

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

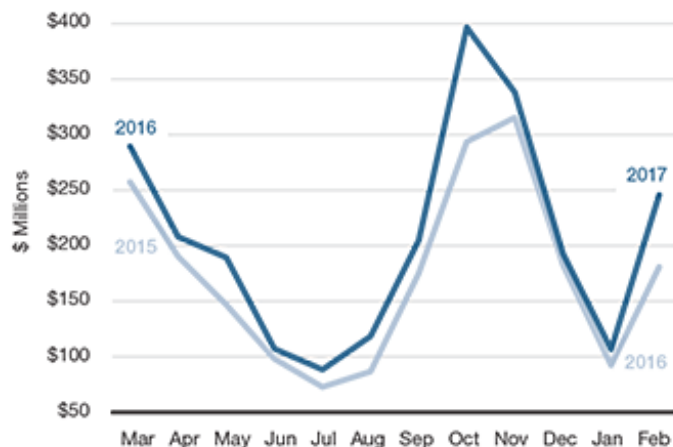
Wines Vines Analytics

DtC Shipments Feel the Love with 37% Growth in February

Direct-to-consumer (DtC) shipments rose 37% in February 2017 versus a year ago, totaling \$239 million according to Wines Vines Analytics/ShipCompliant data. Volume rose 28% to 475,601 cases. While small and mid-size wineries continued to benefit from the channel, wineries producing more than 500,000 cases posted a 66% increase in sales over the past year. While making just 5% of DtC shipments, the biggest wineries claimed ground lost by the country's smallest producers.

Direct-to-Consumer Shipments »	Month	12 Months
February 2017	\$239 mil	\$2,409 mil
February 2016	\$175 mil	\$2,020 mil

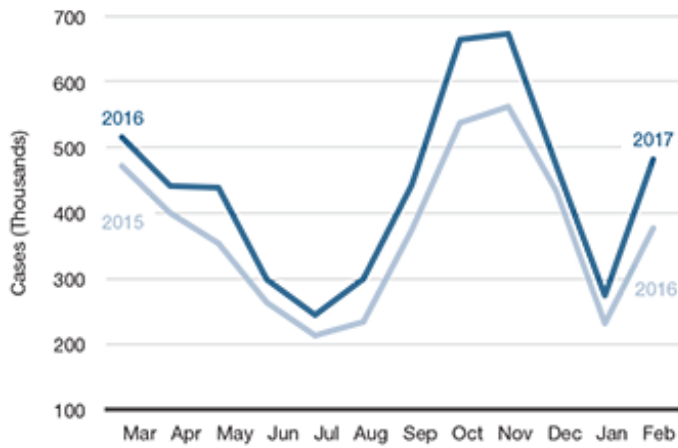
DIRECT-TO-CONSUMER SHIPMENTS



Source: Wines Vines Analytics/ShipCompliant

DtC shipments totaled \$239 million in February 2017, 37% more than in February 2016.

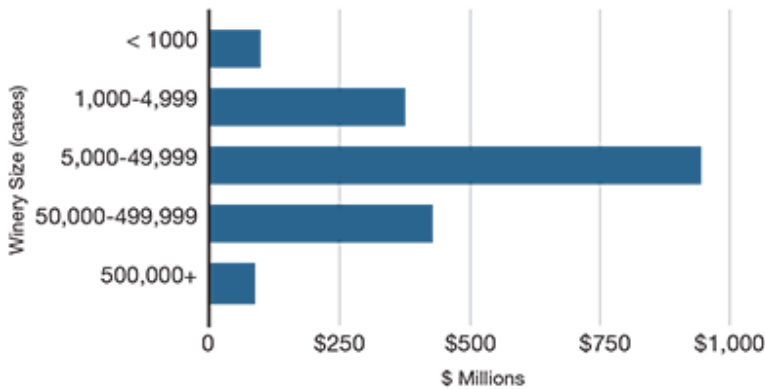
DIRECT-TO-CONSUMER SHIPMENT VOLUME



Source: Wines Vines Analytics/ShipCompliant

DtC shipment volume totaled 475,601 cases in February 2017, 18% above February 2016.

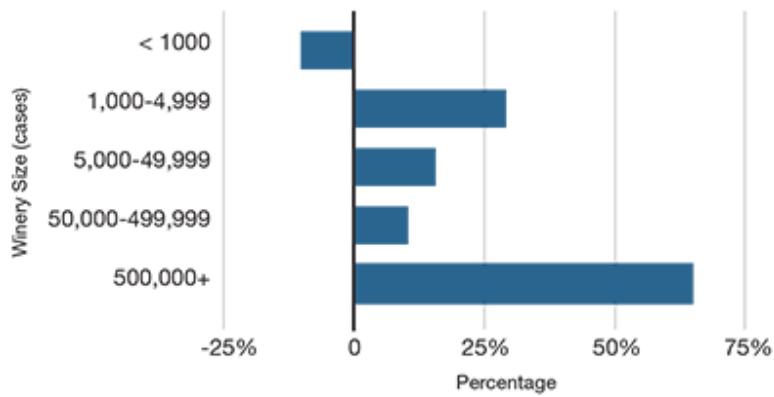
DTC SHIPMENTS



Source: Wines Vines Analytics/ShipCompliant model; 12 months through February 2017

Small and mid-sized wineries are holding their own in DTC shipments, with wineries producing 5,000 to 49,999 cases accounting for 47% of activity.

DTC SHIPMENT GROWTH



Source: Wines Vines Analytics/ShipCompliant model; 12 months through February 2017

The biggest and smallest wineries saw the most significant year-over-year shifts in shipments. Wineries producing 500,000 cases and more shipped 66% more wine DtC while those producing 1,000 cases and less shipped 10% less over the past 12 months.

[Download the Wines & Vines/Ship Compliant 2017 Direct to Consumer shipping report »](#)

WINES & VINES

866.453.9701 | 415.453.9700 | Fax: 415.453.2517 | 65 Mitchell Blvd., Ste. A San Rafael, CA 94903

info@winesandvines.com

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