

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

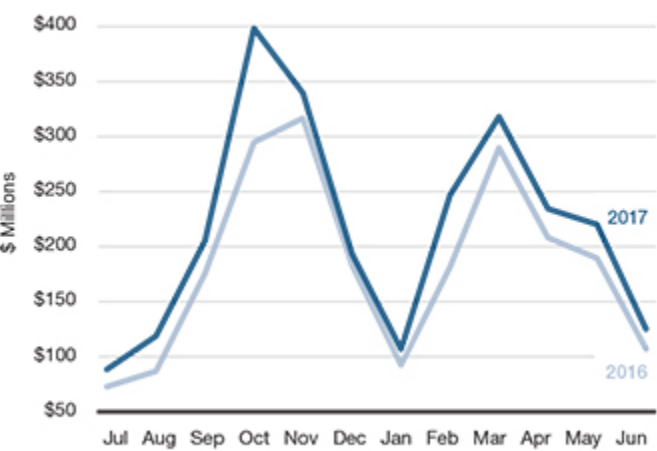
Wines Vines Analytics

DtC Growth Heats to 18% as Summer Arrives

Direct-to-consumer (DtC) shipments typically cool as summer begins, but June 2017 data from Wines Vines Analytics /ShipCompliant reported an 18% increase over June 2016. Shipments totaled \$118 million on case volume of 340,560. Growth for the 12 months ended June 2017 was 18%, with 5.4 million cases worth \$2.5 billion shipped. Sonoma County wineries represent 19% of DtC shipments nationwide, and 31% of those orders are Pinot Noir. The average bottle price of Pinot Noir shipments was \$47.95.

| Direct-to-Consumer Shipments » | Month | 12 Months |
|--------------------------------|-----------|-------------|
| June 2017 | \$118 mil | \$2,510 mil |
| June 2016 | \$101 mil | \$2,120 mil |

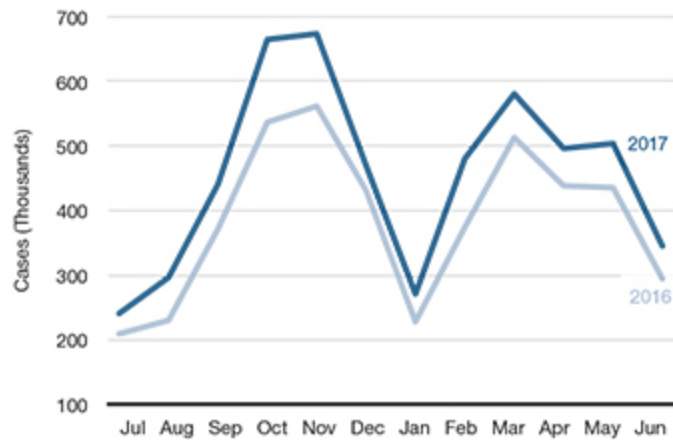
DIRECT-TO-CONSUMER SHIPMENTS



Source: Wines Vines Analytics/ShipCompliant

DtC sales totaled \$118 million in June 2017, 18% above June 2016. This was the strongest growth for the month in at least three years.

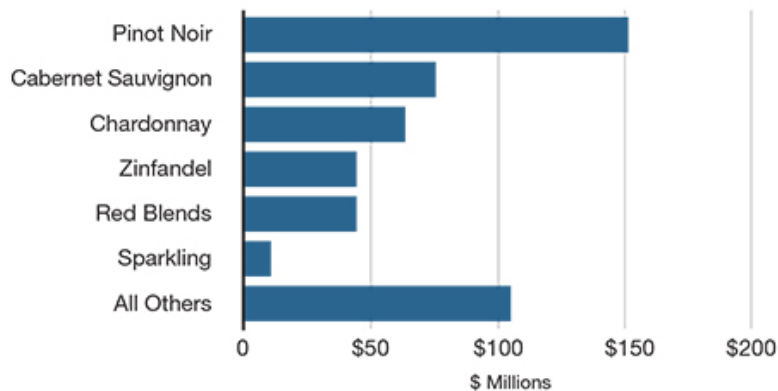
DIRECT-TO-CONSUMER SHIPMENT VOLUME



Source: Wines Vines Analytics/ShipCompliant

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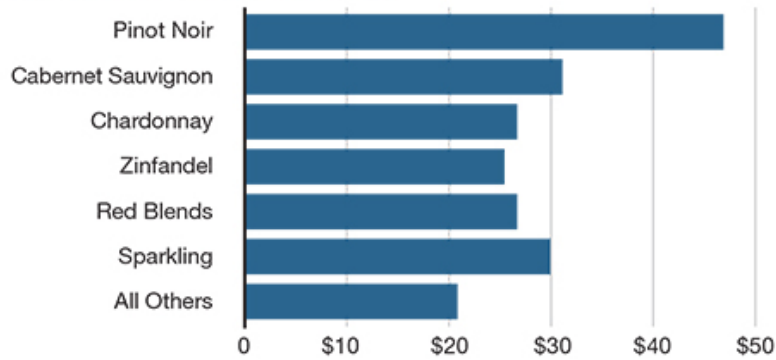
DTC SHIPMENTS FROM SONOMA COUNTY WINERIES



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

Sonoma County wineries ship more Pinot Noir than any other varietal, and with 19% growth in the 12 months ended June 2017, its claim to the top spot remains secure.

DTC SHIPMENTS FROM SONOMA COUNTY WINERIES, AVERAGE BOTTLE PRICE



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

Pinot Noir is no heartbreak varietal for Sonoma County wineries, garnering the highest average price per bottle of any varietal shipped at \$47.95.

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

WINES&VINES

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