Wine Industry Metrics - Winery Database - April 2013

Wines Vines Analytics

U.S. Wineries Selling Direct to Consumer

U.S. wineries continue to build volumes sold direct to consumers. Based on our continuous survey activity among wineries, we note the smallest wineries are the most active with these sales.

Winery Database »	Month
April 2013	7,547
April 2012	7,407

To read our in-depth analysis, view the ***Direct to Consumer Wine Shipping Report 2013 »*** .

Portion of Cases Sold Direct to Consumer U.S. Wineries - By Winery Size April 2013	
Winery Size	% Sales DtC
Large (500,000+)	4%
Medium (50,000 - 499,000)	21%
Small (5,000 - 49,000)	57%
Very Small (1,000 - 5000)	70%
Limited Production (< 1000)	73%
All Wineries	67%

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