

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

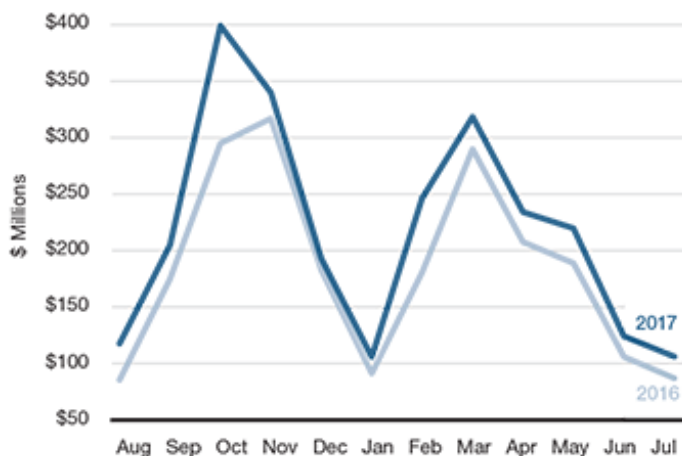
Wines Vines Analytics

Strong DtC Shipments in July Buck Seasonal Trend

Wines Vines Analytics/ShipCompliant reported that direct-to-consumer (DtC) shipments rose 23% in July 2017 versus July 2016, topping \$100 million on case volume of 274,569 (up 15%). Cabernet Sauvignon led the pack, shipping \$744 million in the 12 months ended July 2017, up 18% from last year. Pinot Noir was second, rising 21% to overtake red blends. Chardonnay, the top white varietal, saw shipments of \$193 million. Double-digit growth across varietals was led by sparkling wines at 25%.

Direct-to-Consumer Shipments »	Month	12 Months
July 2017	\$100 mil	\$2,529 mil
July 2016	\$82 mil	\$2,136 mil

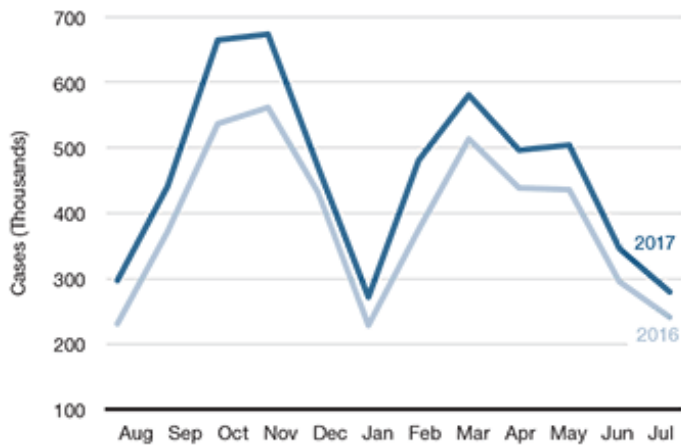
DIRECT-TO-CONSUMER SHIPMENTS



Source: Wines Vines Analytics/ShipCompliant

DtC shipments increased 23% to \$100 million in July 2017 over July 2016, with the channel’s growth bucking the usual seasonal downturn.

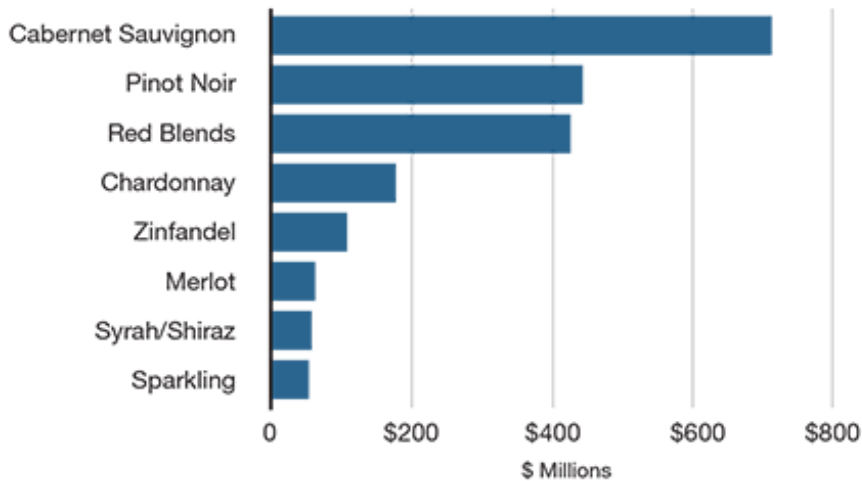
DIRECT-TO-CONSUMER SHIPMENT VOLUME



Source: Wines Vines Analytics/ShipCompliant

DtC shipments totaled 274,569 cases in July 2017, 15% above July 2016.

DTC SHIPMENTS

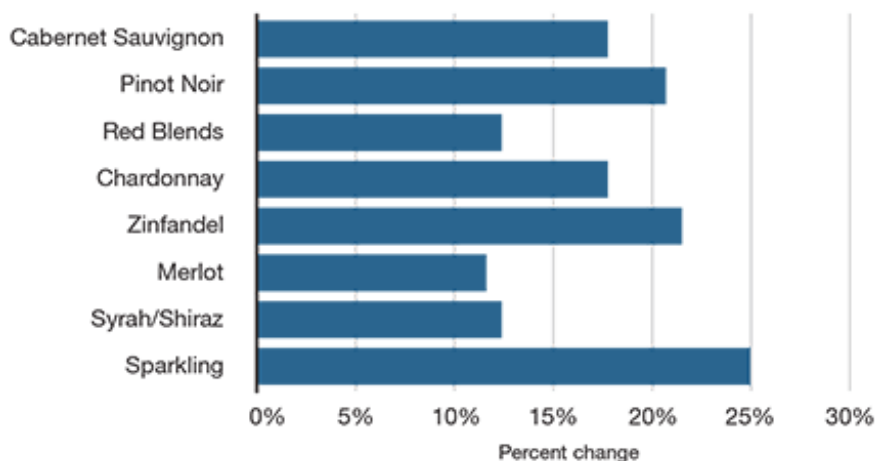


Source: Wines Vines Analytics/ShipCompliant; 12 months through July 2017.

Cabernet Sauvignon remained the most-shipped varietal with \$744 million in shipments for the 12 months ended July 2017, but growth in Pinot Noir lifted it into second place while red blends ranked third.

Chardonnay, the top white varietal, followed with \$193 million.

DTC SHIPMENTS GROWTH RATE



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

Sparkling wine, Zinfandel and Pinot Noir led varietal growth rates in the 12 months ended July 2017, but all major varietals posted double-digit increases.

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

WINES & VINES

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