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

Wines Vines Analytics

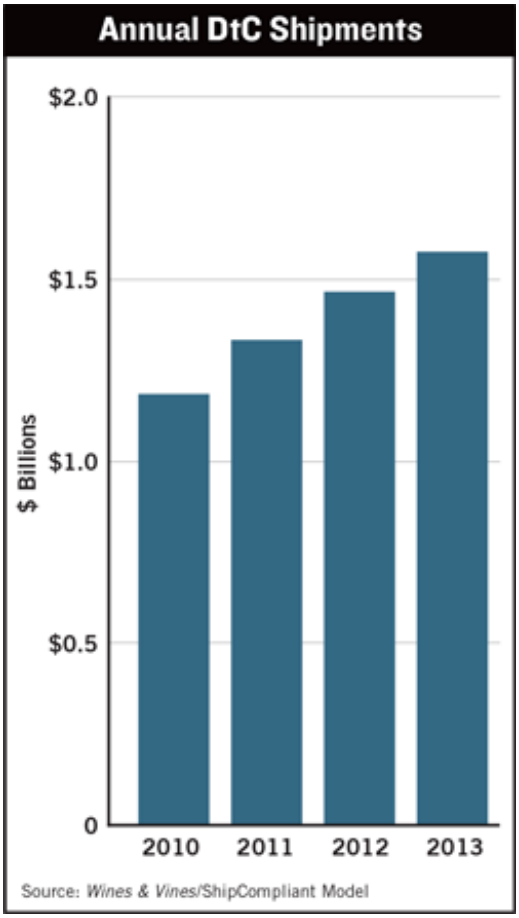
DtC Shipments Reach New High in 2013

The value of direct-to-consumer shipments from U.S. wineries reached $1.58 billion in 2013, the highest annual level since at least 2010, when this metric was created with the Wines & Vines/ShipCompliant model. Sales in December 2013 alone grew to $145 million.

Direct-to-Consumer Shipments »	Month		12 Months	
December 2013	$145 million		$1,576 million	
December 2012	$128 million	14%	$1,466 million	7%

December DtC Shipment Value up 14%, Volume up 23%

DtC shipments typically peak in October or November each year, then fall in December after the peak buying period. December 2013 kept to this pattern, yet sales grew 14% over the previous December. Volume rose even faster—up 23% to 366,929 case equivalents.



DtC Shipments Climb Steadily to $1.58 Billion

DtC shipments stepped up again in 2013, continuing a steady climb since 2010. Dollar sales were up 7% to $1.58 billion, while volume rose by 9% to reach 3.48 million 9-liter case equivalents. Average bottle price for

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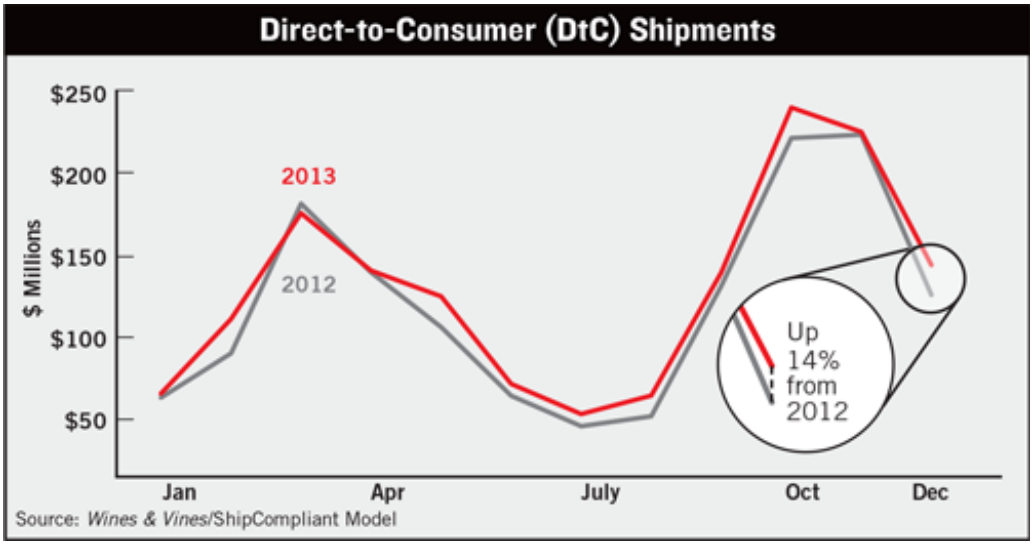
DtC shipments dipped slightly, from $38.42 in 2012 to $37.78 in 2013.



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