Wine Industry Metrics - Direct-to-Consumer - February 2013

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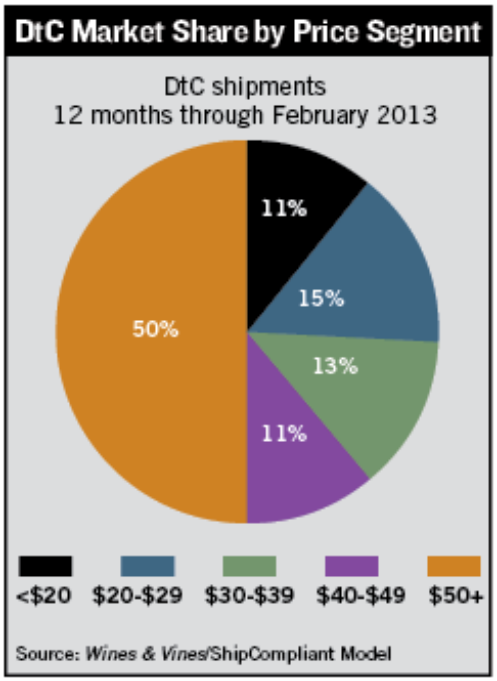
February DtC Shipments Continue to Accelerate

Wine shipped directly to consumers made the biggest February sales increase in at least three years. Growth in value rose 22% while growth in volume grew 15%, indicating higher prices than a year ago. February is becoming more popular as a shipping month, as evidenced by the accelerating growth rates of 5% in February 2011, 12% in February 2012 and 22% in February 2013.

Direct-to-Consumer Shipments »	Month		12 Months	
February 2012	$92 million		$1,345 million	
February 2013	$113 million	22%	$1,489 million	11%



Half the money spent on direct-to-consumer shipments in the past 12 months went toward the highest priced wines at $50-plus and only 11% on the least expensive, priced under $20 per bottle, according to the Wines & Vines/ShipCompliant model. The results tend to underline the value of an active wine club and other direct shipments for domestic wineries. The dollar share numbers contrast sharply with sales by flash sites. Of those, 51% of sales involved wines at less than $20.

WINES & VINES

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