

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

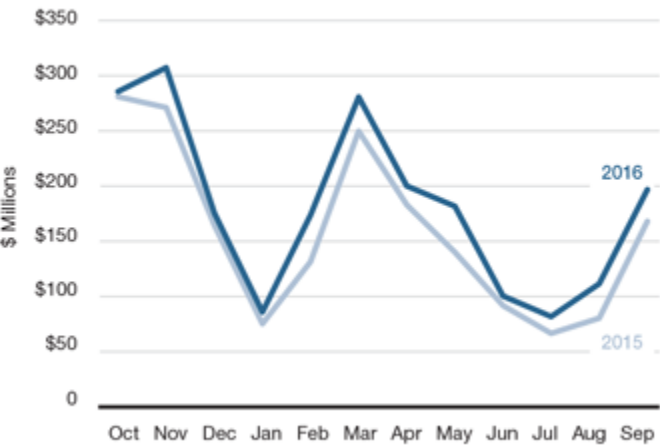
Wines Vines Analytics

September DtC Shipments Increase 17% From Year Ago

Direct-to-consumer (DtC) shipments increased 17% in September 2016, according to Wines Vines Analytics /ShipCompliant. With cooler temperatures allowing shipments, sales totalled \$198 million on 435,955 nine-liter cases, up from \$169 million the same month a year earlier.

Direct-to-Consumer Shipments »	Month	12 Months
September 2016	\$198 mil	\$2,197 mil
September 2015	\$169 mil	\$1,914 mil

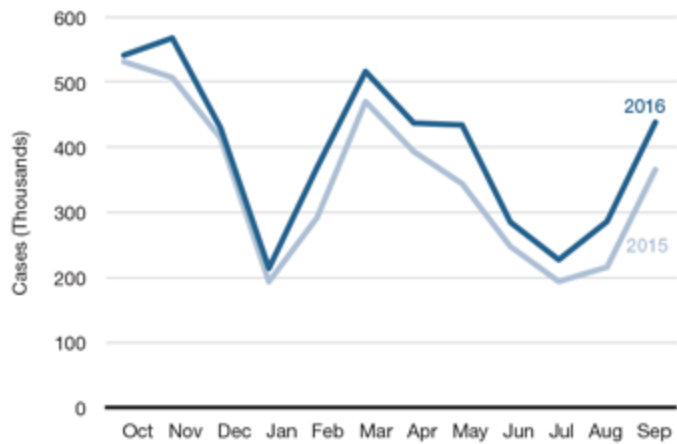
DIRECT-TO-CONSUMER SHIPMENTS



Source: Wines Vines Analytics/ShipCompliant

Rising shipment values totaled an impressive \$198 million in September, up 17% from a year earlier.

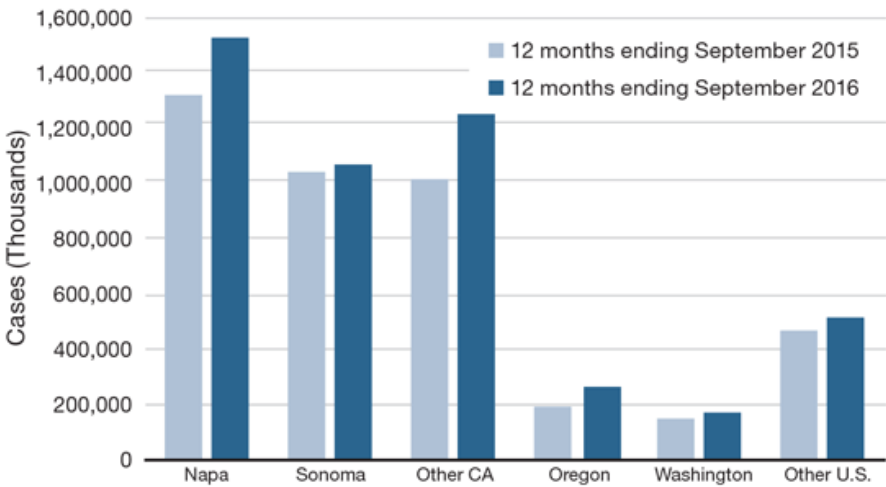
DIRECT-TO-CONSUMER SHIPMENT VOLUME



Source: Wines Vines Analytics/ShipCompliant

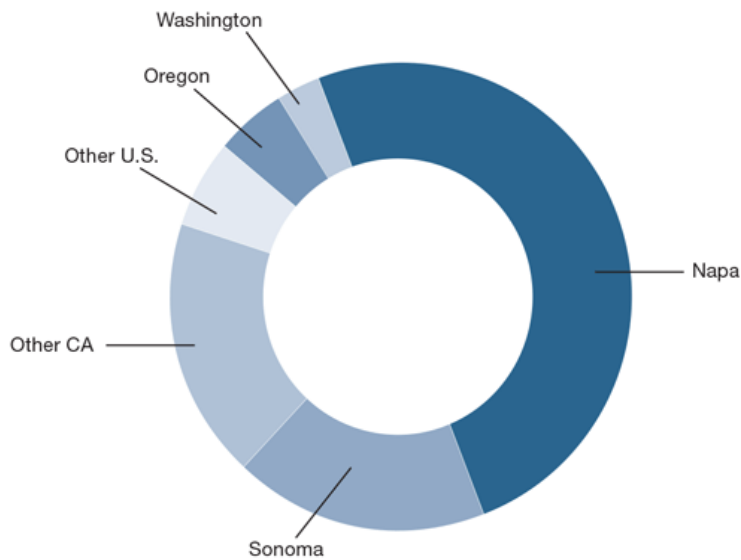
Rising volumes reflected the release of wines held till cooler September temperatures permitted delivery.

DTC SHIPMENTS BY WINERY REGION



Source: Wines Vines Analytics/ShipCompliant model. 12 months through September 2015 and September 2016.

DTC SHIPMENTS BY WINERY REGION



Source: Wines Vines Analytics/ShipCompliant model.

Shipments from Washington, which had the most room to grow, rose 19% in the 12 months ended September 2016 to \$72 million. Sonoma ranked second in growth rate among the geographic regions, growing shipments 18% to \$397 million. Napa shipments totaled \$1 billion, half of all DtC shipment value.

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

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