

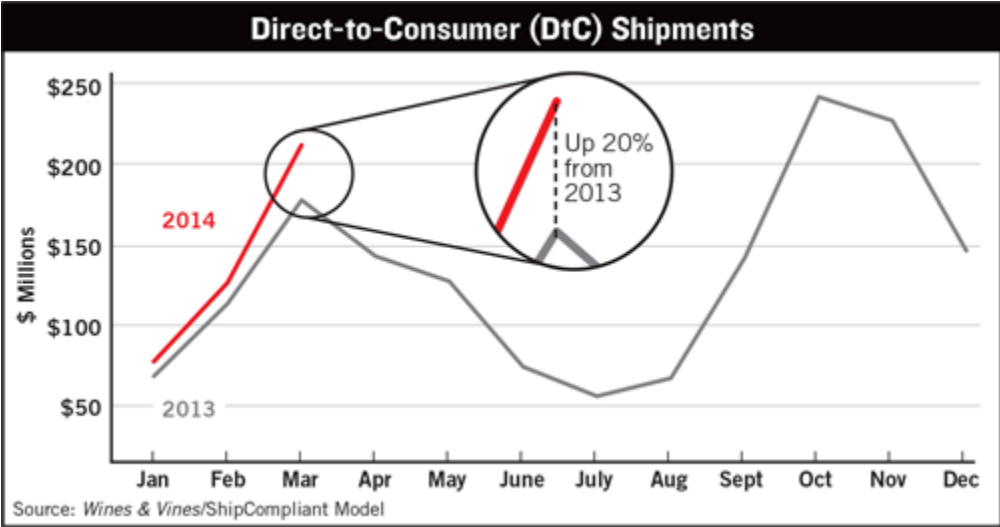
Wine Industry Metrics - Direct-to-Consumer - March 2014

Wines Vines Analytics

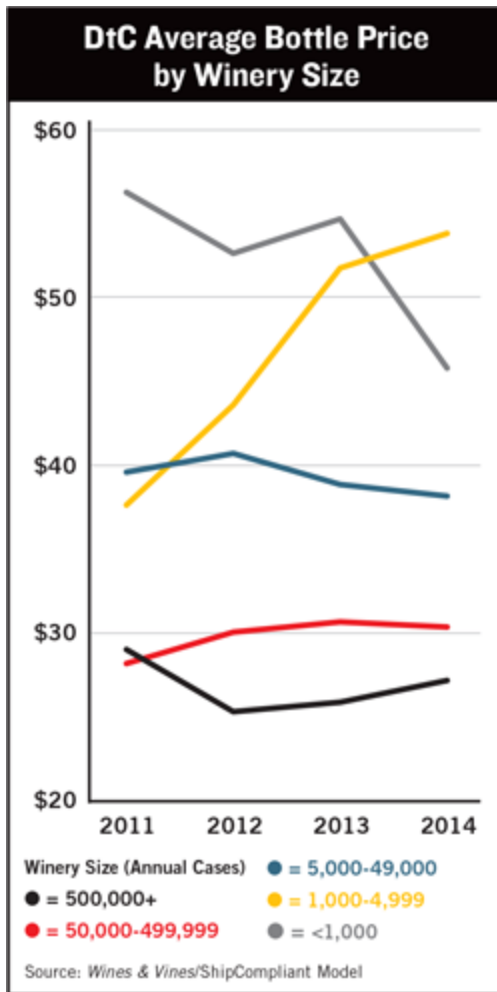
DtC Sales Reach \$213 Million in March

Direct-to-consumer wine shipments from U.S. wineries jumped 20% higher in value in March compared to the same month in 2013. The large monthly total of \$213 million reflected spring activity in wine club shipments plus an overall increase in purchases.

Direct-to-Consumer Shipments »	Month	12 Months
	March 2014	\$1,634 mil
	March 2013	\$1,483 mil



Four years of data from the Wines & Vines/ShipCompliant model show that the average price per bottle for wines shipped direct to consumer from wineries producing less than 1,000 cases has dropped by \$10 to \$45.74 since 2011, while wineries making 1,000 - 4,999 cases saw their average price increase by \$16 per bottle to \$53.78. Average prices from the three tiers of larger wineries remained much more stable. The middle tier wineries producing 5,000 – 49,999 cases maintained the highest volume and value each year.



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

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