

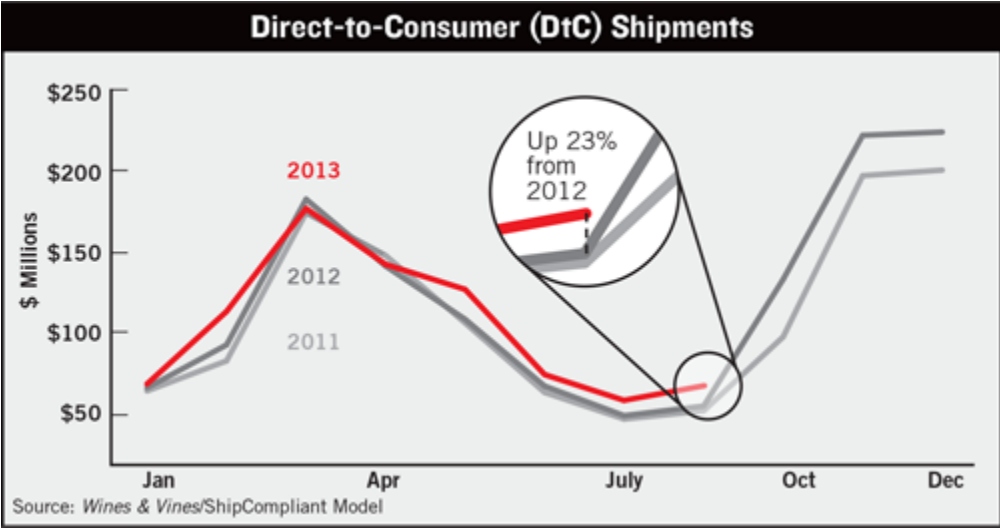
Wine Industry Metrics - Direct-to-Consumer - August 2013

Wines Vines Analytics

DtC Shipment Value in August Beats 2012 Level by 23%

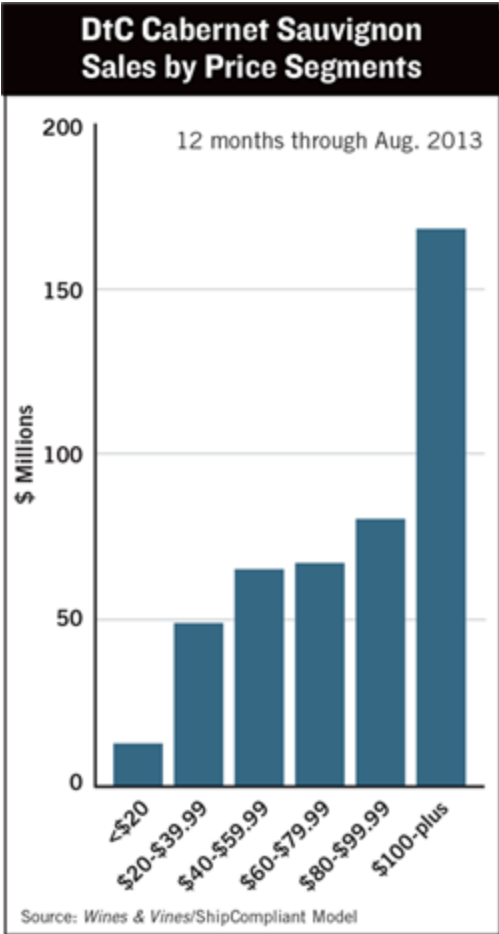
August marked the fourth month in a row that monthly direct-to-consumer wine shipments exceeded their levels in the same months of 2012. The value of DtC shipments rose by 23% in August to \$67 million, according to the Wines & Vines /ShipCompliant Model. DtC shipments on a 12-month basis were up 13% from the same period a year earlier.

Direct-to-Consumer Shipments »	Month	
	12 Months	
August 2013	\$67 mil	\$1,530 mil
August 2012	\$55 mil	\$1,358 mil



DtC Cabernet Sauvignon Earns Most Dollars at High Price Points

Examining direct-to-consumer shipments from U.S. wineries by bottle price shows how this channel differs from off-premise store sales. In Cabernet Sauvignon, DtC wines at the highest price points generated the most revenue in the 12 months through August.



[Download the Wines & Vines/Ship Compliant 2018 Direct to Consumer shipping report »](#)

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