

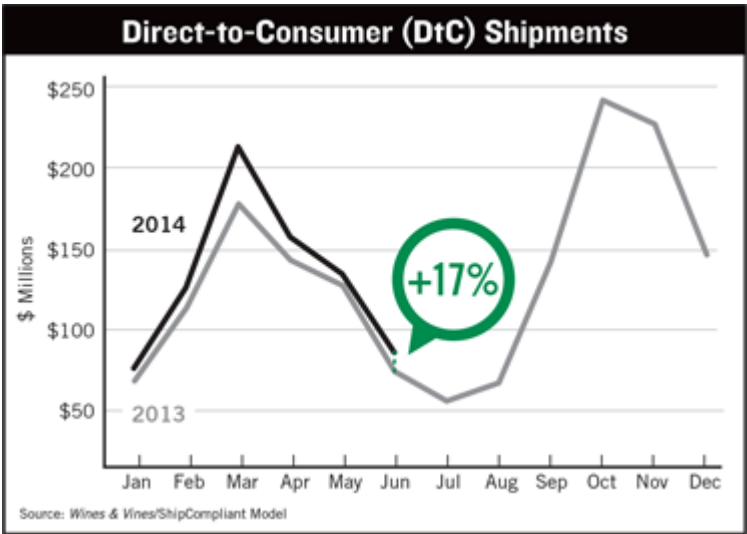
Wine Industry Metrics - Direct-to-Consumer - June 2014

Wines Vines Analytics

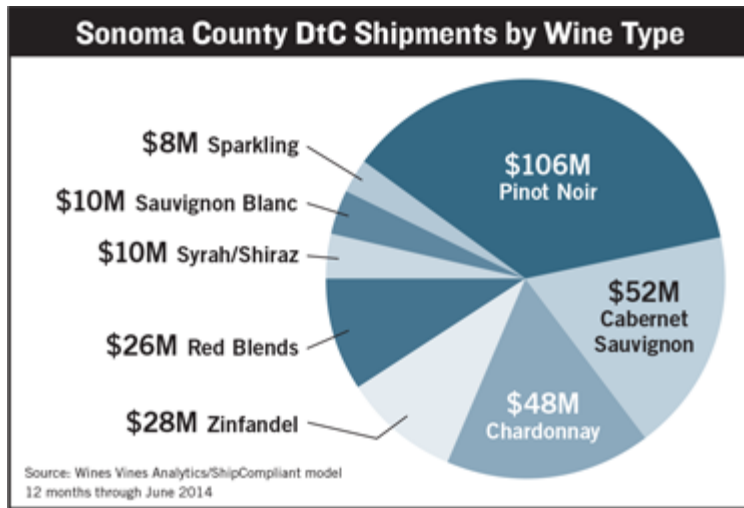
DtC Shipments Grow by 11% for 12 Months, While June Increases 17%

The 12-month growth rate for direct-to-consumer shipments stayed in double digits for the fourth month in a row, while the total reached \$1.67 billion. The value of June shipments was, as usual, low compared to March, April and May as the hottest weather approached and wineries avoided shipping when possible. June shipment value still rose 17% over June 2013.

Direct-to-Consumer Shipments »	Month	12 Months
June 2014	\$87 mil	\$1,669 mil
June 2013	\$74 mil	\$1,510 mil



California’s Sonoma County is clearly not a monoculture when it comes to DtC wine shipments. Pinot Noir dominated DtC shipments from Sonoma County wineries during the 12 months through June, but two other varieties were virtually tied for second place and several others contributed significantly. Pinot Noir accounted for \$106 million. Cabernet Sauvignon was No. 2, leading Chardonnay by just \$4 million, and Zinfandel was in fourth place.



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

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