

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

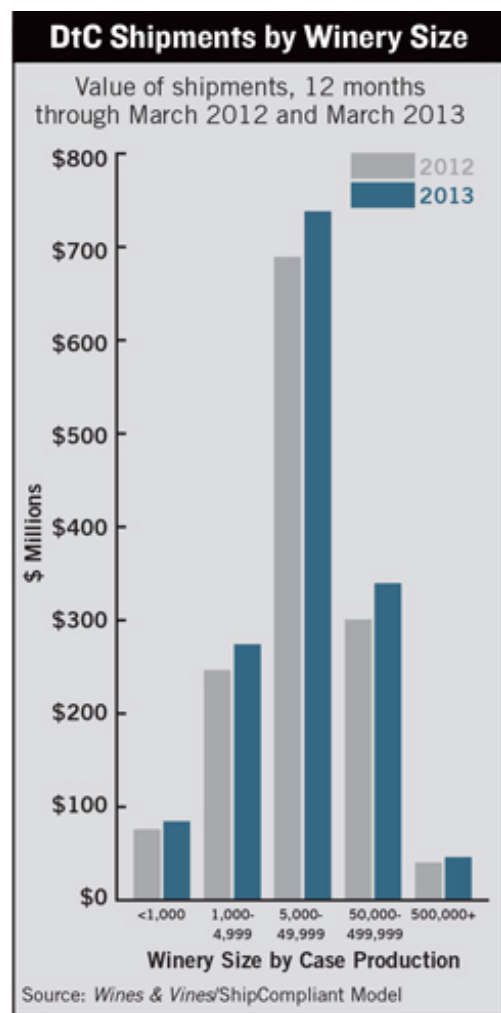
Wines Vines Analytics

12-Month Total of DtC Shipments Rises 10%

The value of direct-to-consumer shipments reached \$177 million in March, raising the 12-month total to \$1.483 billion dollars, a 10% increase over a year ago. The March total dipped 3% below March 2012, while volume rose by 2%. A very slight softening of average bottle prices in Napa and some other regions within California was noted.

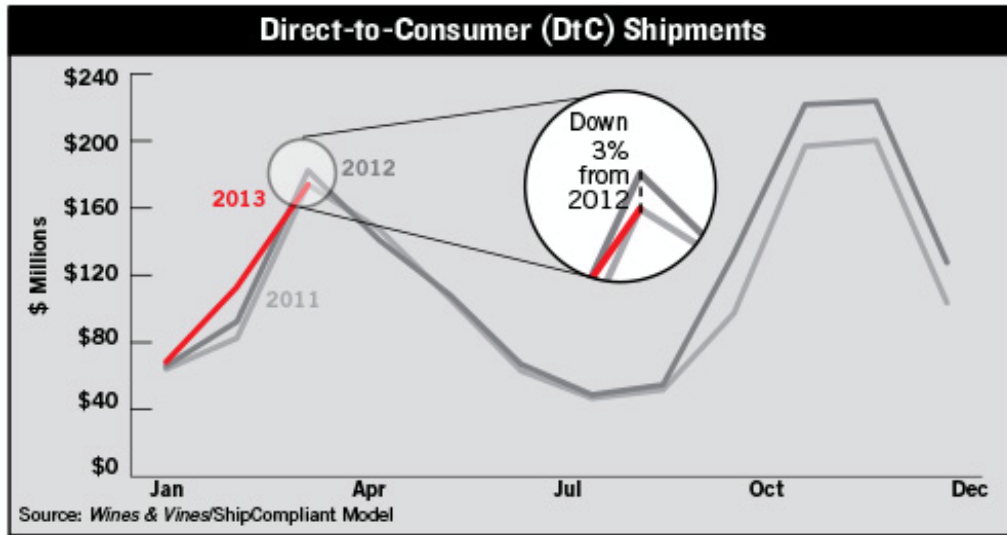
Direct-to-Consumer Shipments >>

	Month	12 Months
March 2013	\$177 million	\$1,483 million
March 2012	\$182 million	\$1,354 million



DtC Sales by Small Wineries Reach \$738 Million Annually

Small wineries, those producing 5,000-49,999 cases, are by far the biggest force in direct-to-consumer shipments, as this graph dramatically shows. Their sales reached \$738 million in the 12 months ending in March 2013. The 49 large wineries producing 500,000 cases or more do less business via DtC shipments than the limited size wineries under 1,000 cases. Note that all winery-size tiers increased the value of their shipments in the past year.



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