

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

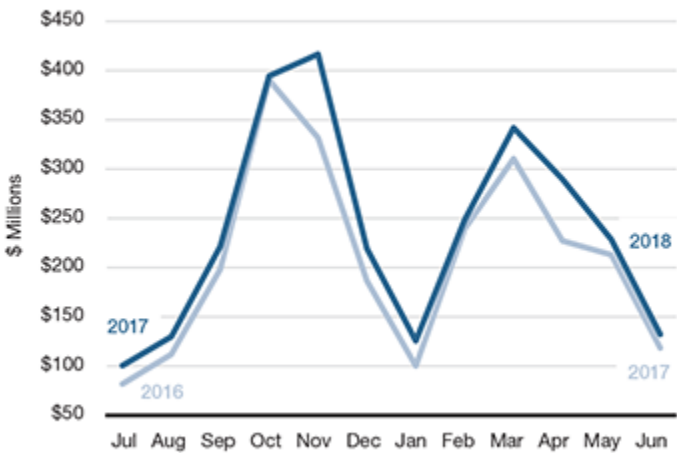
Wines Vines Analytics

DtC Rises 12% in June as Sonoma Gains Popularity

Warmer weather didn't cool direct-to-consumer (DtC) shipments in June. The value rose 12% versus a year ago to \$132 million, Wines Vines Analytics/ShipCompliant by Sovos reported. This exceeded growth in case volumes, which rose 7% to 363,567. Sonoma rivals Napa when it comes to DtC shipments, dispatching 1,717,780 cases over the past year worth \$611 million. The average bottle from Sonoma is \$29.66, less than half that of Napa. Pinot Noir is Sonoma's most valuable varietal at \$47.78 a bottle.

Direct-to-Consumer Shipments »	Month	12 Months
June 2018	\$132 mil	\$2,850 mil
June 2017	\$118 mil	\$2,510 mil

DIRECT-TO-CONSUMER SHIPMENT VALUE



Source: Wines Vines Analytics/ShipCompliant by Sovos.

DtC shipments totaled \$132 million in June, up 12% from a year ago.

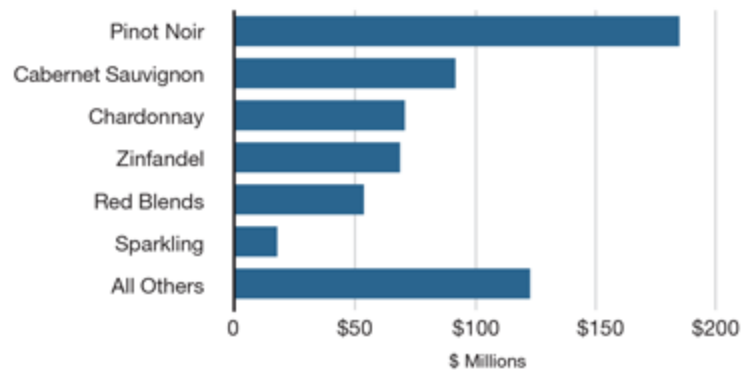
DIRECT-TO-CONSUMER SHIPMENT VOLUME



Source: Wines Vines Analytics/ShipCompliant by Sovos.

DtC case volume totaled 363,567 in June, up 7% from a year ago.

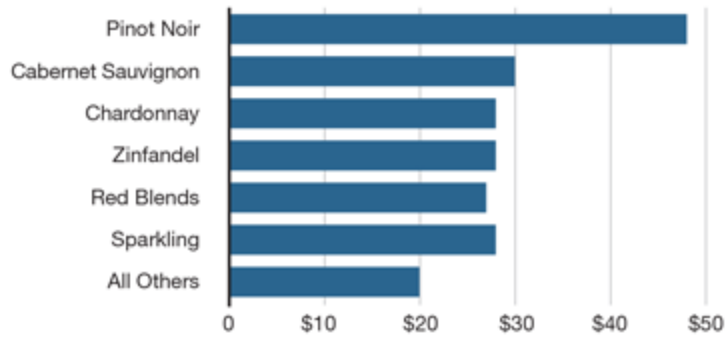
DTC SHIPMENTS FROM SONOMA COUNTY WINERIES



Source: Wines Vines Analytics/ShipCompliant by Sovos. 12 months ended June 2018.

Pinot Noir is the most-shipped varietal from Sonoma wineries, accounting for 30% of the shipment value in the latest 12 months.

DTC SHIPMENTS FROM SONOMA COUNTY WINERIES, AVERAGE BOTTLE PRICE



Source: Wines Vines Analytics/ShipCompliant by Sovos. 12 months ended June 2018.

Pinot Noir is the most valuable varietal Sonoma County wineries ship DtC, averaging \$47.78 a bottle. This is well above the Sonoma average of \$29.66 a bottle.

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

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