

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

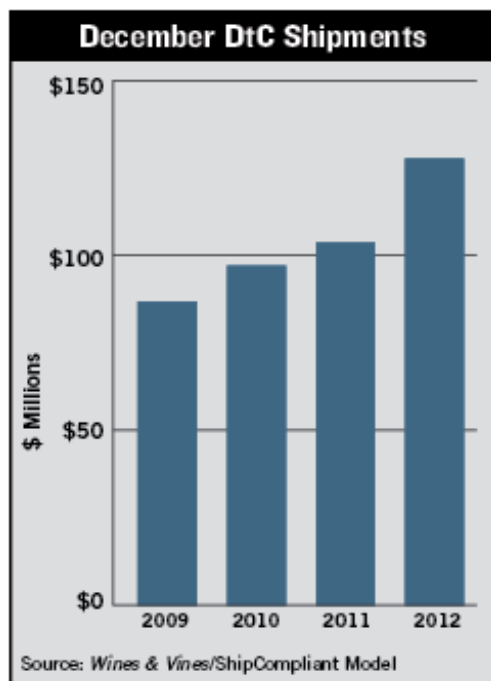
Wines Vines Analytics

2012 Ends on High Note for DtC Shipments; Annual Sales Near \$1.5 Billion

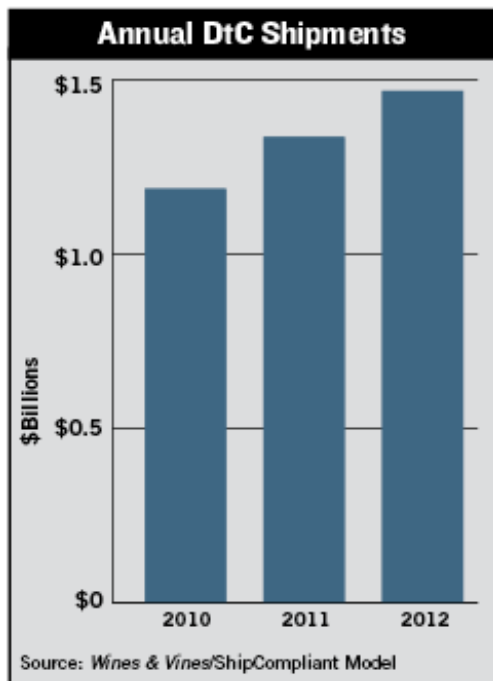
Direct-to-consumer shipments of wine finished 2012 on a very high note as sales grew 23% over December 2011, boosting the 12-month total to \$1.47 billion --a gain of 10%. Volume grew at 14% in December and 8% for the year, while the average bottle price increased from \$37.63 in 2011 to \$38.42 in 2012.

Direct-to-Consumer Shipments >>

	Month	12 Months
December 2012	\$128 million	\$1,466 million
December 2011	\$104 million 	\$1,333 million 



December DtC shipments grew more rapidly in 2012 than 2011 or the two previous years. They showed a similar trend to December off-premise sales.



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