

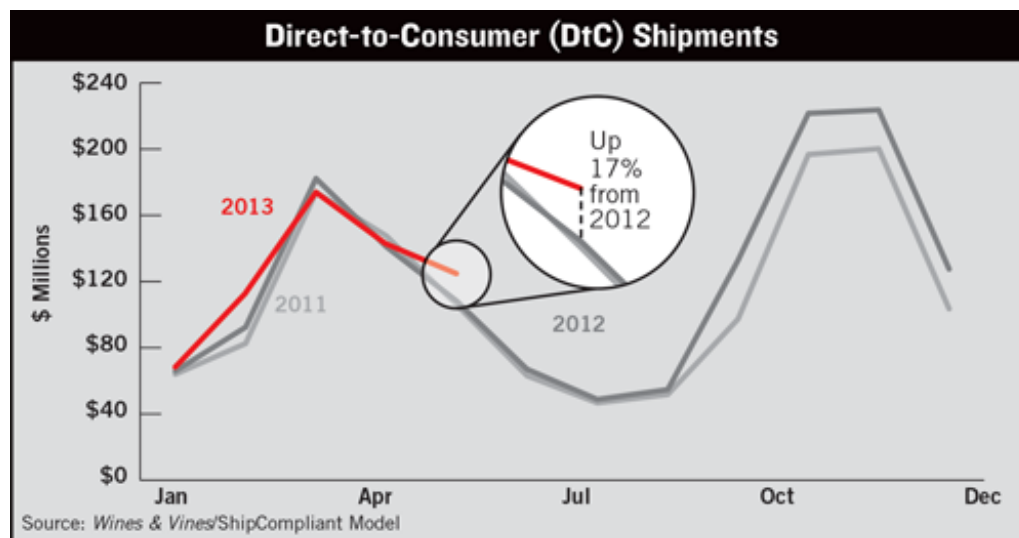
Wine Industry Metrics - Direct-to-Consumer - May 2013

Wines Vines Analytics

Increase in DtC Shipments by Value and Volume

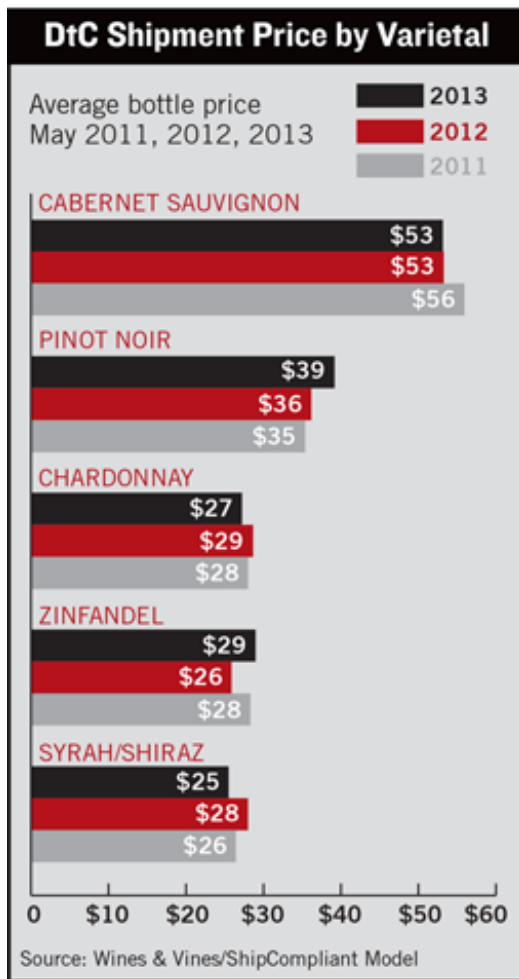
The month of May saw direct-to-consumer shipments increase both in volume and value. Compared to May 2012, total shipments are up 17%, and total value also rose by 17% to reach \$127 million.

Direct-to-Consumer Shipments >>	Month	12 Months
May 2013	\$127 million	\$1,503 million
May 2012	\$108 million ▲ 17%	\$1,349 million ▲ 11%



Average bottle price by varietal

The average bottle price for Pinot Noir in the direct-to-consumer channel increased from \$36 in May 2012 to \$39 in May 2013. Pinot Noir prices have steadily increased since 2011. Cabernet Sauvignon, which still has the highest average bottle price at \$53, stayed the same year to year, while Zinfandel rose to \$28.98, beating its previous high average of \$28 set in 2011.



WINES & VINES

866.453.9701 | 415.453.9700 | Fax: 415.453.2517 | 65 Mitchell Blvd., Ste. A San Rafael, CA 94903

info@winesandvines.com

Copyright © 2001-2015 by Wine Communications Group, Inc. All Rights Reserved.
No material may be reproduced without written permission of the Publisher.