

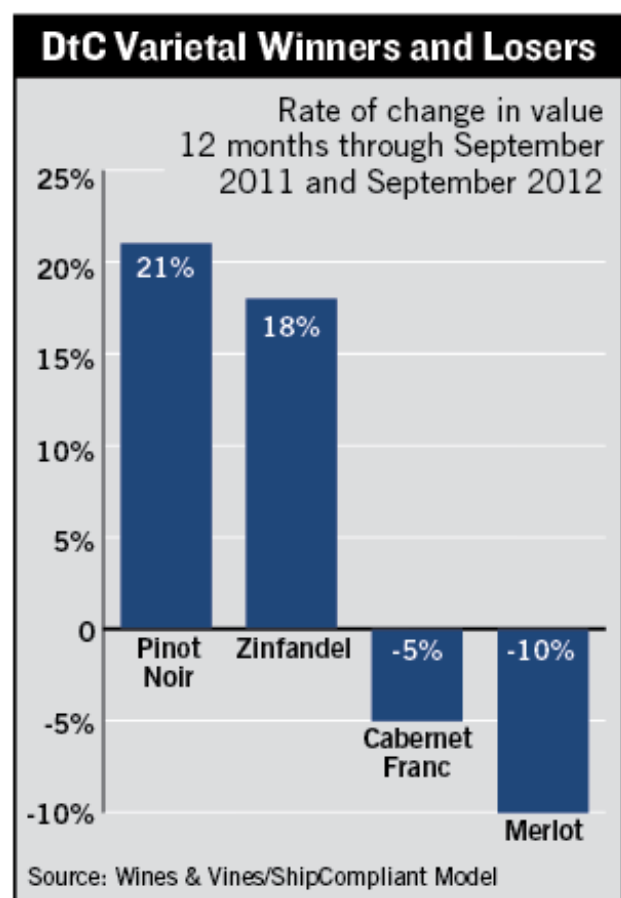
Wine Industry Metrics - Direct-to-Consumer - September 2012

Wines Vines Analytics

Value of DtC Shipments Spikes in September

Direct-to-consumer shipments by U.S. wineries soared in September, and not just because the slow-shipping summer season ended. If the usual month-to-month trends hold, DtC value will reach its highest point in at least two years by November, if not October.

Direct-to-Consumer Shipments »	Month	12 Months
September 2012	\$133 mil	\$1,394 mil
September 2011	\$97 mil	\$1,259 mil



Pinot Noir and Zinfandel were the hottest varieties in DtC shipments over the past 12 months in terms of rate of change in sales. Cabernet Sauvignon remained the most popular variety in the channel, however, growing at 5% from a bigger base. Cabernet Franc and Merlot were the two fastest sinking varieties. Note that winners and losers sometimes vary by sales channel. Syrah fell the fastest at retail and was also a tough sell among flash sales, but it grew 5% in DtC Shipments. Red blends in DtC grew by 14%, reflecting a similar trend at stores, where they were the hottest thing around, selling 26% more this year.

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

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