

# Wine Industry Metrics - Direct-to-Consumer - June 2015

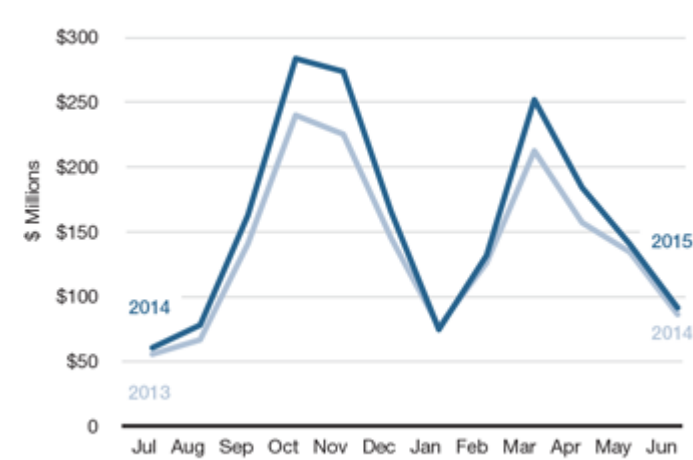
Wines Vines Analytics

## June DtC Shipments Rise 6% in Value, 11% in Volume

Direct-to-consumer shipments from U.S. wineries were on their usual warm-weather, month-to-month slide in June, but still grew in sales by 6% from last June. Volume, however, rose by 11% from a year ago. The 12-month sales grew 14% compared to a year ago, and haven't been less than that since October 2014.

Direct-to-Consumer Shipments »	Month	12 Months
June 2015	\$92 mil	\$1,901 mil
June 2014	\$87 mil	\$1,669 mil

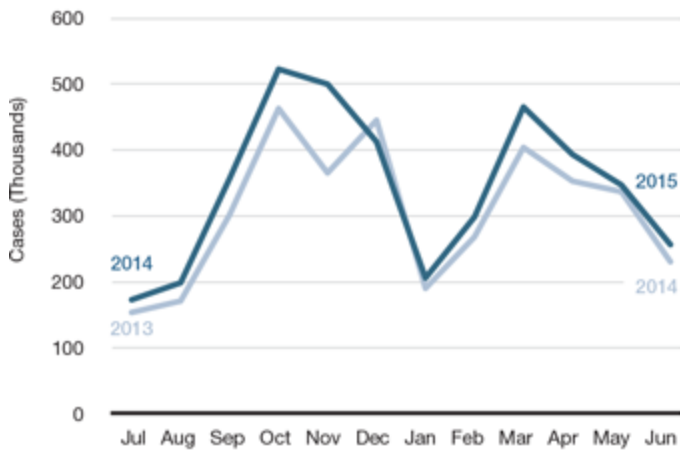
### DIRECT-TO-CONSUMER SHIPMENTS



J Source: Wines Vines Analytics/ShipCompliant

The value of DtC shipments in June was \$91,721,492 according to the Wines & Vines/ShipCompliant Model. This was up from \$86,602,156 in June 2014.

## DIRECT-TO-CONSUMER SHIPMENT VOLUME



Source: Wines Vines Analytics/ShipCompliant

Consumers received 256,206 cases shipped directly from wineries in June, an 11% increase from 229,997 cases a year ago.

## DTC SHIPMENTS FROM SONOMA COUNTY WINERIES



Source: Wines Vines Analytics/ShipCompliant model. 12 months through June 2015.

Pinot Noir clearly led in average bottle price among Sonoma County wines shipped direct to consumers. At \$47 it was \$15 higher than Cabernet Sauvignon.

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

# WINES & VINES

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