

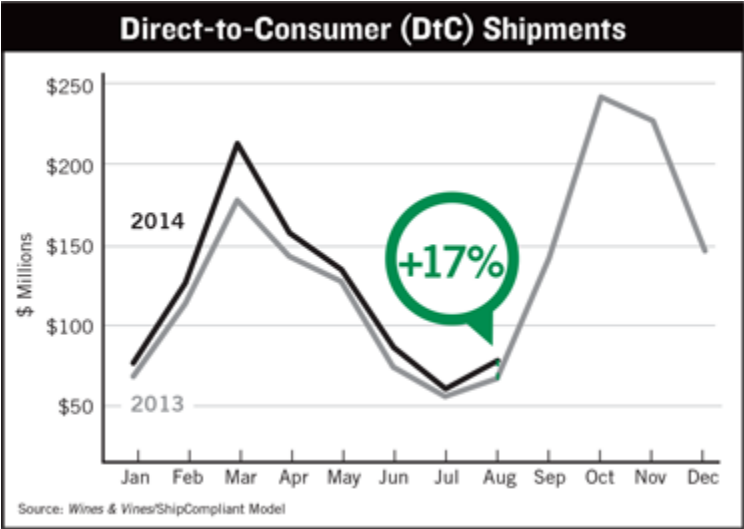
Wine Industry Metrics - Direct-to-Consumer - August 2014

Wines Vines Analytics

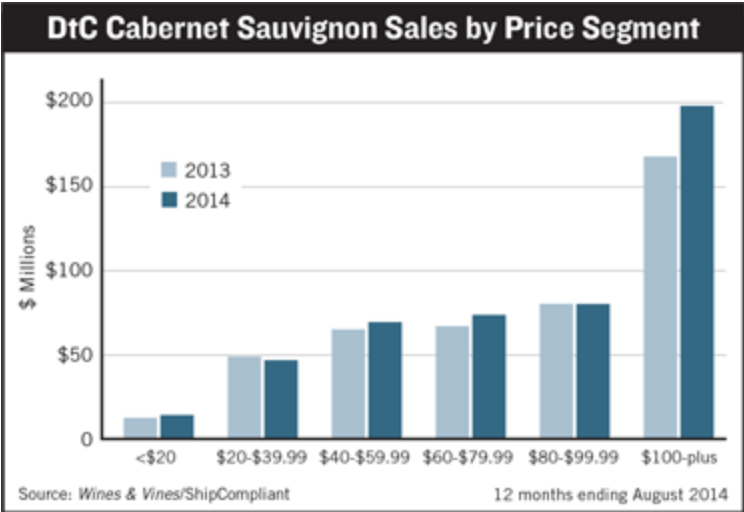
DtC Shipments Reach \$78 Million in August

Direct-to-consumer shipments from U.S. wineries reached \$78.4 million in August, representing a 17% rise from August 2013. The 12-month total rose by 10% through August for a new high of \$1.69 billion, according to the Wines & Vines /ShipCompliant Model.

Direct-to-Consumer Shipments »	Month	12 Months
August 2014	\$78 mil	\$1,686 mil
August 2013	\$67 mil	\$1,530 mil



The highest-priced Cabernet Sauvignon segment was also the largest in sales and the fastest growing during the 12 months through August. Cabernets shipped direct to consumers and priced at \$100 plus grew 18% from a year previous and totaled \$198 million.



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



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