

Wine Industry Metrics - Direct-to-Consumer - December 2016

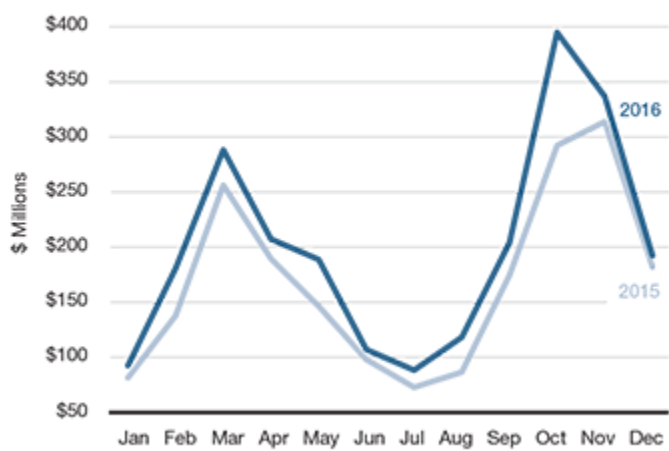
Wines Vines Analytics

DtC Shipments Rose 18% in Value During 2016

Direct-to-consumer (DtC) shipments from U.S. wineries were up 5% in December 2016 from December 2015. Data from Wines Vines Analytics/ShipCompliant indicate annual sales rose 18% in 2016 versus a year earlier, extending previous years' gains. Sales totaled \$187 million in December 2016, and \$2.3 billion for the year. December case volume remained above average, increasing 9% over December 2015 to 464,868. Rising demand for lower-priced bottles helped drive activity.

Direct-to-Consumer Shipments »	Month	12 Months
December 2016	\$187 mil	\$2,330 mil
December 2015	\$177 mil	\$1,967 mil

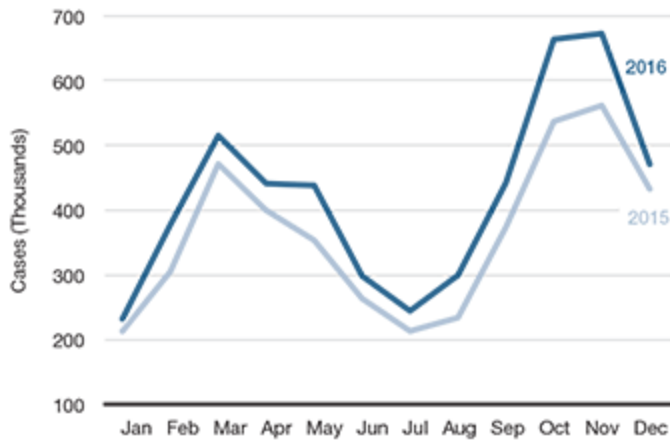
DIRECT-TO-CONSUMER SHIPMENTS



Source: Wines Vines Analytics/ShipCompliant

DtC shipment sales topped \$187 million in December 2016, 6% higher than in December 2015.

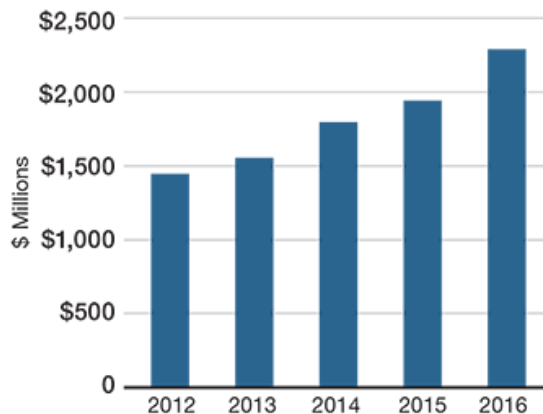
DIRECT-TO-CONSUMER SHIPMENT VOLUME



Source: Wines Vines Analytics/ShipCompliant

DtC shipments totaled 464,868 cases in December 2016, 9% above December 2015 and well above the monthly average for 2016.

ANNUAL DTC SHIPMENTS



Source: Wines Vines Analytics/ShipCompliant, 12 months ending December 2016.

Annual DtC shipments posted their strongest growth in the past five years in 2016, rising 18% to more than \$2.3 billion.

DTC SHIPMENTS BY WINERY SIZE

Winery Case Range	DtC Cases Shipped	DtC Value Shipped
500,000+	661,522	\$127,310,097
50,000-499,999	1,281,317	\$472,589,243
5,000-49,999	2,116,062	\$1,096,879,888
1,000-4,999	843,688	\$562,138,668
<1,000	116,762	\$71,429,403
2016 Total	5,019,351	\$2,330,347,300

Source: Wines Vines Analytics/ShipCompliant. 12 months through December 2016.

DtC shipments are a vital part of the business of wineries producing 5,000 to 49,999 cases annually. These producers claimed 47% of the 5 million cases shipped DtC in 2016. Wineries producing 50,000 cases and up accounted for just 26% of shipments.

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

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