

Wine Industry Metrics - Direct-to-Consumer - July 2015

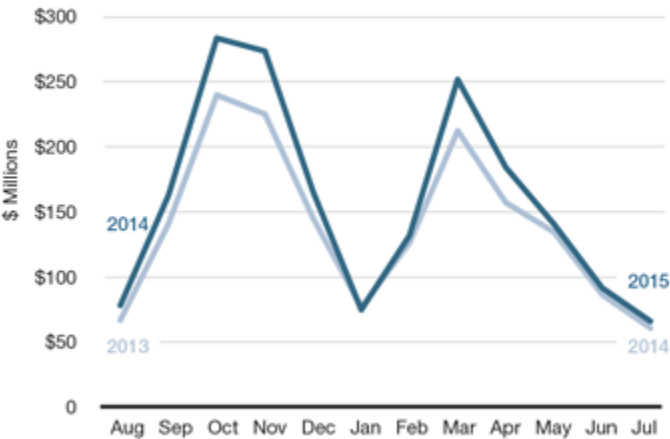
Wines Vines Analytics

DtC Shipments Grow 9% in Traditionally Slow July

In a traditionally slow month due to unfavorably hot shipping conditions, direct-to-consumer shipments from U.S. wineries increased 9% in value from July 2014. The 12-month growth rate was 14% for the third month in a row, according to the Wines Vines Analytics/ShipCompliant model.

Direct-to-Consumer Shipments »	Month	12 Months
July 2015	\$66 mil	\$1,906 mil
July 2014	\$61 mil	\$1,674 mil

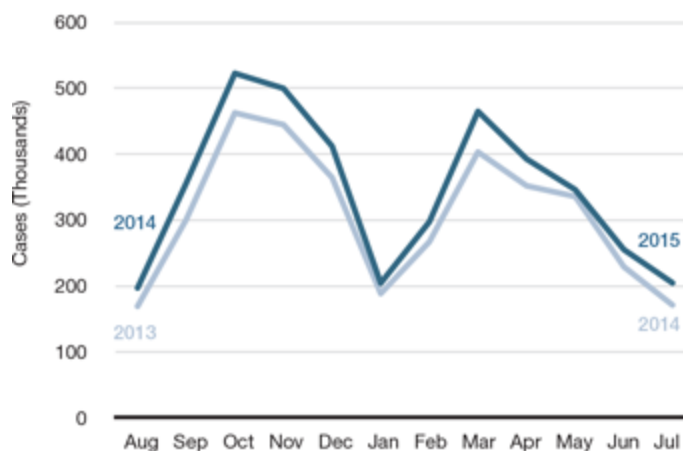
DIRECT-TO-CONSUMER SHIPMENTS



Source: Wines Vines Analytics/ShipCompliant

The value of DtC shipments in July rose to \$66 million from \$61 million in July 2014, but still dipped to the lowest monthly level so far this year.

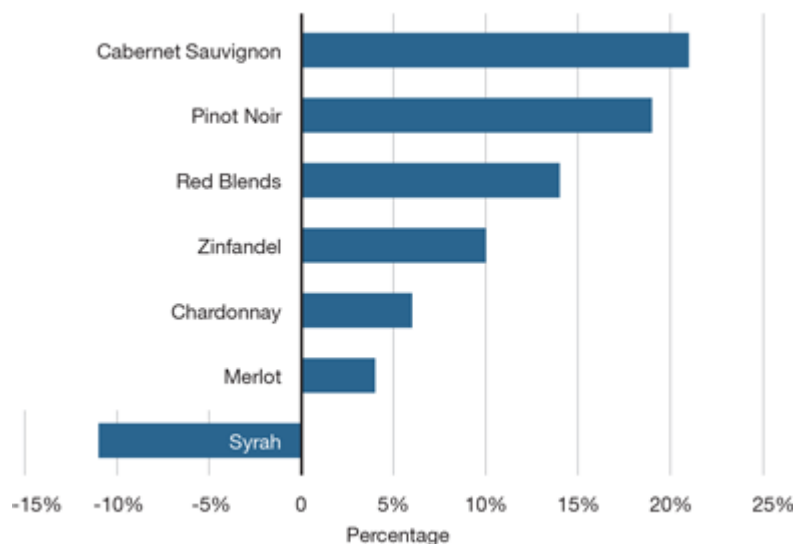
DIRECT-TO-CONSUMER SHIPMENT VOLUME



Source: Wines Vines Analytics/ShipCompliant

Volume grew at a faster rate than value as wineries shipped 205,392 cases in July for a 20% higher total than in July 2014.

DTC SHIPMENT GROWTH BY VARIETAL



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

Cabernet Sauvignon was the fastest growing varietal in DtC shipments and from the largest base: \$578 million in 12 months ending in July.

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

WINES & VINES

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