

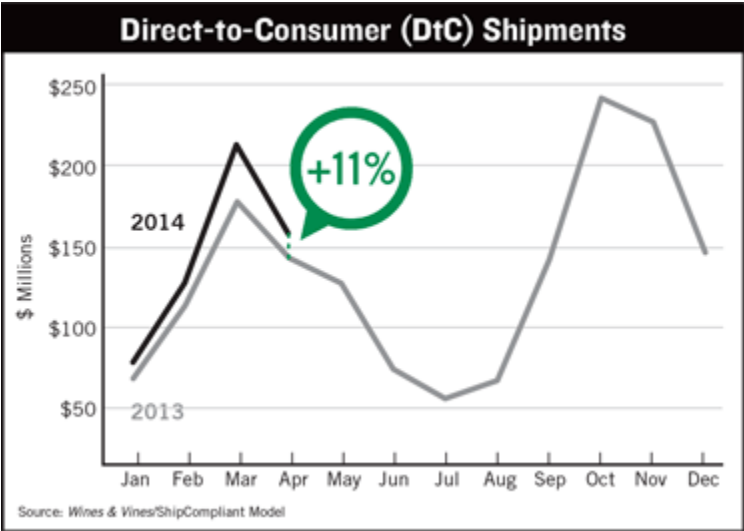
Wine Industry Metrics - Direct-to-Consumer - April 2014

Wines Vines Analytics

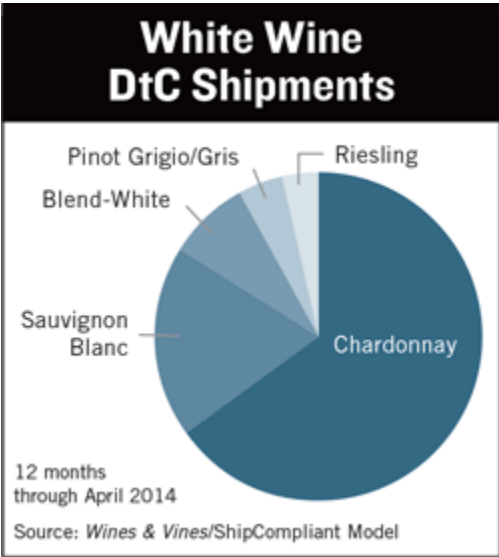
DtC Shipment Value Rises 11% in April

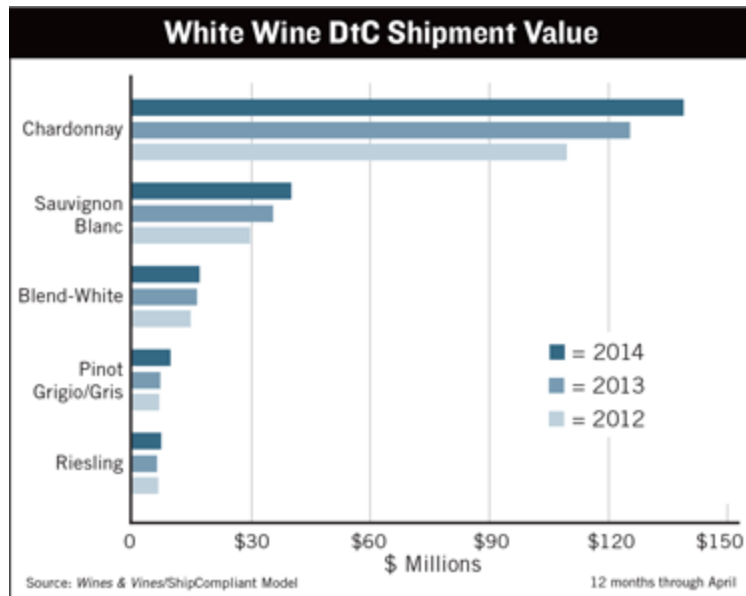
The value of direct-to-consumer shipments from U.S. wineries grew by 11% in April compared to April 2013. This matched the 12-month growth rate of 11%.

Direct-to-Consumer Shipments »	Month	12 Months
April 2014	\$157 mil	\$1,649 mil
April 2013	\$142 mil	\$1,484 mil



DtC shipments rose 11% above last year’s value in April. Volume in April rose by 13%, reaching 353,000 9-liter case equivalents.





The five best-selling white wine types all grew in sales during the 12 months through April. Chardonnay was highest with \$139 million in value.

Chardonnay dominated DtC shipment market share by value among white wines to an even greater degree than it did off-premise sales of white wines in the 12 months through April. Sauvignon Blanc was second for DtC whites, while in off-premise sales it was third behind Pinot Grigio.

[Download the Wines & Vines/Ship Compliant 2018 Direct to Consumer shipping report »](#)

WINES & VINES

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