

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

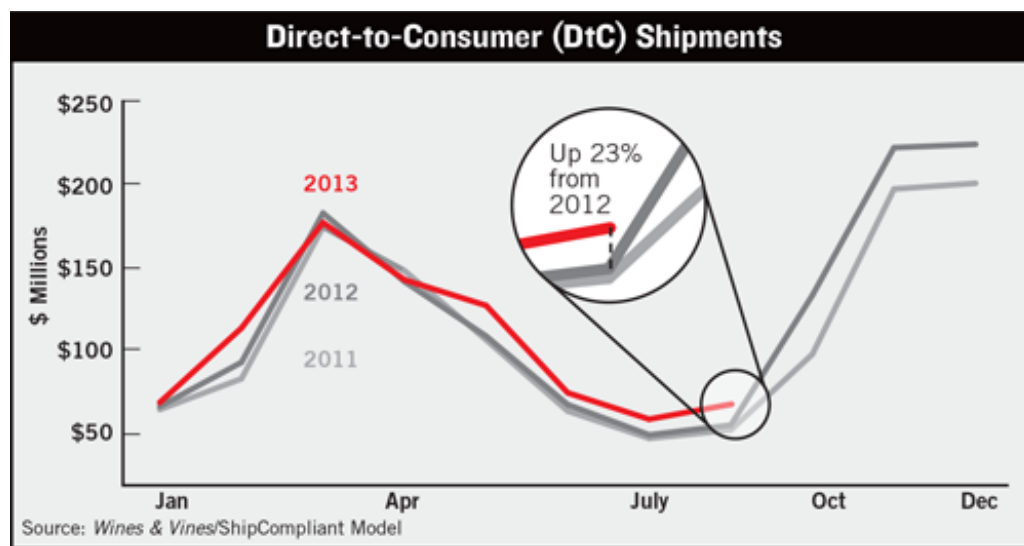
Wines Vines Analytics

### DtC Shipment Value in August Beats 2012 Level by 23%

August marked the fourth month in a row that monthly direct-to-consumer wine shipments exceeded their levels in the same months of 2012. The value of DtC shipments rose by 23% in August to \$67 million, according to the Wines & Vines/ShipCompliant Model. DtC shipments on a 12-month basis were up 13% from the same period a year earlier.

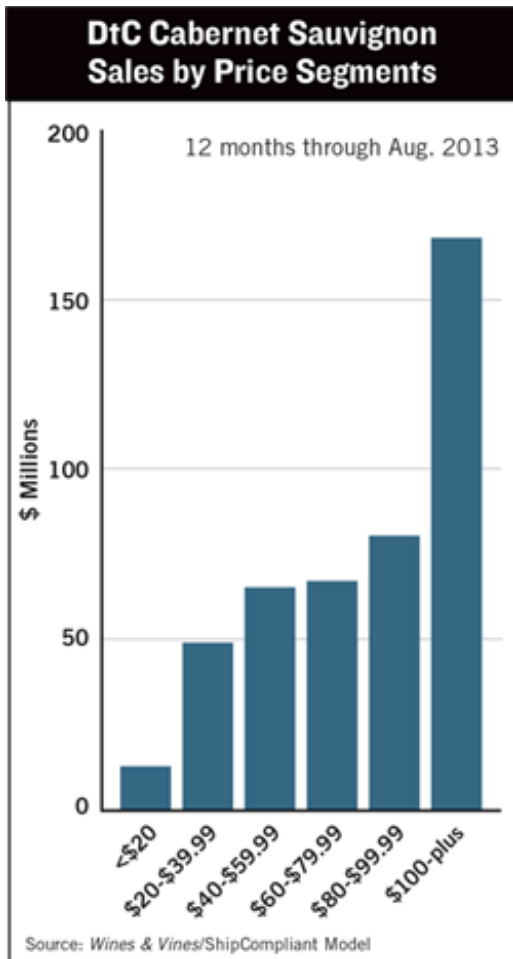
#### Direct-to-Consumer Shipments >>

	Month	12 Months
August 2013	\$67 million 	\$1,530 million 
August 2012	\$55 million	\$1,358 million



### DtC Cabernet Sauvignon Earns Most Dollars at High Price Points

Examining direct-to-consumer shipments from U.S. wineries by bottle price shows how this channel differs from off-premise store sales. In Cabernet Sauvignon, DtC wines at the highest price points generated the most revenue in the 12 months through August.



## WINES & VINES

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