

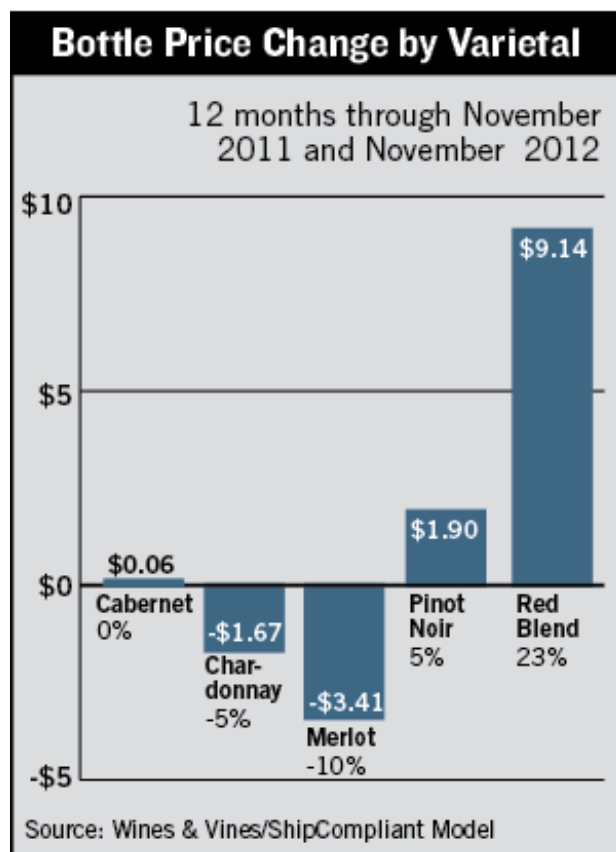
Wine Industry Metrics - Direct-to-Consumer - November 2012

Wines Vines Analytics

DtC Shipments Hit New High in November

Direct-to-consumer shipments in November reached a new high in value, as they reached \$224 million for the first time since WinesVinesDATA began tracking them in 2010. The 12% rise in value came with a 13% rise in volume, to 435,886 9L case equivalents for the month.

Direct-to-Consumer Shipments »	Month	12 Months
November 2012	\$224 million	\$1,442 million
November 2011	\$200 million ▲ 12%	\$1,327 million ▲ 9%



Red blends saw the biggest per-bottle price increase of all major varietals or types in DtC shipments, rising more than \$9 and 23% in a year. These are largely Bordeaux-style varietal blends. Merlot lost the most value, 10%, while Cabernet Sauvignon saw no change.

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