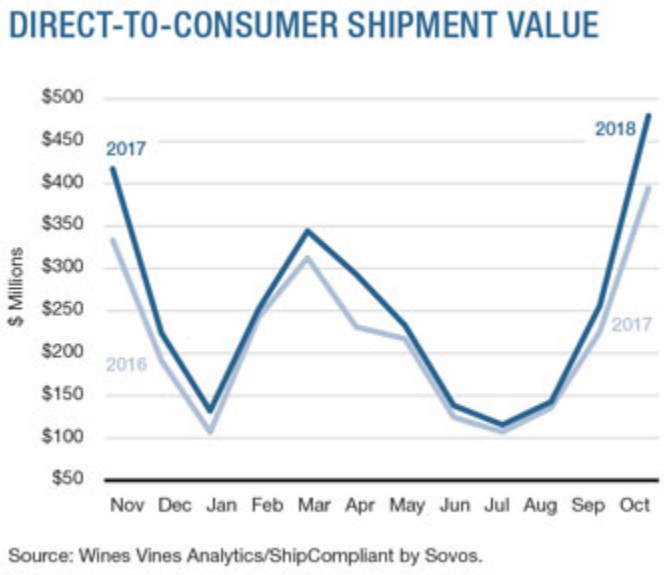
Wine Industry Metrics - Direct-to-Consumer - October 2018

Wines Vines Analytics

DtC Shipments Jump 22% in October

Direct-to-consumer (DtC) shipments totaled $481 million in October, Wines Vines Analytics/ShipCompliant by Sovos reported, up 22% from a year ago. The strong growth was attributable to October having five Mondays, when many wineries dispatch shipments. Volumes gained 13% in the period to 802,651 cases. Among red varietals, Cabernet Sauvignon led with $860 million worth of shipments in the latest 12 months. Other red wines led in growth, rising 21%, while Syrah saw the weakest growth at 6%.

Direct-to-Consumer Shipments »	Month	12 Months
October 2018	$481 mil	$2,982 mil
October 2017	$395 mil	$2,574 mil



Source: Wines Vines Analytics/ShipCompliant by Sovos.

DtC shipments totaled $481 million in October, up 22% from a year ago.

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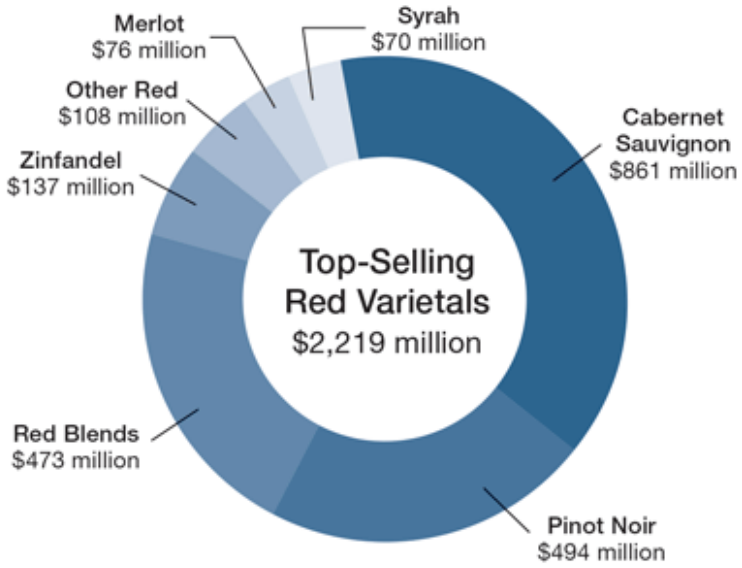
DIRECT-TO-CONSUMER SHIPMENT VOLUME



Source: Wines Vines Analytics/ShipCompliant by Sovos.

DtC case volume totaled 802,651 in October, up 13% from a year ago.

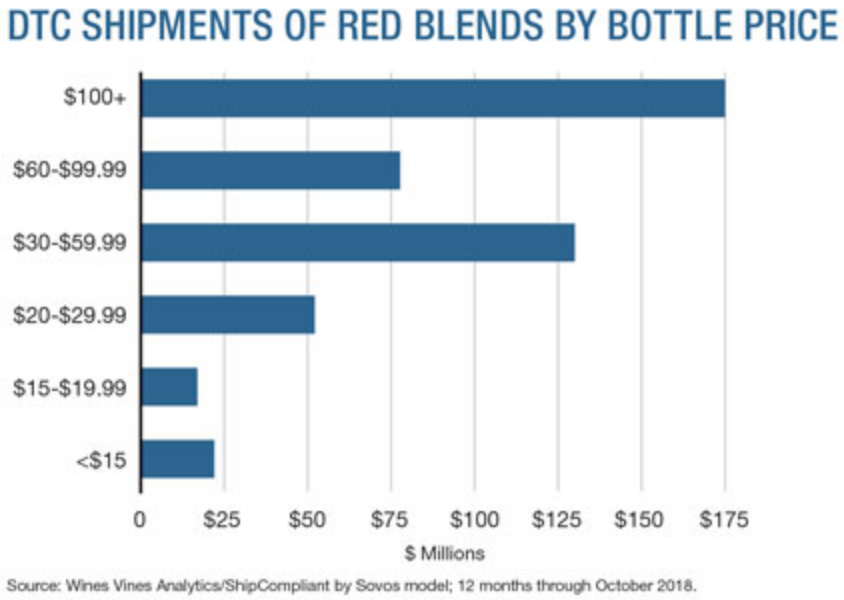
DTC SHIPMENTS BY RELATIVE MARKET SHARE



Source: Wines Vines Analytics/ShipCompliant by Sovos model; 12 months through October 2018.

DTC shipments of red varietals exceeded $2.2 billion in the latest 12 months, led by Cabernet Sauvignon at $860 million.

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Source: Wines Vines Analytics/ShipCompliant by Sovos model; 12 months through October 2018.

Red blends remain popular, with DtC shipments rising 15% to $473 million in the latest 12 months. The largest portion of shipments occured in the $100-plus price band, driven by proprietary blends from Napa wineries.

Download the Wines & Vines/Ship Compliant 2018 Direct to Consumer shipping report »

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