

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

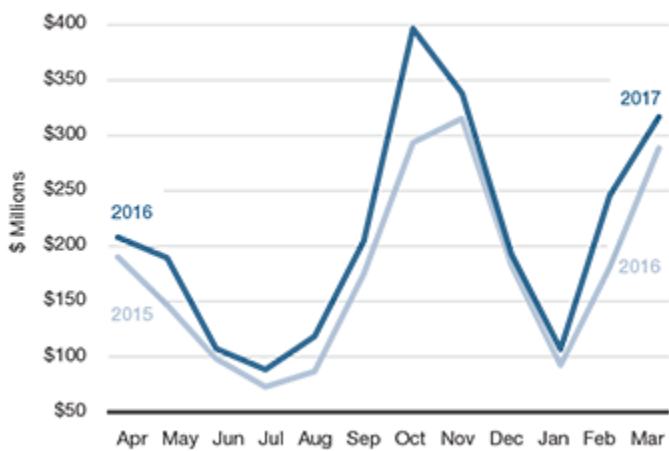
Wines Vines Analytics

Washington DtC Sales Rise 28% as National Growth Continues

Direct-to-consumer (DtC) shipments increased 10% in March 2017 versus a year earlier, according to Wines Vines Analytics/ShipCompliant data. Shipments totaled \$311 million, with volume rising 13% to 575,661 cases. Northwest wineries have taken to the channel. Oregon shipped 265,017 cases worth \$121 million in the 12 months through March 2017, up 19% from a year earlier. This compared favorably to Washington, which shipped \$84 million in the period, or 218,043 cases.

Direct-to-Consumer Shipments »	Month	12 Months
March 2017	\$311 mil	\$2,436 mil
March 2016	\$283 mil	\$2,052 mil

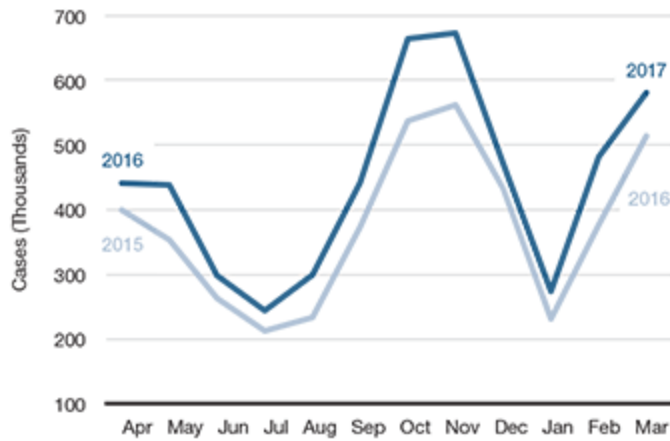
DIRECT-TO-CONSUMER SHIPMENTS



Source: Wines Vines Analytics/ShipCompliant

DtC shipments totaled \$311 million in March 2017, 10% more than a year earlier.

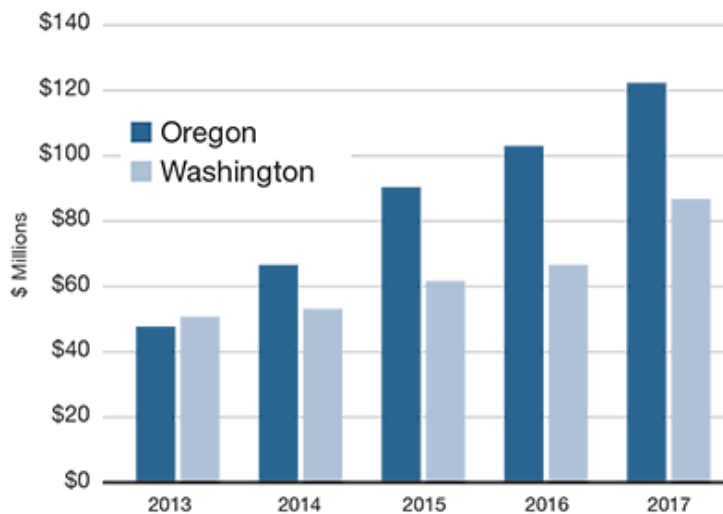
DIRECT-TO-CONSUMER SHIPMENT VOLUME



Source: Wines Vines Analytics/ShipCompliant

DtC shipment volume totaled 575,661 cases in March 2017, 13% above February 2016.

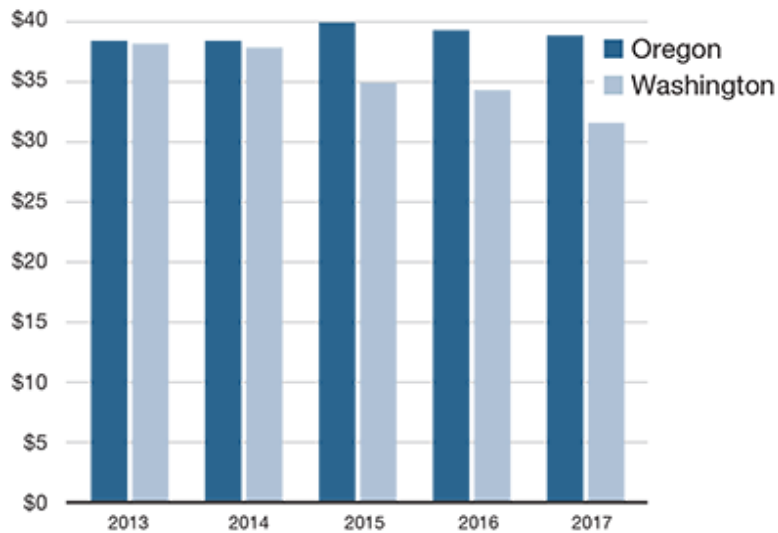
DTC SHIPMENT VALUE



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

Washington and Oregon are coming on strong in the DtC channel. Oregon continues to lead in sales, but Washington posted 28% growth in the 12 months ended March 2017.

DTC SHIPMENT AVERAGE BOTTLE PRICE



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

Northwest wineries have seen the average value of DtC bottles fall in recent years as the channel broadens to include lower priced wines.

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

WINES&VINES

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