

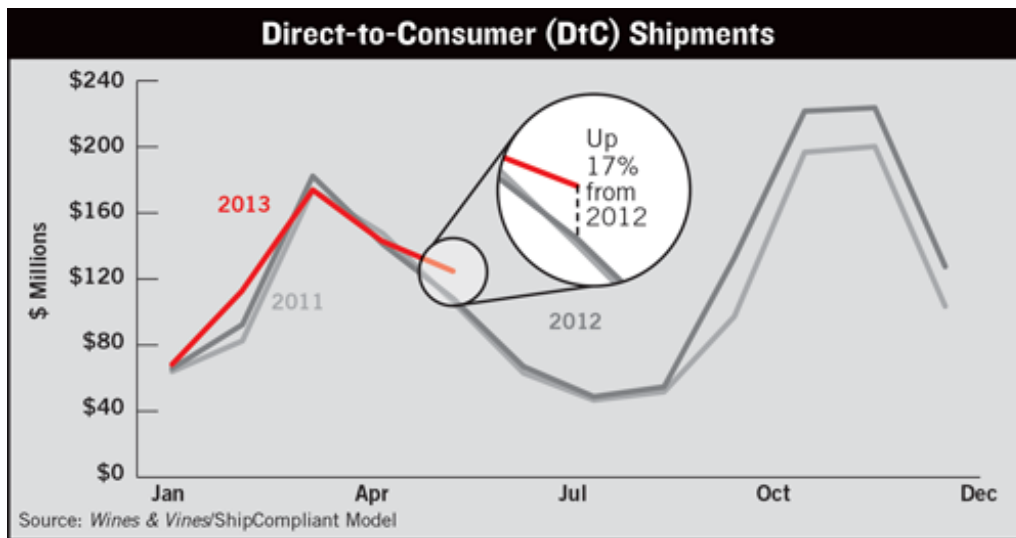
# Wine Industry Metrics - Direct-to-Consumer - May 2013

Wines Vines Analytics

## Increase in DtC Shipments by Value and Volume

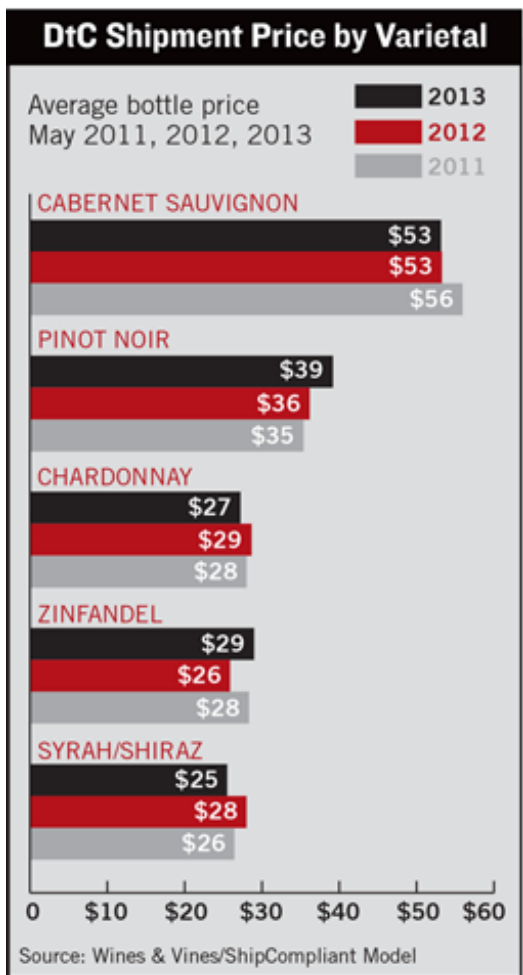
The month of May saw direct-to-consumer shipments increase both in volume and value. Compared to May 2012, total shipments are up 17%, and total value also rose by 17% to reach \$127 million.

| Direct-to-Consumer Shipments » | Month     | 12 Months   |
|--------------------------------|-----------|-------------|
| May 2013                       | \$127 mil | \$1,503 mil |
| May 2012                       | \$108 mil | \$1,349 mil |



## Average bottle price by varietal

The average bottle price for Pinot Noir in the direct-to-consumer channel increased from \$36 in May 2012 to \$39 in May 2013. Pinot Noir prices have steadily increased since 2011. Cabernet Sauvignon, which still has the highest average bottle price at \$53, stayed the same year to year, while Zinfandel rose to \$28.98, beating its previous high average of \$28 set in 2011.



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

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