

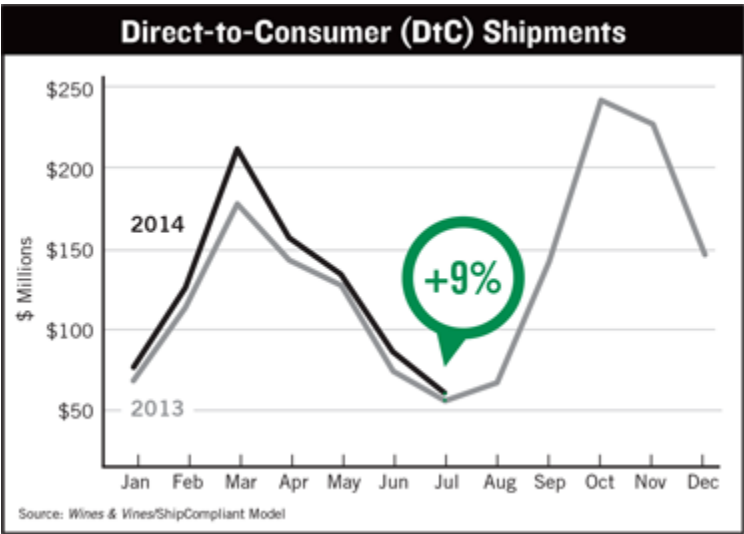
Wine Industry Metrics - Direct-to-Consumer - July 2014

Wines Vines Analytics

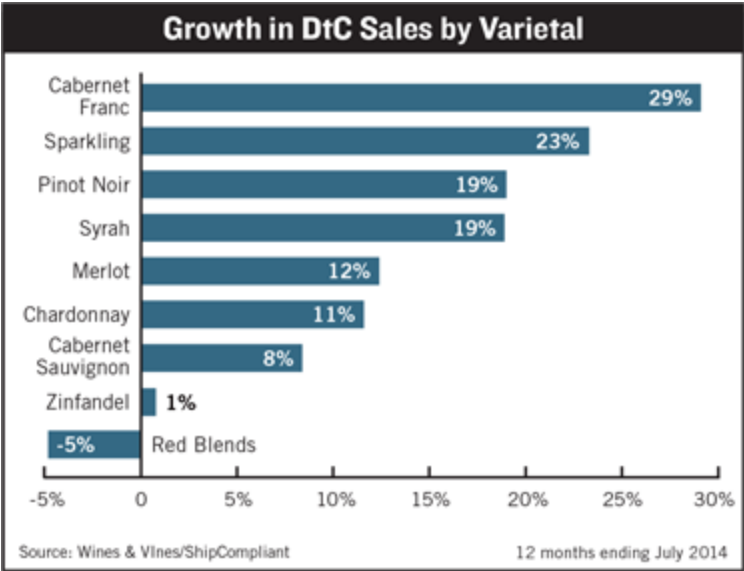
Low Yearly Point in DtC Shipments Still Beats July 2013

Direct-to-consumer shipments continued to grow faster than off-premise sales in July. The value of shipments increased 9% from last July and 10% compared to the previous 12-month period, according to the Wines & Vines/ShipCompliant Model. It meant that the usual low point of the year, due to hot weather that can damage wine shipments in transit, was almost \$5 million higher than in 2013.

Direct-to-Consumer Shipments »	Month	12 Months
July 2014	\$61 mil	\$1,674 mil
July 2013	\$56 mil	\$1,517 mil



Cabernet Franc was the fastest-growing varietal or wine type in DtC shipments by wineries during the past 12 months. It was also the smallest in sales of the nine largest selling types. Cabernet Sauvignon is the biggest seller, and it grew by an impressive rate of 8% from a large base of \$478 million. Second place in sales, Pinot Noir grew 19% and the same rate applied to Syrah/Shiraz.



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



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