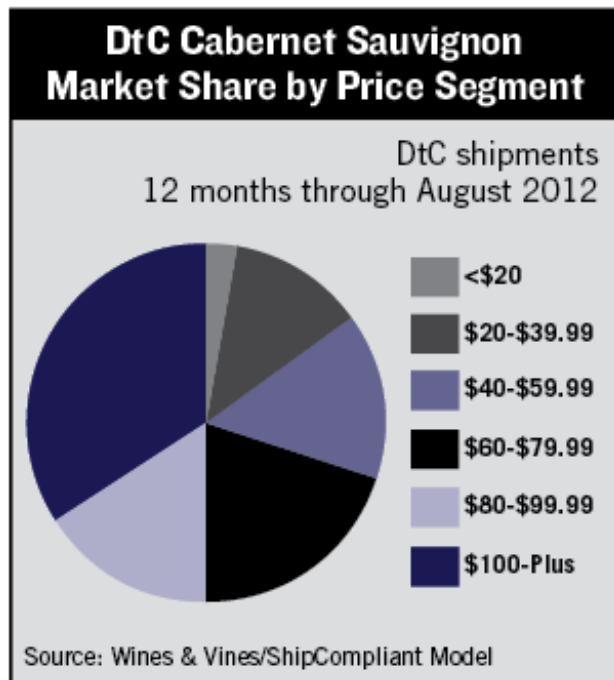
Wines Vines Analytics

**In August, a typically slow month for DtC shipments, sales still grew 6% over August 2011.**

August 2012

### Direct-to-Consumer Shipments >>

	Month	12 Months
August 2012	\$55 million	\$1,358 million
August 2011	\$52 million 	\$1,235 million 



Cabernet Sauvignons from \$100 up held the biggest share of dollars in direct shipments of Cabernet Sauvignon by U.S. wineries to consumers in the 12 months through August 2012. This segment accounted for 34% of Cabernet Sauvignon sales and \$139 million. The next biggest category was \$60-\$79.99 with \$82 million sales.

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