

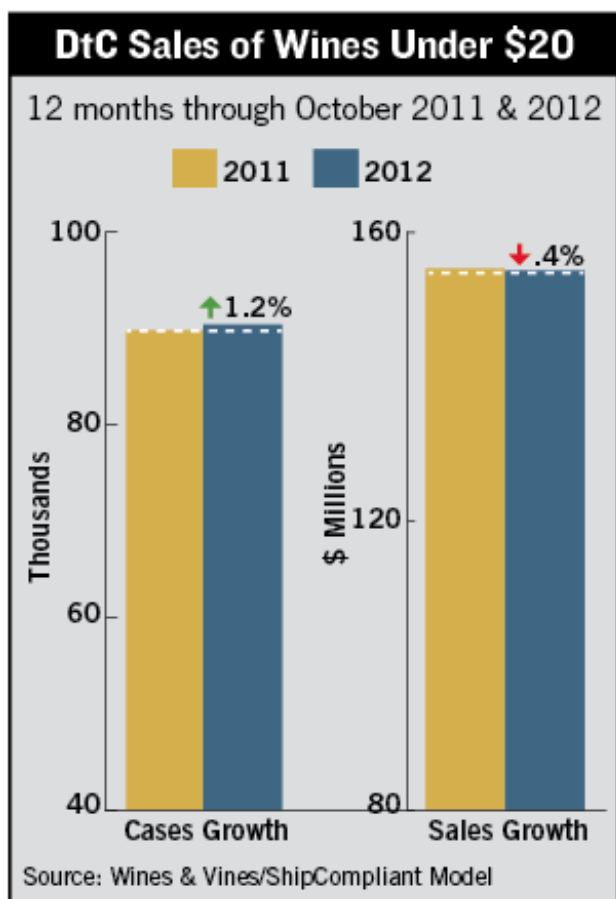
Wine Industry Metrics - Direct-to-Consumer - October 2012

Wines Vines Analytics

DtC Shipments Breaks Record in October

DtC shipments reached \$222 million in October, the highest monthly sales total since at least January 2010, when the Wines & Vines/ShipCompliant Model began tracking them.

Direct-to-Consumer Shipments »	Month	12 Months
October 2012	\$222 mil	\$1,418 mil
October 2011	\$197 mil	\$1,305 mil



Value-Priced DtC Wines Not Growing

While value-priced wines have become more popular in flash sales, their performance is basically flat in direct-to-consumer shipments. They grew slightly in volume compared to a year earlier, and dropped slightly in value. These relatively inexpensive wines accounted for 11% of DtC value for the 12 months ending Oct 2012, shrinking from 12% in the previous 12-month period.

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

WINES & VINES

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