

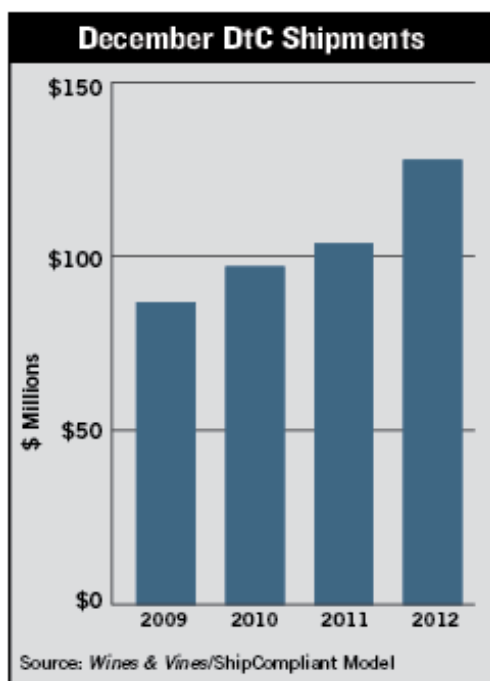
## Wine Industry Metrics - Direct-to-Consumer - December 2012

Wines Vines Analytics

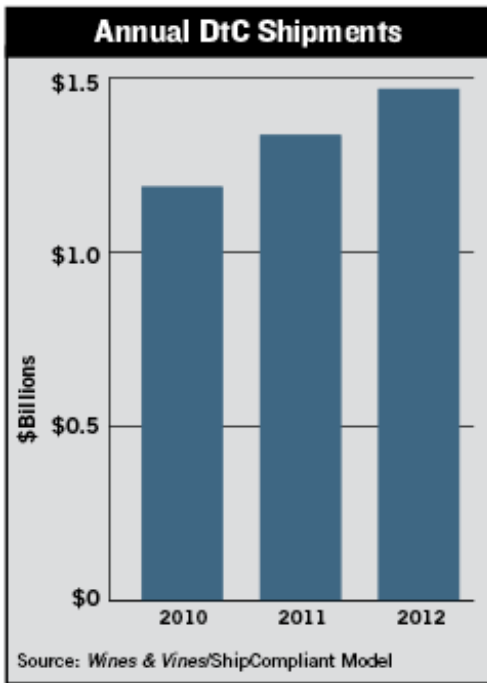
### 2012 Ends on High Note for DtC Shipments; Annual Sales Near \$1.5 Billion

Direct-to-consumer shipments of wine finished 2012 on a very high note as sales grew 23% over December 2011, boosting the 12-month total to \$1.47 billion --a gain of 10%. Volume grew at 14% in December and 8% for the year, while the average bottle price increased from \$37.63 in 2011 to \$38.42 in 2012.

Direct-to-Consumer Shipments »	Month	12 Months
December 2012	\$128 mil	\$1,466 mil
December 2011	\$104 mil	\$1,333 mil



December DtC shipments grew more rapidly in 2012 than 2011 or the two previous years. They showed a similar trend to December off-premise sales.



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

# WINES & VINES

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)

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