

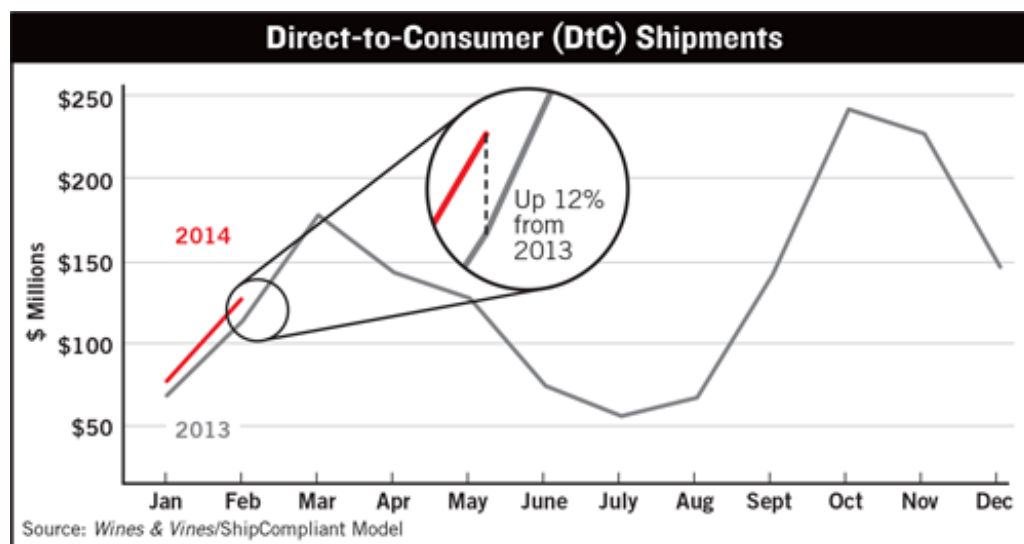
Wine Industry Metrics - Direct-to-Consumer - February 2014

Wines Vines Analytics

February DtC Shipments Increase 12%

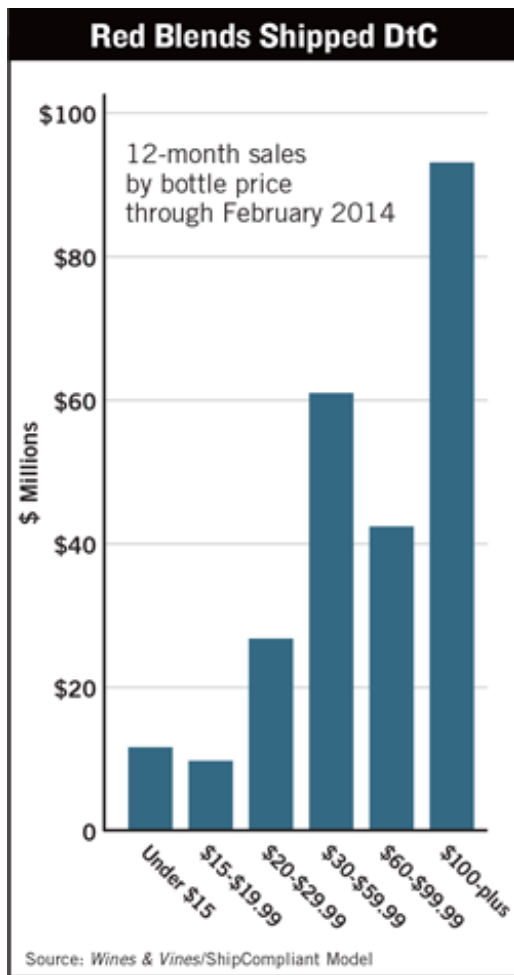
The value of direct-to-consumer shipments from U.S. wineries increased 12% in February over the previous February, and gained 7% during the past 12 months. The 12-month rate of growth has decelerated by four points from a year ago, when it was 11%.

Direct-to-Consumer Shipments »	Month	12 Months
February 2014	\$126 million	\$1,598 million
February 2013	\$113 million	\$1,489 million
	▲ 12%	▲ 7%



Red Blend DtC Sales Skew to High Price Segments

In the DtC shipment channel red-blend wines generated much more revenue in the highest priced segments, than the lower or mid range. This contrasts sharply with off-premise sales (see [Off-Premise page](#)) in which the \$8-\$10.99 range is by far the biggest in value. Wineries whose products are allocated are heavily involved in DtC shipments at the highest price levels, and many of them make non-varietally labeled red blends.



WINES & VINES

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

info@winesandvines.com

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