

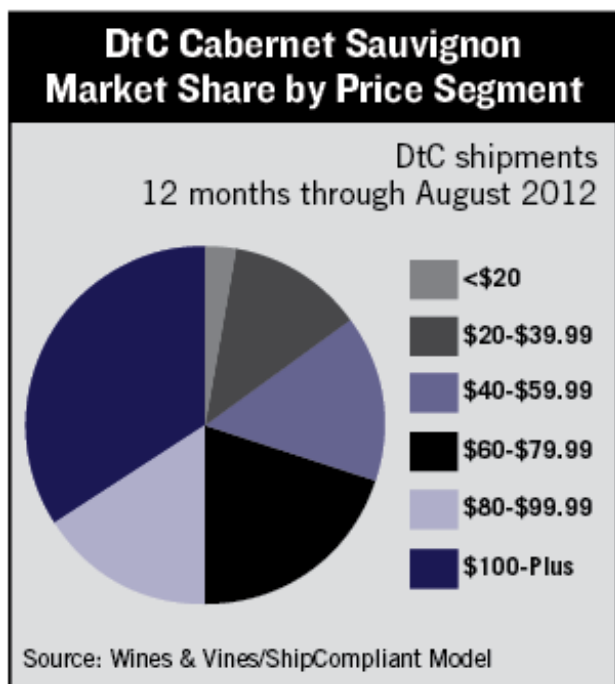
# Wine Industry Metrics - Direct-to-Consumer - August 2012

Wines Vines Analytics

**In August, a typically slow month for DtC shipments, sales still grew 6% over August 2011.**

August 2012

Direct-to-Consumer Shipments »	Month	12 Months
August 2012	\$55 mil	\$1,358 mil
August 2011	\$52 mil	\$1,235 mil



Cabernet Sauvignons from \$100 up held the biggest share of dollars in direct shipments of Cabernet Sauvignon by U.S. wineries to consumers in the 12 months through August 2012. This segment accounted for 34% of Cabernet Sauvignon sales and \$139 million. The next biggest category was \$60-\$79.99 with \$82 million sales.

[Download the Wines & Vines/Ship Compliant 2017 Direct to Consumer shipping report »](#)



866.453.9701 | 415.453.9700 | Fax: 415.453.2517 | 65 Mitchell Blvd., Ste. A San Rafael, CA 94903

[info@winesandvines.com](mailto:info@winesandvines.com)

Copyright © 2001-2017 by Wine Communications Group, Inc. All Rights Reserved.  
No material may be reproduced without written permission of the Publisher.