

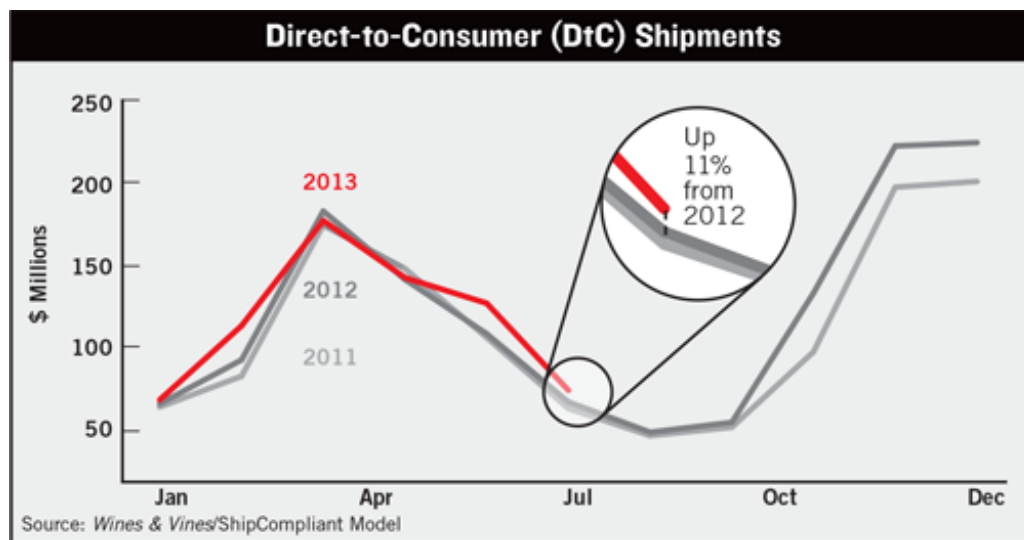
# Wine Industry Metrics - Direct-to-Consumer - June 2013

Wines Vines Analytics

## DtC Shipment Value Up 11% in June, Volume Up 9%

During the usually slow month of June, the pace of direct-to-consumer shipments grew 11% in value compared to June 2012. Volume grew by 9%, and the average price per bottle shipped was \$32.

Direct-to-Consumer Shipments »	Month	12 Months
June 2013	\$74 mil	\$1,510 mil
June 2012	\$67 mil	\$1,353 mil



The value of DTC shipments jumped 11% to \$74 million, climbing faster than during the same month in 2011 and 2012.



### Napa Wines Dominate DtC Shipments in Bottle Price

Napa County wines continued to dominate DtC shipments in price per bottle during the 12 months through June. Note that average prices in Oregon and Washington were second and third, beating Sonoma County and other parts of the country.

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

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