DtC Shipment Reporting

A project of ShipCompliant and Wines & Vines

A New Study of Direct-to-Consumer Shipping
ShipCompliant and Wines & Vines have joined in a collaborative effort to accurately model the size and characteristics of the Direct-to-Consumer shipment market for U.S. wines. The two companies have been working for the past 12 months to build an industry model to process 3 million DtC transactions sourced from a portion of ShipCompliant's completed transactions during that period to produce statistically accurate results representative of ALL winery-to-consumer wine shipments in the U.S.

The DtC Shipment Reporting model takes anonymized data from ShipCompliant about actual DtC sales and analyzes it through the Wines & Vines winery database, the most accurate and up-to-date in the wine industry.

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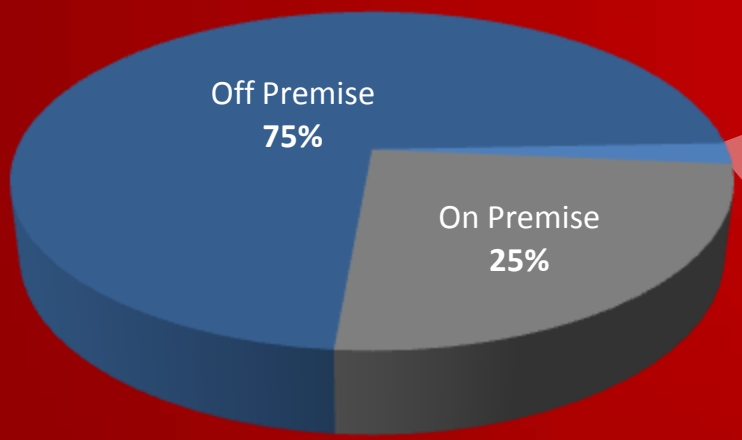
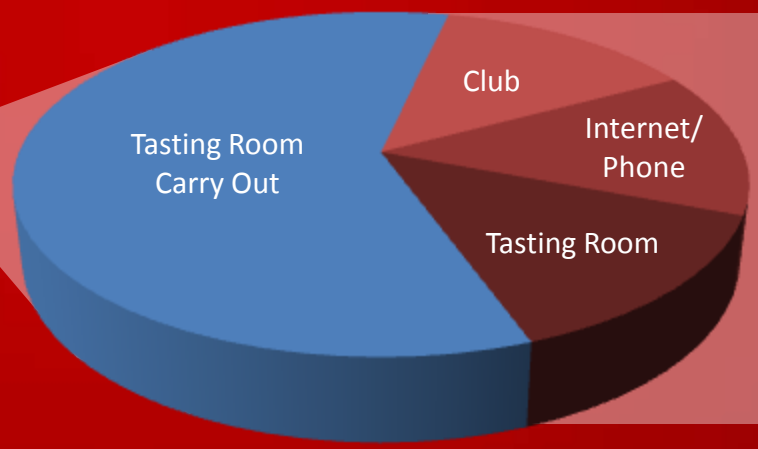
2009 US Wine Production Volume

9L Cases By Channel

Total Produced*
251 Million

Direct to Consumer (DtC)
6 Million





DtC Shipments
2.6 Million
(1% of Production)

