

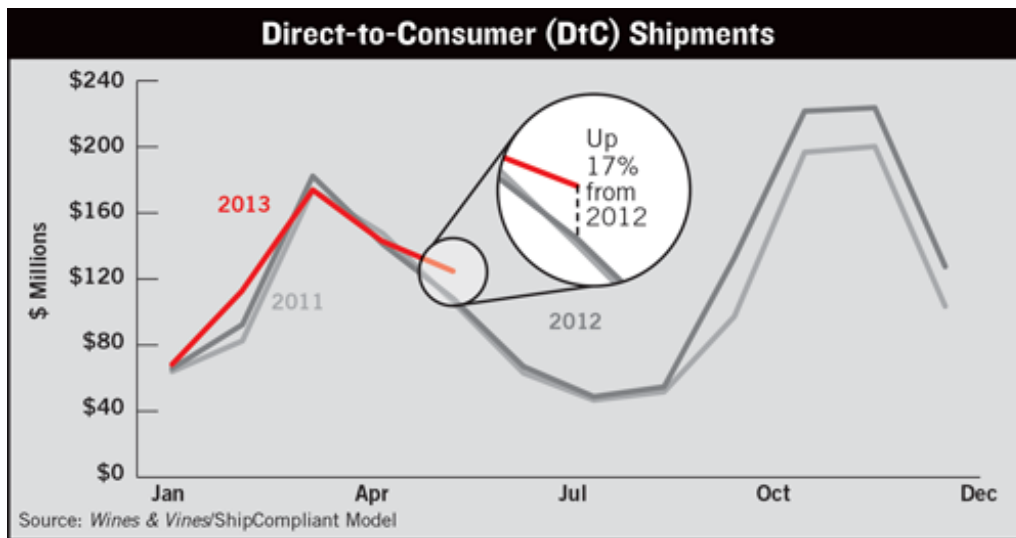
Wine Industry Metrics - Direct-to-Consumer - May 2013

Wines Vines Analytics

Increase in DtC Shipments by Value and Volume

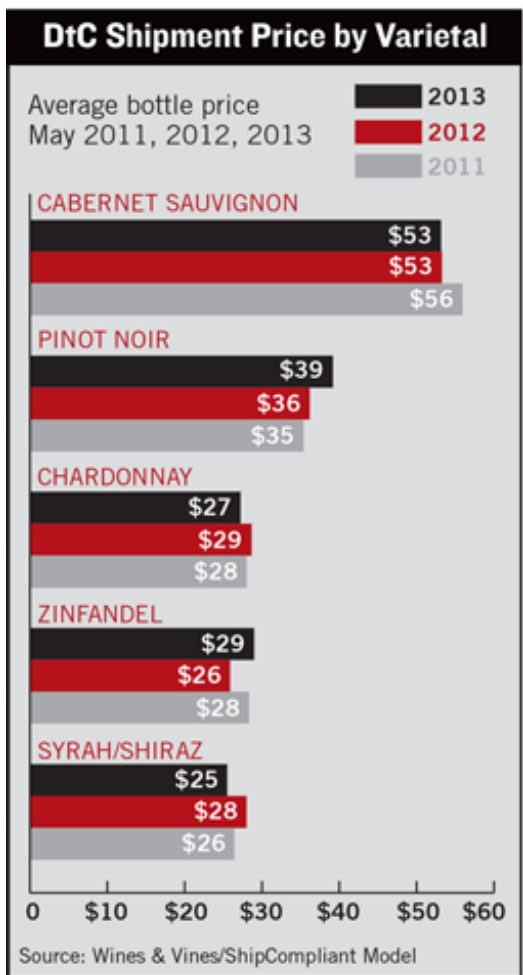
The month of May saw direct-to-consumer shipments increase both in volume and value. Compared to May 2012, total shipments are up 17%, and total value also rose by 17% to reach \$127 million.

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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