

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

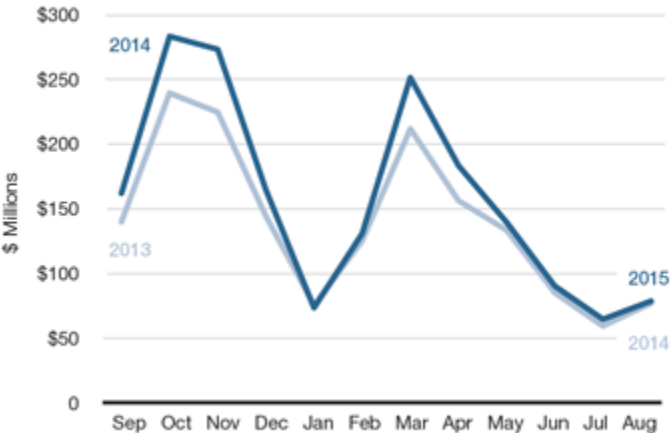
Wines Vines Analytics

DtC Shipments Up as \$100-plus Cabernet Spikes

Direct-to-consumer shipments from US wineries in August grew 2% in value from last August, but the 12-month growth rate was 13%. A close look at Cabernet Sauvignon (see chart below) revealed extremely fast growth at the high end.

Direct-to-Consumer Shipments »	Month	12 Months
August 2015	\$80 mil	\$1,908 mil
August 2014	\$78 mil	\$1,686 mil

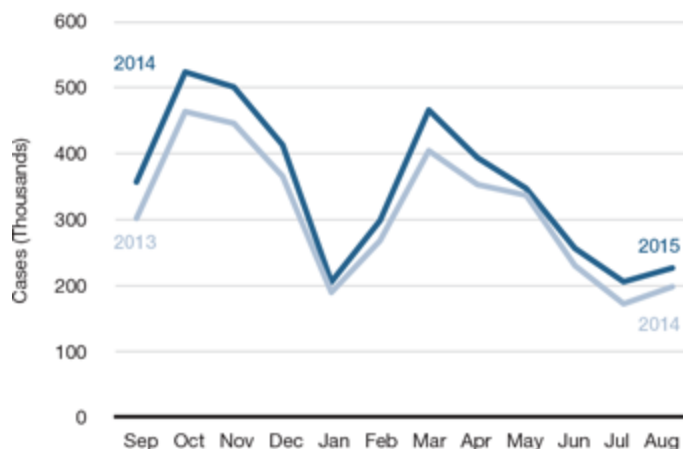
DIRECT-TO-CONSUMER SHIPMENTS



Source: Wines Vines Analytics/ShipCompliant

August is a slow month for DtC shipments, but their value rose 2% from last August, to \$80,152,970.

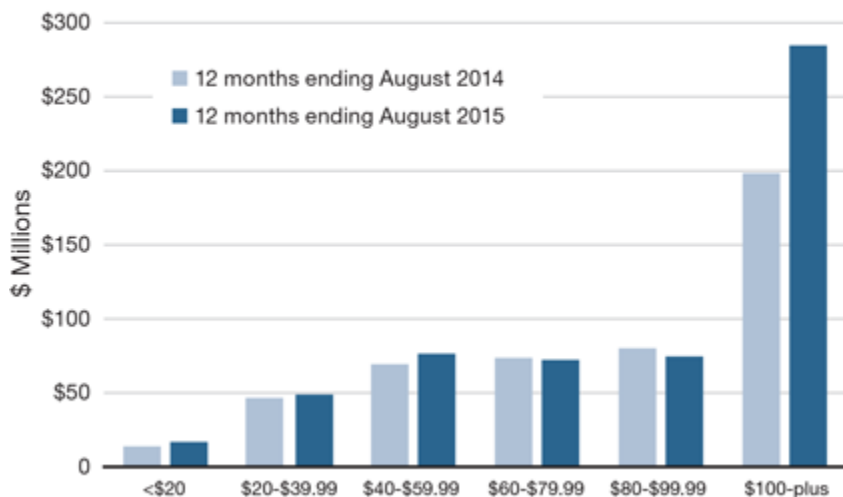
DIRECT-TO-CONSUMER SHIPMENT VOLUME



Source: Wines Vines Analytics/ShipCompliant

Shipment volume rose at a much faster rate than value in August. DtC shipments from US wineries grew 15% to 226,313 cases.

DTC CABERNET SAUVIGNON SALES BY PRICE



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

The tall bars for \$100-plus Cabernet Sauvignon show how heavily high-end wines influence overall DtC shipments. Winery shipments at \$100-plus per bottle grew 43% in value since August 2014.

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

WINES & VINES

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