

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

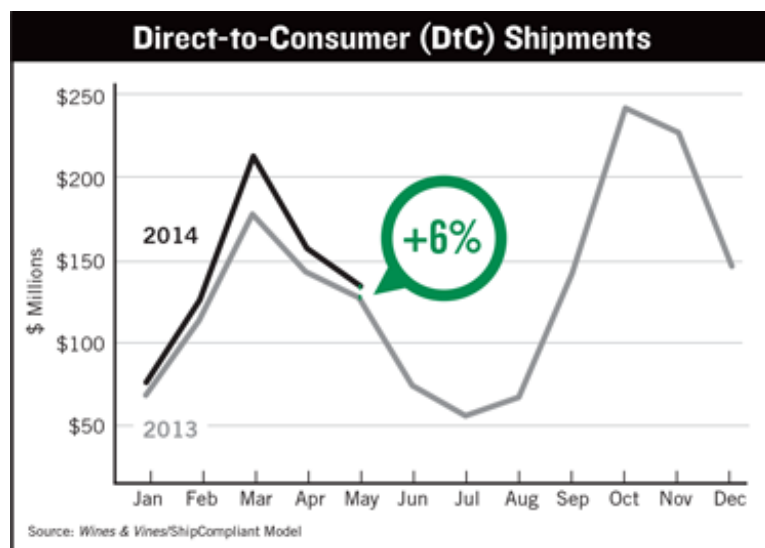
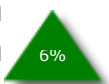
Wines Vines Analytics

Value of US Winery Shipments to Consumers Reaches \$1.657 Billion

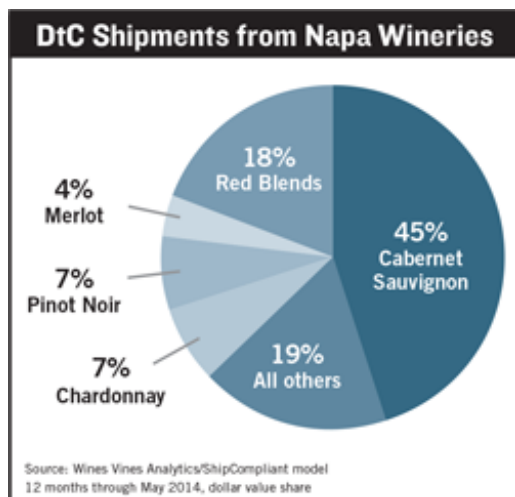
Direct-to-consumer shipments grew 6% in May and 10% in the past 12 months, according to the Wines & Vines/ShipCompliant Model. The value of U.S. wine shipped direct to consumers by wineries reached \$1.657 billion in 12 months through May. The monthly total of \$135 million reflected a slower growth rate than April.

Direct-to-Consumer Shipments >>

	Month	12 Months
May 2014	\$135 million	\$1,657 million
May 2013	\$127 million	\$1,503 million



Shipments from Napa County, Calif., wineries accounted for 48% of the value of DtC shipments in the 12 months through May. This was the same percentage as a year earlier. Cabernet Sauvignon accounted for 45% by value of those shipments, which was an increase of 2%.



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