* Excluding Exports

Sources: TTB, Industry and Wines & Vines Estimates

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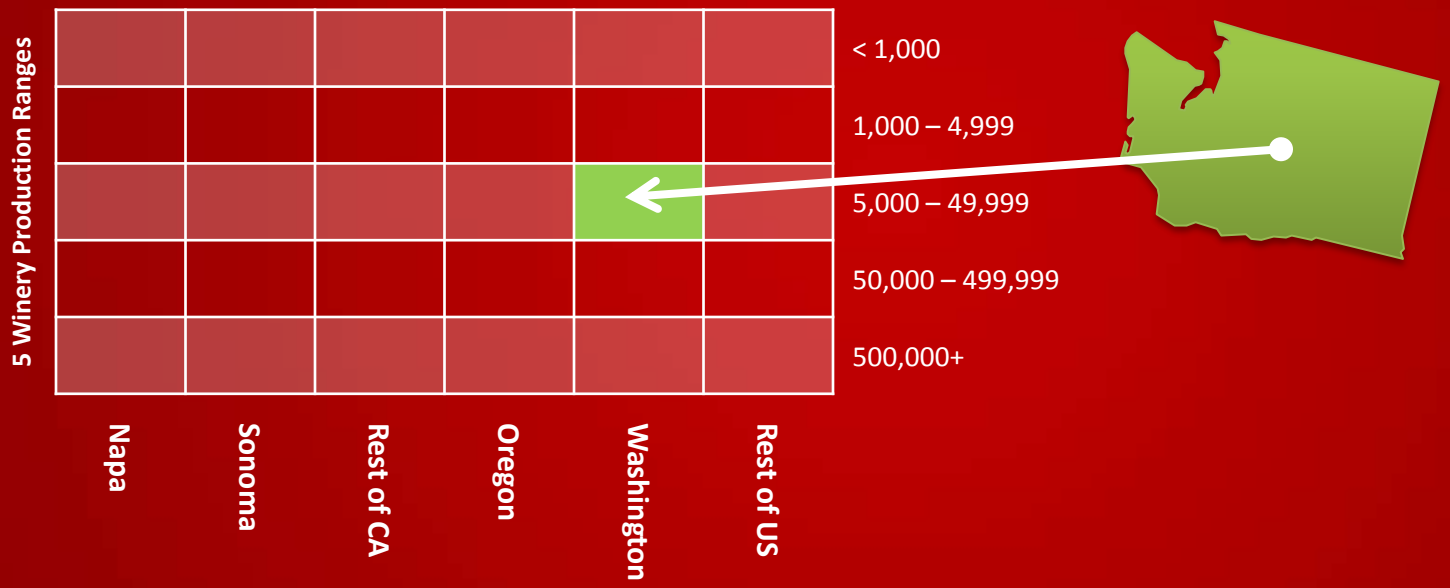
DtC Shipment Model

US Winery Database
6,400 Wineries

Shipment Transactions
3 Million +

6 Geographic Regions



- Model adjusts sample for:
  - Completeness by region and winery size
  - Growth and change of sample wineries over time
- Output is the data for reports you are seeing today

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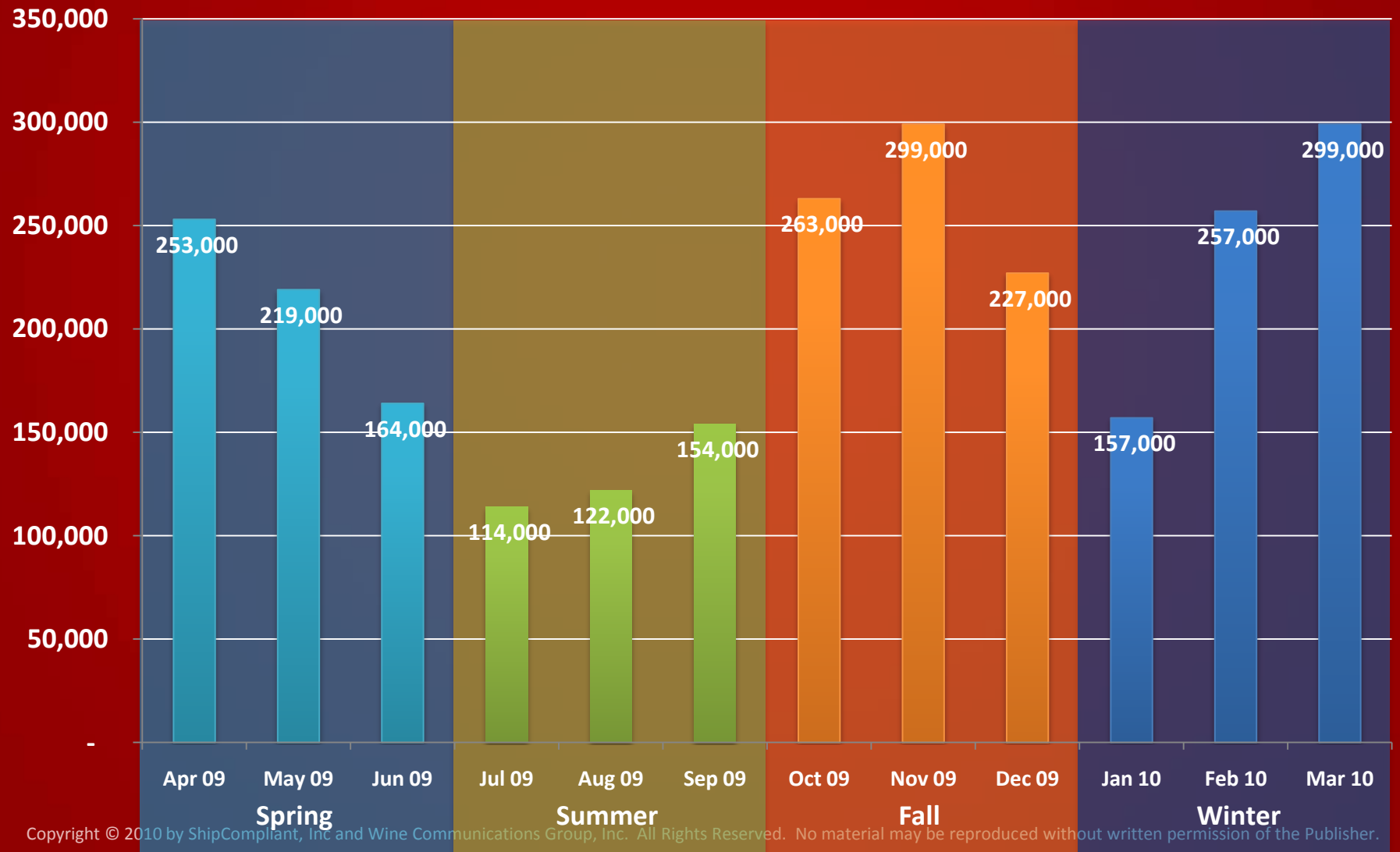
Shipments by Month

