

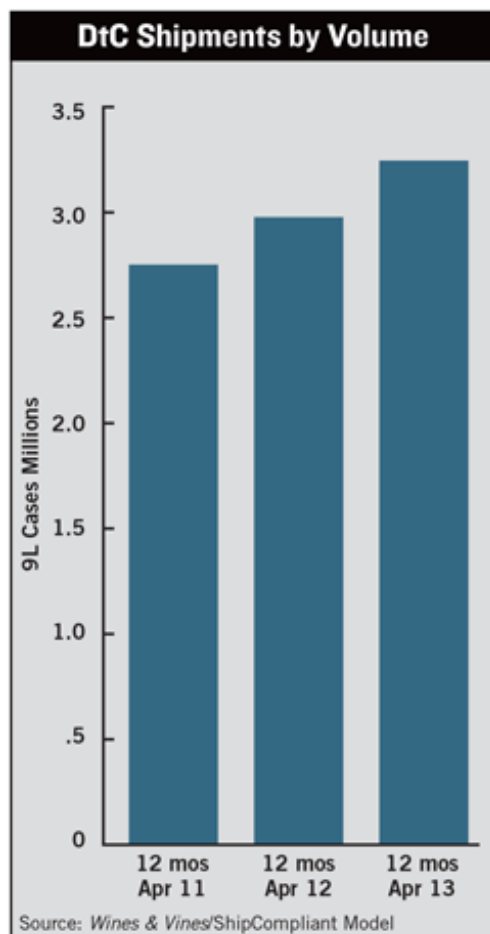
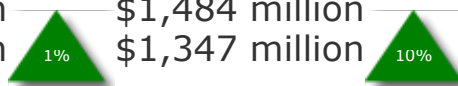
# Wine Industry Metrics - Direct-to-Consumer - April 2013

Wines Vines Analytics

## 10% Growth Rate of DtC Shipments Continues

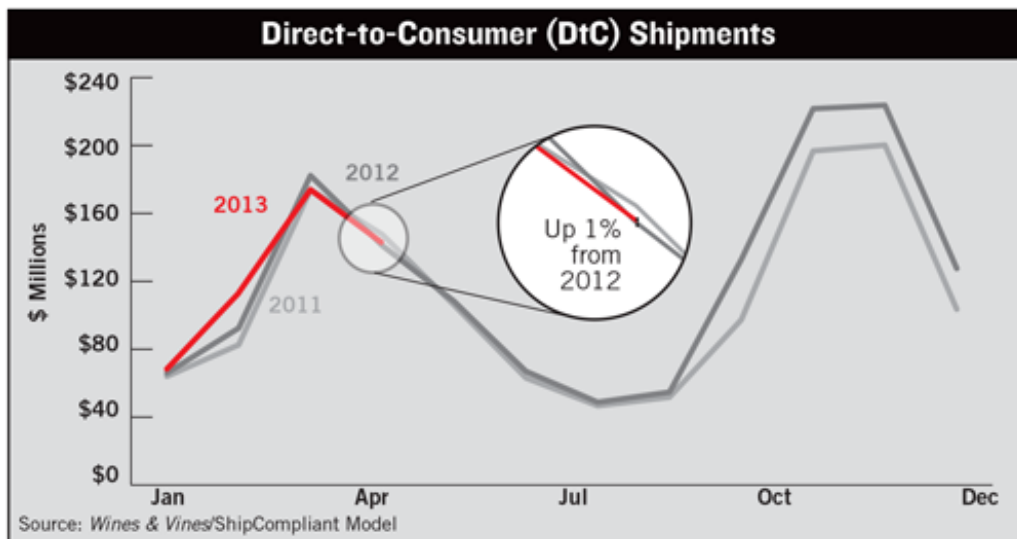
Direct-to-consumer shipments from domestic wineries maintained a 12-month growth rate of 10% in value through April. The value of shipments in April alone slowed to 1% growth over April 2012, but volume increased 7%. Wineries collected \$142 million.

Direct-to-Consumer Shipments »	Month	12 Months
April 2013	\$142 million	\$1,484 million
April 2012	\$141 million	\$1,347 million



## 12-Month Volume Grows to 3.25 Million Cases

The volume of direct-to-consumer shipments grew dramatically from April 2011 through April 2013, as seen in this graph that measures 12-month results going back three years. Volume grew by 8% from April 2011 through April 2012, and by 9% from April 2012 through April 2013, reaching 3.25 million cases.



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