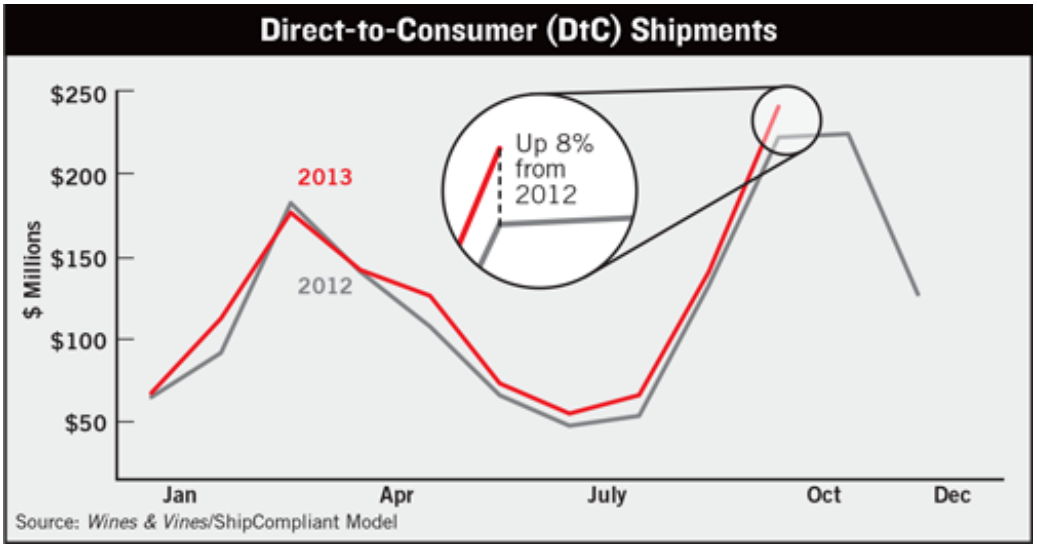
Wine Industry Metrics - Direct-to-Consumer - October 2013

Wines Vines Analytics

DtC Shipments Break Record With October Sales of $240 Million

Direct-to-consumer wine shipments in October hit their highest level since at least 2009, when the *Wines Wines & Vines*/ShipCompliant model began tracking them. October sales hit $240 million, passing the previous record set in November 2012 by $16 million.

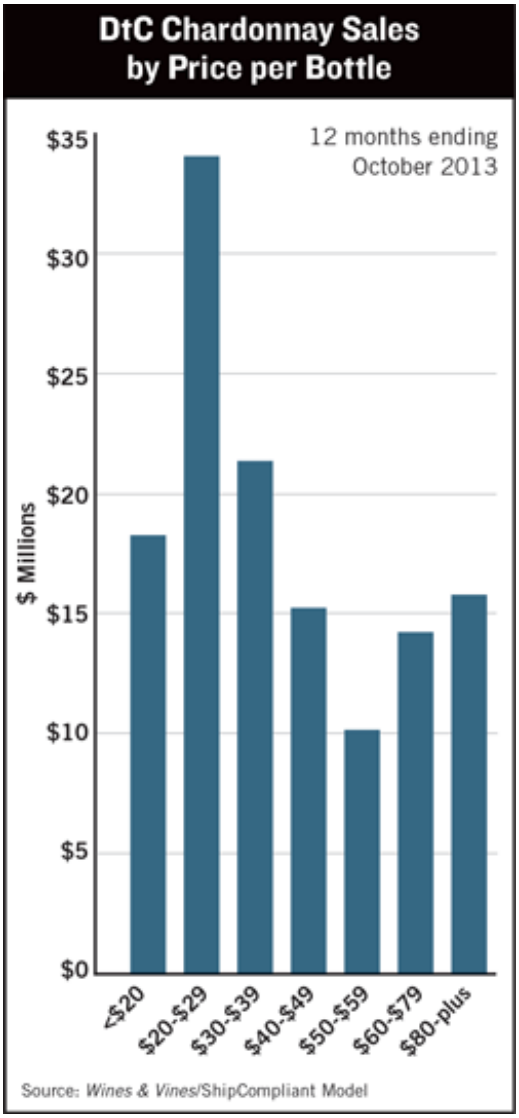
Direct-to-Consumer Shipments »	Month	12 Months
October 2013	$240 million	$1,556 million
October 2012	$222 million	$1,418 million
	8%	10%



Chardonnay Price Preference Is Broad in DtC Shipments

Sales of Chardonnay in the direct-to-consumer (DtC) channel spread across a wide range of price points during the most recent 12 months. The two strongest segments in value were $30 apart. Chardonnay priced $20-$29 per bottle had the highest dollar sales at $34 million and the highest volume sales at 114,000 cases. Chardonnay priced $50-$79 per bottle earned the second highest sales at $24 million with a volume of 33,000 cases.

Copyright © 2001-2014 by Wine Communications Group, Inc. All Rights Reserved.



Sales of Chardonnay via direct-to-consumer shipments were highest in the $20-$29 price bracket, where the value reached $34 million and the volume reached 114,000 cases during the 12 months ending in October. The other six price segments shown were relatively close in value. Note that the most expensive wines at $80-plus neared $16 million with only 15,000 cases.

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 © 2001-2014 by Wine Communications Group, Inc. All Rights Reserved.
No material may be reproduced without written permission of the Publisher.