

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

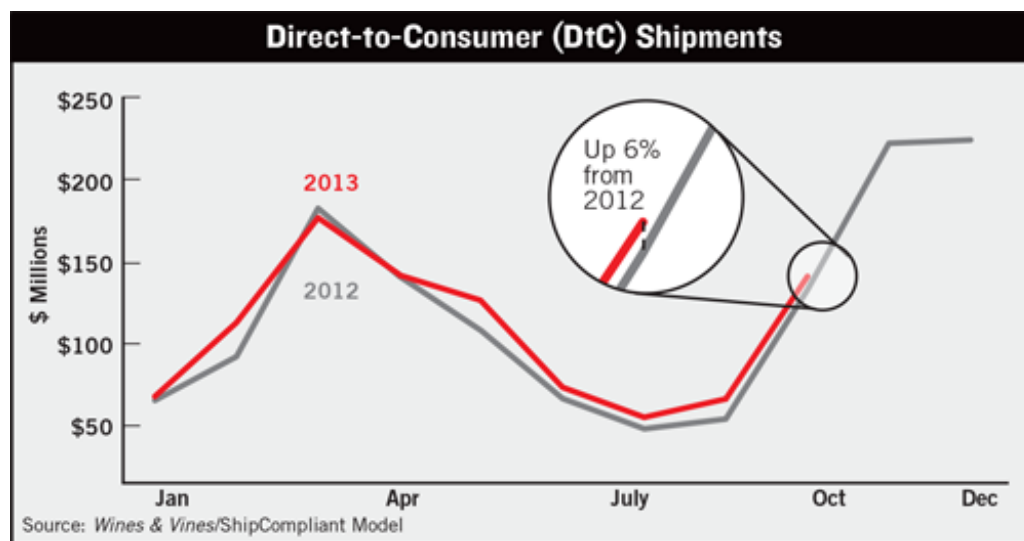
Wines Vines Analytics

## DtC Shipments Reach \$141 Million in September

Direct-to-consumer shipments from U.S. wineries continued to climb in September, reaching \$141 million according to the Wines & Vines/ShipCompliant Model. This reflected an increase of 6% in value compared to September 2012. DtC shipments averaged 10% higher for the past 12 months. The volume of DtC shipments grew 7% in September.

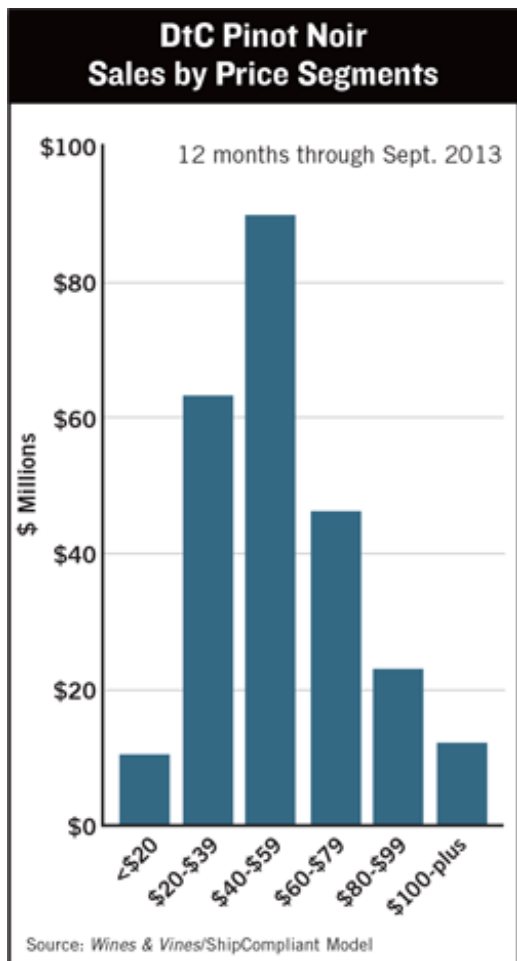
### Direct-to-Consumer Shipments »

	Month	12 Months
September 2013	\$141 million	\$1,538 million
September 2012	\$133 million 	\$1,394 million 



## Pinot Noir DtC Shipments Strongest in \$40-\$59 Price Segment

Pinot Noir sales in the DtC shipment channel were strongest in the price range of \$40-\$59 per bottle for the 12-month period through September. This segment yielded \$90 million, for 37% of the market share in value and 32% in case volume. Pinot Noirs from \$20 to \$39 accounted for 36% of volume and 36% of value.



## WINES & VINES

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