9L Cases, 12 Months April 2009 to March 2010



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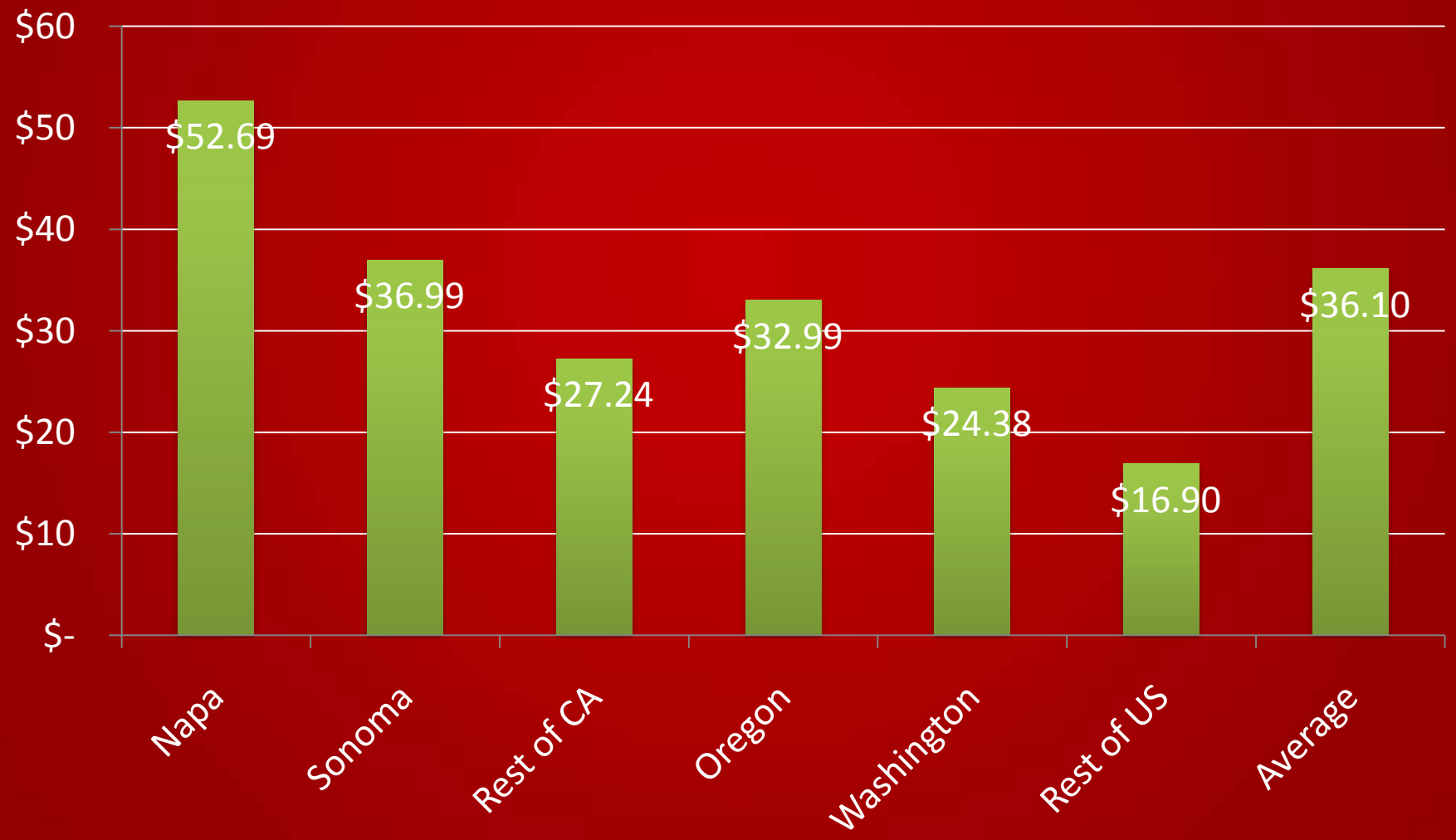
Average Bottle Price by Region

