

Wine Industry Metrics - Direct-to-Consumer - January 2017

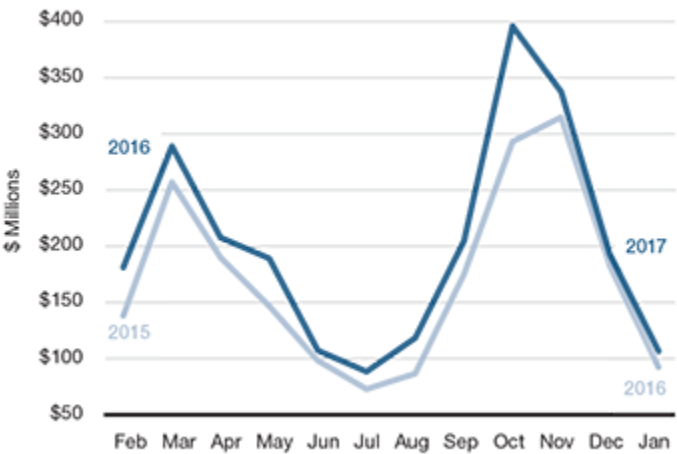
Wines Vines Analytics

DtC Shipments Kick Off 2017 Up 16%

Direct-to-consumer (DtC) shipments in January 2017 soared 16% above January 2016, totalling more than \$100 million according to Wines Vines Analytics/ShipCompliant. Volume posted even stronger growth, increasing 19% to 266,572 cases. The trend to less expensive bottles continues, especially among larger wineries. Regionally, California bottles recouped losses seen last year, while Oregon and Washington saw bottle prices inch down 6% and 7%, respectively.

Direct-to-Consumer Shipments »	Month	12 Months
January 2017	\$100 mil	\$2,345 mil
January 2016	\$86 mil	\$1,978 mil

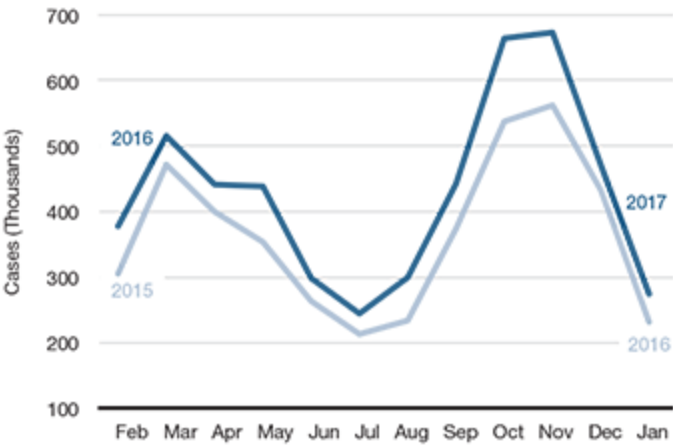
DIRECT-TO-CONSUMER SHIPMENTS



Source: Wines Vines Analytics/ShipCompliant

DtC sales totalled more than \$100 million in January 2017, 16% higher than in January 2016.

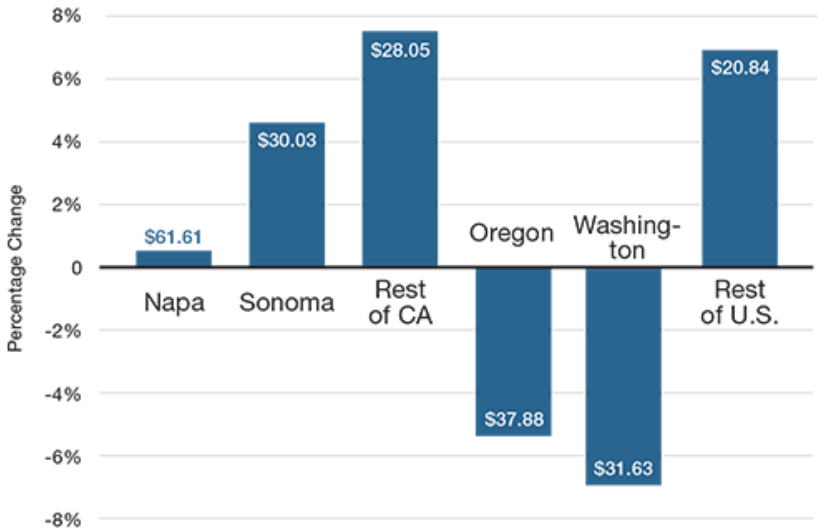
DIRECT-TO-CONSUMER SHIPMENT VOLUME



Source: Wines Vines Analytics/ShipCompliant

DtC shipments totaled 266,572 cases in January 2017, 19% above January 2016.

DTC SHIPMENT BOTTLE PRICE CHANGE BY REGION



Price reflects average bottle price.
Source: Wines Vines Analytics/ShipCompliant model. 12 months through January 2017.

DtC overall average bottle price held steady at just over \$38, while the average prices of bottles by region (shown in the bars) dropped for Oregon and Washington. California’s average bottle prices strengthened, recovering ground lost last year.

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

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