

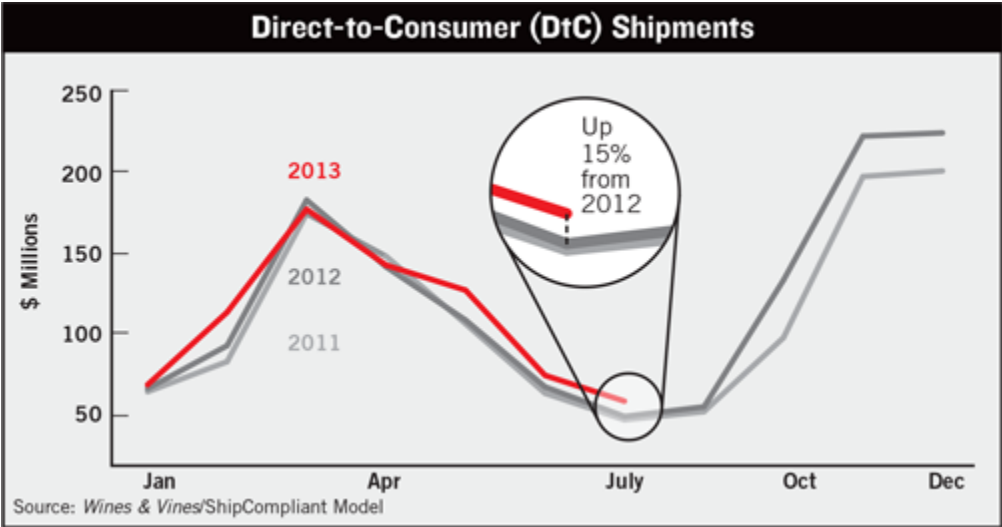
# Wine Industry Metrics - Direct-to-Consumer - July 2013

Wines Vines Analytics

## July DtC Shipments Up 15% in Value, 16% in Volume

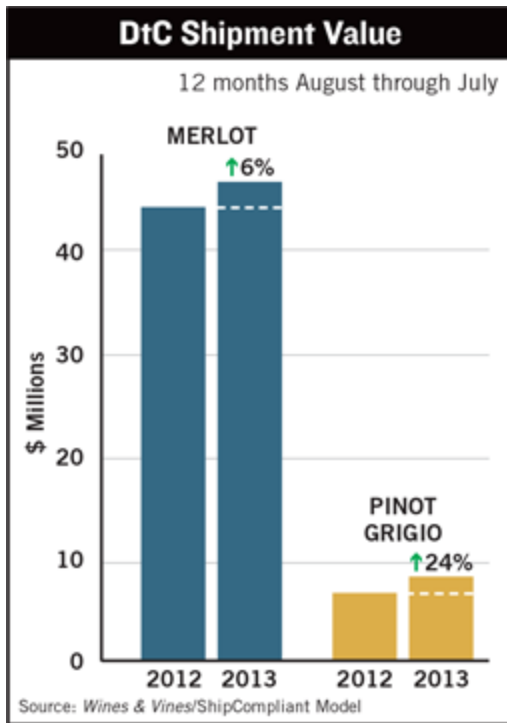
Direct-to-consumer shipments of domestic wine totaled \$56,037,392 in July, surpassing the July 2012 level by 15%. Volume grew 16% to 152,348 case equivalents. Average bottle price dipped \$0.37 to \$30.65.

Direct-to-Consumer Shipments »	12 Months	
	Month	12 Months
July 2013	\$56 mil	\$1,517 mil
July 2012	\$49 mil	\$1,355 mil



## Merlot Remains Strong in DtC Sales, Pinot Grigio Grows Fast

DtC shipments of Merlot grew 6% in value in 12 months, while Merlot shrank in off-premise sales (Off-Premise page). Pinot Grigio/Gris just passed Merlot in off-premise sales, but it remained relatively small in DtC shipments. Still, Pinot Grigio/Gris grew 24% in the DtC channel compared to the previous 12 months.



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