

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

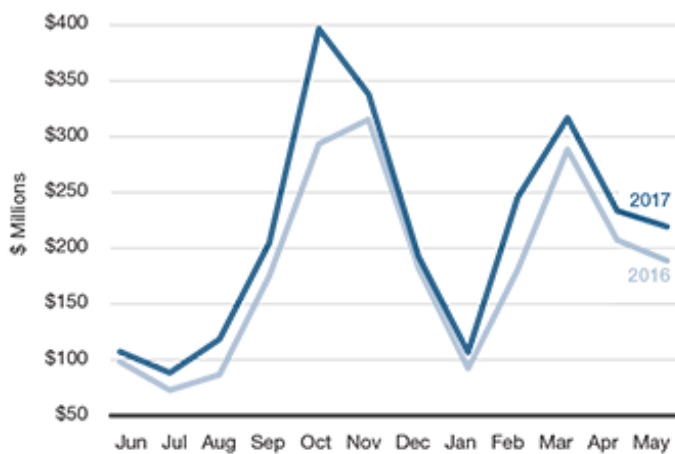
Wines Vines Analytics

DtC Grows 16% as More States Open to Shipments

Direct-to-consumer (DtC) shipments rose 16% to \$213 million in May 2017 versus May 2016, Wines Vines Analytics/ShipCompliant reported. With five Mondays, a common shipment day, wineries shipped 498,848 cases, the second-highest monthly tally this year. Napa ships more wine DtC than any other U.S. region at 49%. Most moves in-state, but Napa is growing nationally. Pennsylvania allowed DtC shipments in June 2016 and received \$19 million (2%) of Napa's shipments in the 12 months ended May 2017.

Direct-to-Consumer Shipments »	Month	12 Months
May 2017	\$213 mil	\$2,492 mil
May 2016	\$183 mil	\$2,111 mil

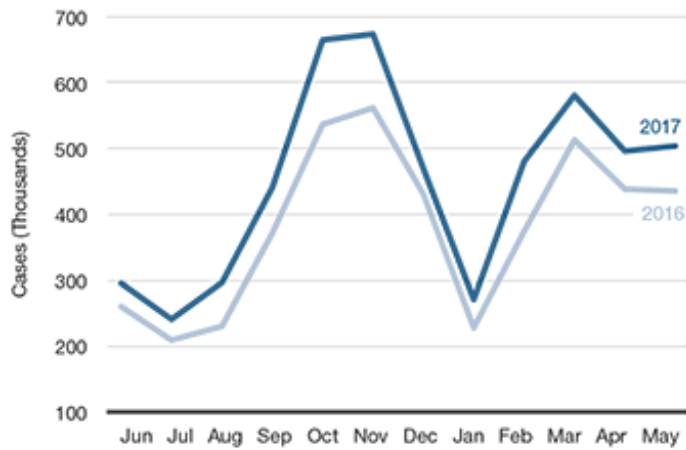
DIRECT-TO-CONSUMER SHIPMENTS



Source: Wines Vines Analytics/ShipCompliant

DtC shipments totaled \$213 million in sales in May 2017, 16% above May 2016.

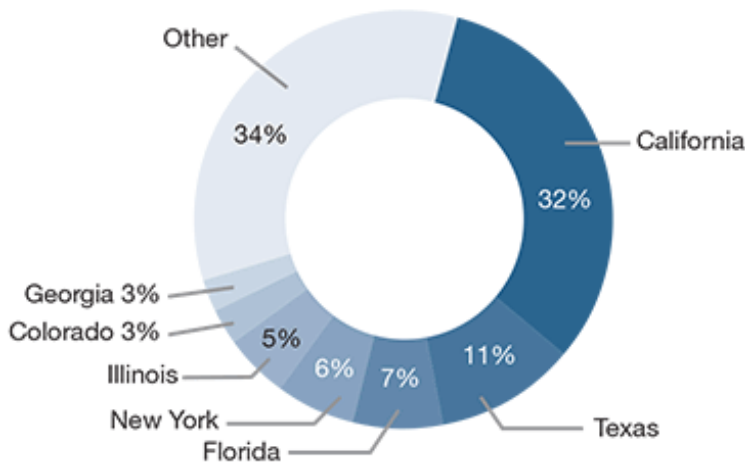
DIRECT-TO-CONSUMER SHIPMENT VOLUME



Source: Wines Vines Analytics/ShipCompliant

DtC shipments totaled 498,848 cases in May 2017, 15% above May 2016.

DTC SHIPMENTS FROM NAPA COUNTY BY DESTINATION STATE



Source: WinesVines Analytics/ShipCompliant; 12 months through May 2017.

Wines from Napa claim 49% of DtC shipment value nationwide. California is the primary destination state for Napa DtC shipments, but shipments to states beyond the top five destinations (which are unchanged from a year ago) show growth.

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

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