

Wine Industry Metrics - Direct-to-Consumer - March 2018

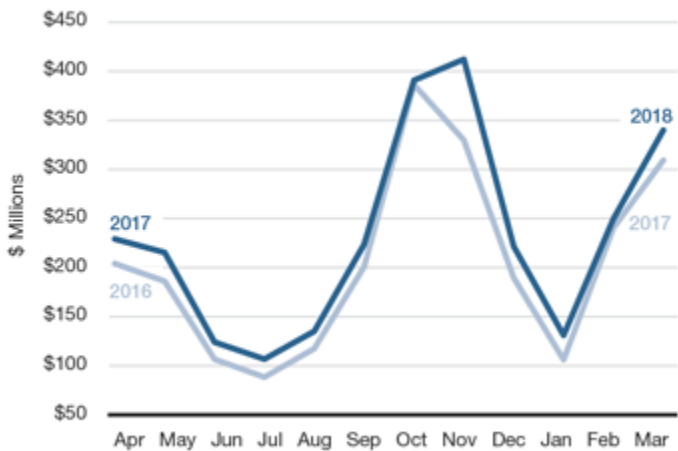
Wines Vines Analytics

DtC Growth Marches Forward with 10% Gain

Direct-to-consumer (DtC) shipments rose 10% in March versus a year earlier, Wines Vines Analytics/ShipCompliant by Sovos reported, topping \$342 million. Case volumes gained 12% to 642,516. Northwest wineries continued to increase utilization of the channel. Oregon added 35% to top \$163 million in the latest 12 months. Washington was close behind at 28%, with shipments approaching \$108 million. Oregon shipments saw an average bottle price of \$39.37, while Washington averaged \$33.57 a bottle.

| Direct-to-Consumer Shipments » | Month | 12 Months |
|--------------------------------|-----------|-------------|
| March 2018 | \$342 mil | \$2,758 mil |
| March 2017 | \$311 mil | \$2,436 mil |

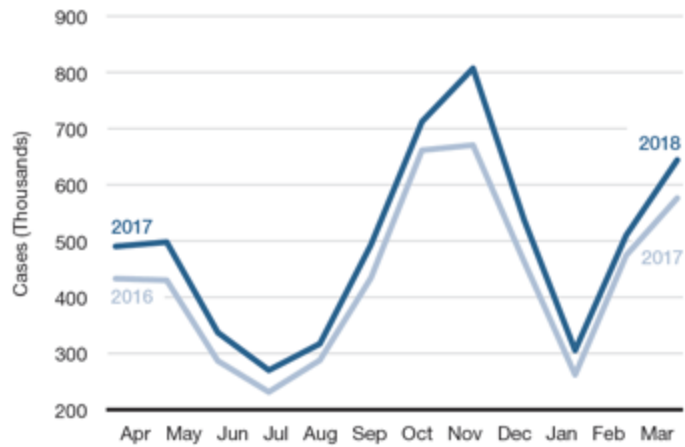
DIRECT-TO-CONSUMER SHIPMENTS



Source: Wines Vines Analytics/ShipCompliant by Sovos.

DtC shipments increased 10% to \$342 million in March versus a year ago.

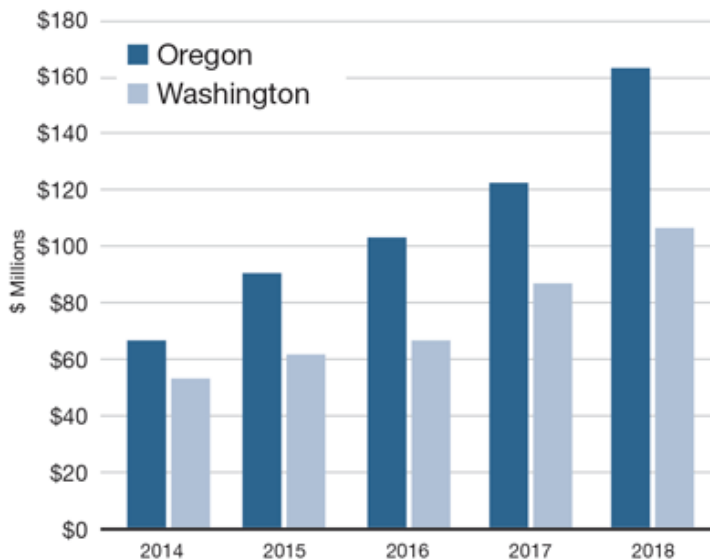
DIRECT-TO-CONSUMER SHIPMENT VOLUME



Source: Wines Vines Analytics/ShipCompliant by Sovos.

DtC case volume totaled 642,516 in March, up 12% from a year ago.

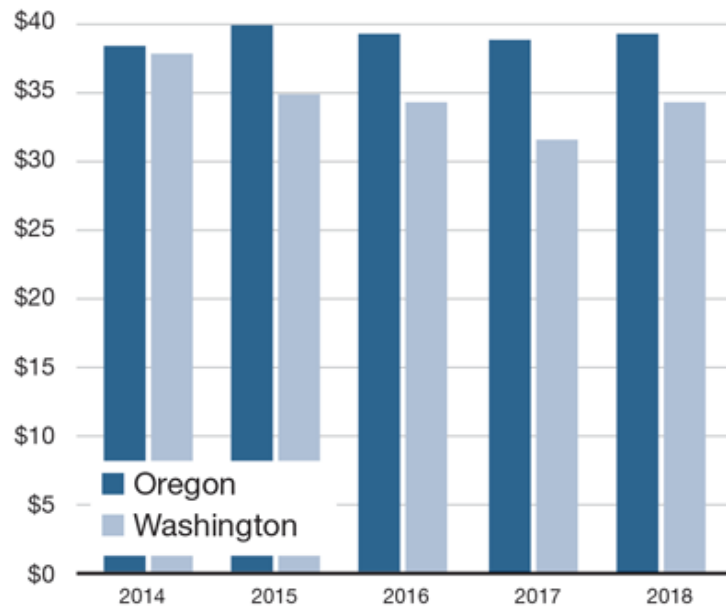
DTC SHIPMENT VALUE



Source: Source: Wines Vines Analytics/ShipCompliant by Sovos;
12 months ended March 2018

Oregon posted a 35% gain in shipments in the latest 12 months, while Washington shipments rose 28%.

DTC SHIPMENT AVERAGE BOTTLE PRICE



Source: Source: Wines Vines Analytics/ShipCompliant by Sovos;
12 months ended March 2018

Oregon shipped wines worth an average of \$39.37 a bottle in the latest 12 months, up from \$38.07 a year ago. Washington shipments averaged \$33.57 a bottle, up from \$32.27 a year ago.

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

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