

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

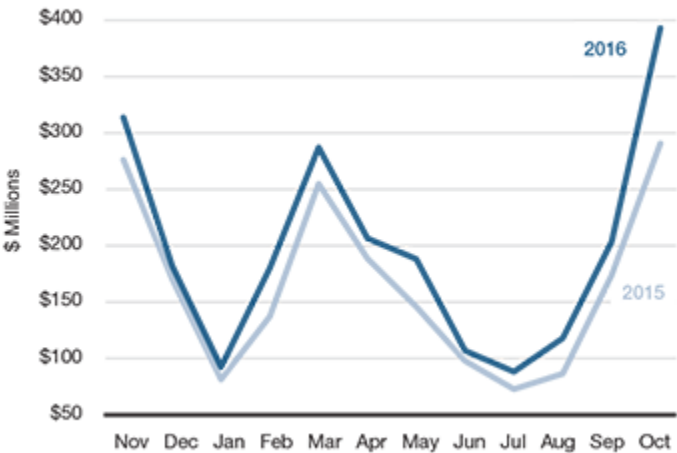
Wines Vines Analytics

DtC Shipment Value Up 35% in October as Red Blends Gain on Cabernet Sauvignon

Strong direct-to-consumer (DtC) activity pushed shipments sharply higher in October, according to Wines Vines Analytics /ShipCompliant. Sales topped \$391 million on 659,615 cases, a 35% increase from October 2015. Red blends saw 27% growth in the 12 months ended October 2016, to \$384 million. Red blends now rank second to Cabernet Sauvignon.

Direct-to-Consumer Shipments »	Month	12 Months
	October 2016	\$2,299 mil
	October 2015	\$1,919 mil

DIRECT-TO-CONSUMER SHIPMENTS



Source: Wines Vines Analytics/ShipCompliant

DtC sales reached \$391 million in October 2016, a 36% increase from October 2015 and among the strongest results seen this year.

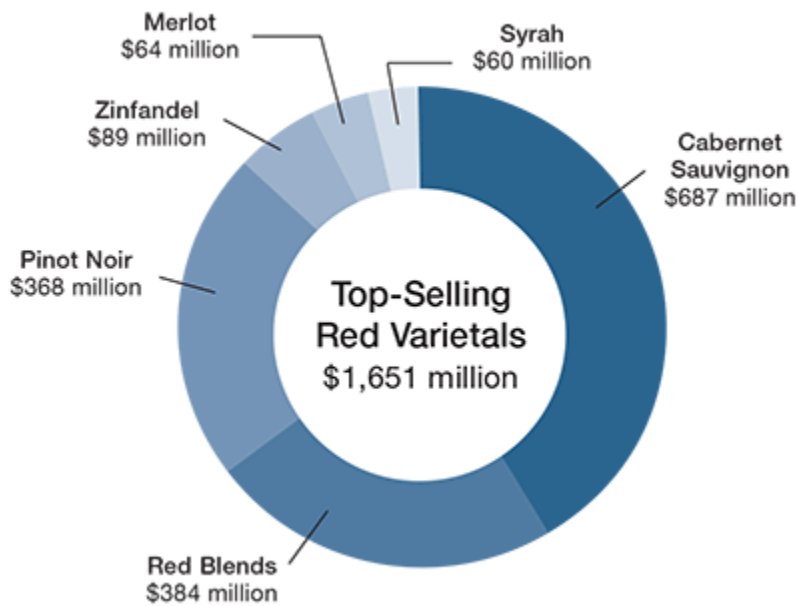
DIRECT-TO-CONSUMER SHIPMENT VOLUME



Source: Wines Vines Analytics/ShipCompliant

Cooler weather and wine club shipments helped propel case shipments in October, a consistently strong month for deliveries.

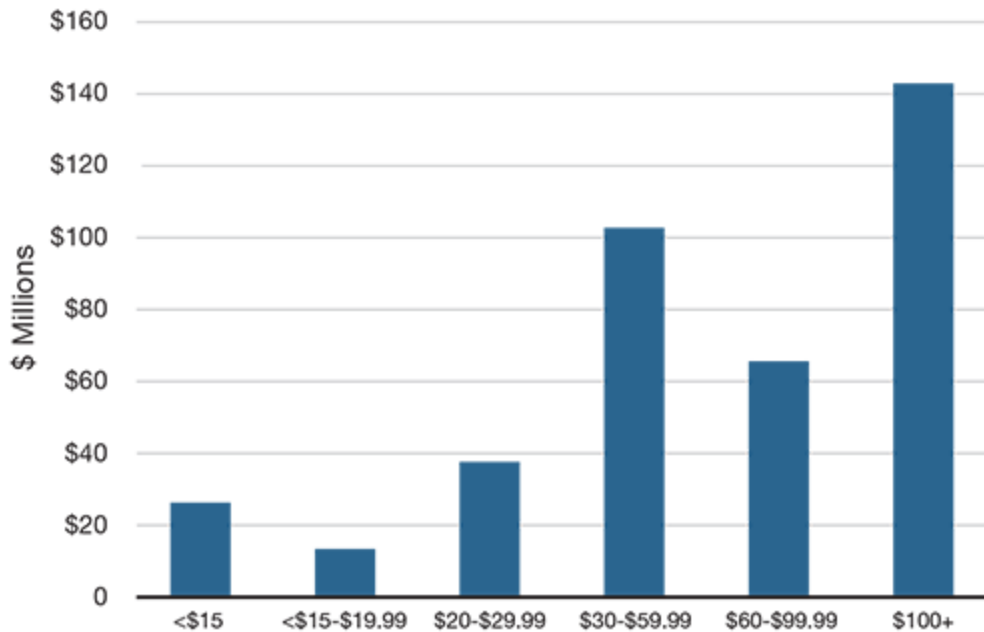
DTC SHIPMENTS RELATIVE MARKET SHARE



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

Red blends account for 23% of DTC shipments, second only to Cabernet Sauvignon with 42%.

DTC SHIPMENTS OF RED BLENDS BY BOTTLE PRICE



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

Wines valued at \$100 and up represent the biggest share of shipments by value, followed by \$30-\$59.99 bottles.

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

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