

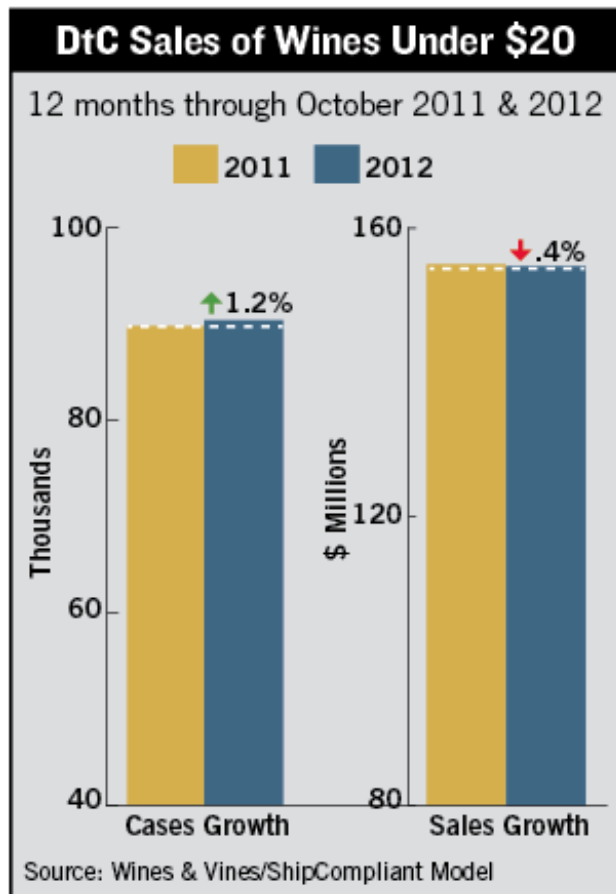
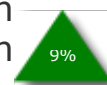
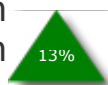
Wine Industry Metrics - Direct-to-Consumer - October 2012

Wines Vines Analytics

DtC Shipments Breaks Record in October

DtC shipments reached \$222 million in October, the highest monthly sales total since at least January 2010, when the Wines & Vines/ShipCompliant Model began tracking them.

Direct-to-Consumer Shipments >>	Month	12 Months
October 2012	\$222 million	\$1,418 million
October 2011	\$197 million	\$1,305 million



Value-Priced DtC Wines Not Growing

While value-priced wines have become more popular in flash sales, their performance is basically flat in direct-to-consumer shipments. They grew slightly in volume compared to a year earlier, and dropped slightly in value. These relatively inexpensive wines accounted for 11% of DtC value for the 12 months ending Oct 2012, shrinking from 12% in the previous 12-month period.

WINES & VINES

866.453.9701 | 415.453.9700 | Fax: 415.453.2517 | 65 Mitchell Blvd., Ste. A San Rafael, CA 94903

info@winesandvines.com

Copyright © 2001-2015 by Wine Communications Group, Inc. All Rights Reserved.
No material may be reproduced without written permission of the Publisher.