

Wine Industry Metrics - Direct-to-Consumer - March 2016

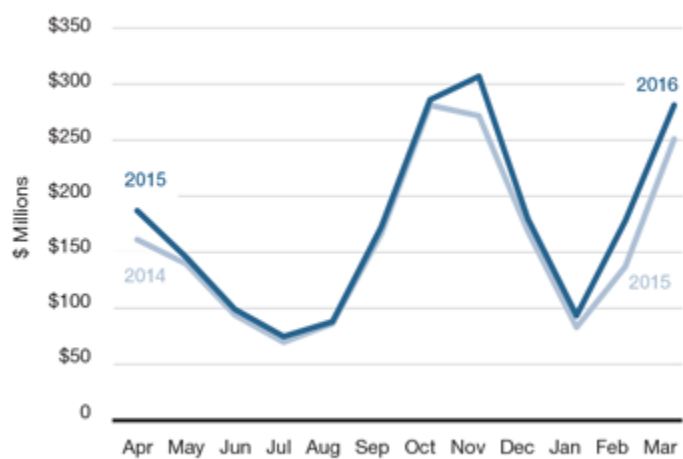
Wines Vines Analytics

Direct-to-Consumer Shipments Hit Seasonal High

Wine club shipments and the coming of spring to make shipping safer helped boost direct-to-consumer shipments to a typical seasonal high point in March. Shipments were up by 12% from last March and kept the 12-month total over \$2 billion for the second time ever.

Direct-to-Consumer Shipments »	Month	12 Months
March 2016	\$283 mil	\$2,052 mil
March 2015	\$252 mil	\$1,863 mil

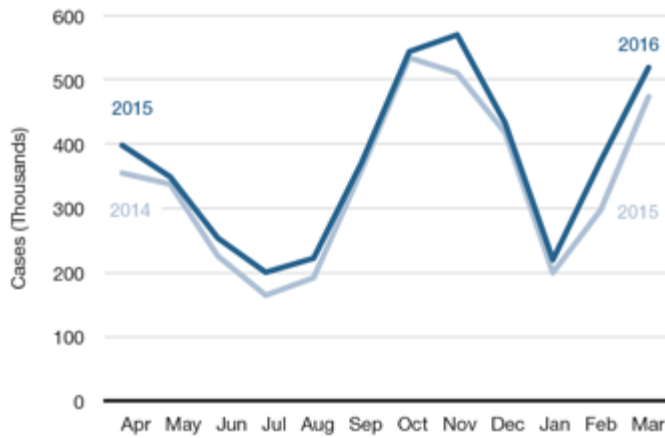
DIRECT-TO-CONSUMER SHIPMENTS



Source: Wines Vines Analytics/ShipCompliant

The value of DtC shipments from U.S. wineries passed \$283 million in March.

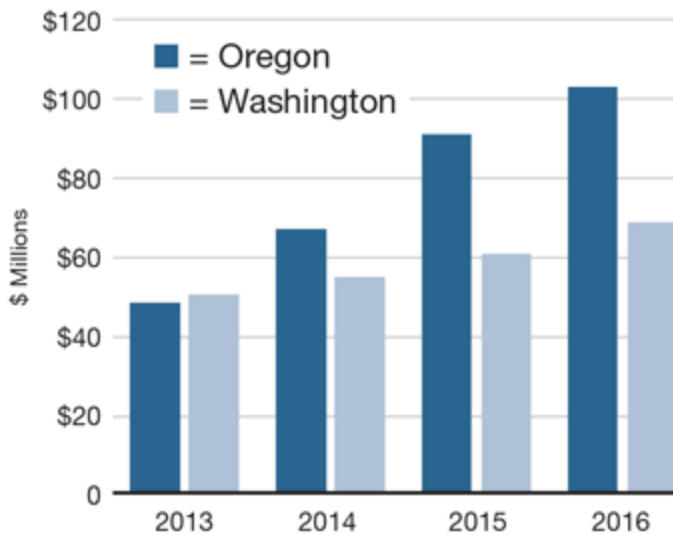
DIRECT-TO-CONSUMER SHIPMENT VOLUME



Source: Wines Vines Analytics/ShipCompliant

The volume of DtC shipments was 509,622 cases in March.

DTC SHIPMENT VALUE



Source: Wines Vines Analytics/ShipCompliant. 12 months through March 2016

Oregon wineries stayed ahead of Washington State wineries in DtC shipment value with more than \$102 million for Oregon wines during the 12 months through March.

DTC SHIPMENT AVERAGE BOTTLE PRICE

Oregon		Washington	
Pinot Noir	\$48.20	Cabernet Sauvignon	\$45.50
Chardonnay	\$34.27	Syrah	\$40.17
Red Blends	\$25.52	Red Blends	\$37.30
Pinot Gris/ Grigio	\$20.27	Merlot	\$31.90

Source: Wines Vines Analytics/ShipCompliant. Top-selling varietals, 12 months through March 2016.

Oregon and Washington had only one varietal/type in common in the top four best-selling DtC shipment wines from each state. Oregon Pinot Noir led in overall average bottle price for the Northwest, but Washington Cabernet Sauvignon was close behind.

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

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