12 Months April 2009 to March 2010



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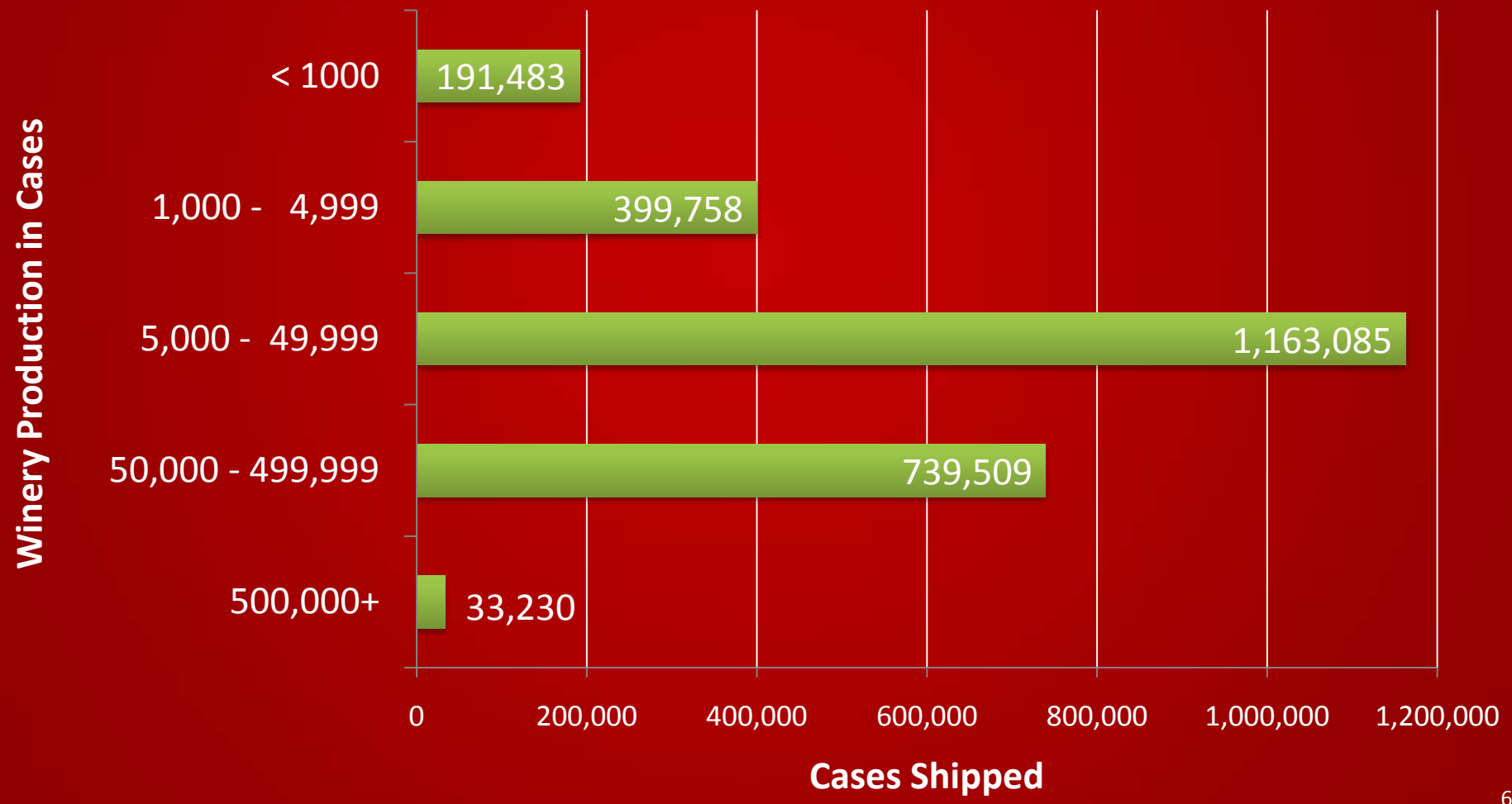
Shipments by Winery Size

9L Cases, 12 Months April 2009 to March 2010



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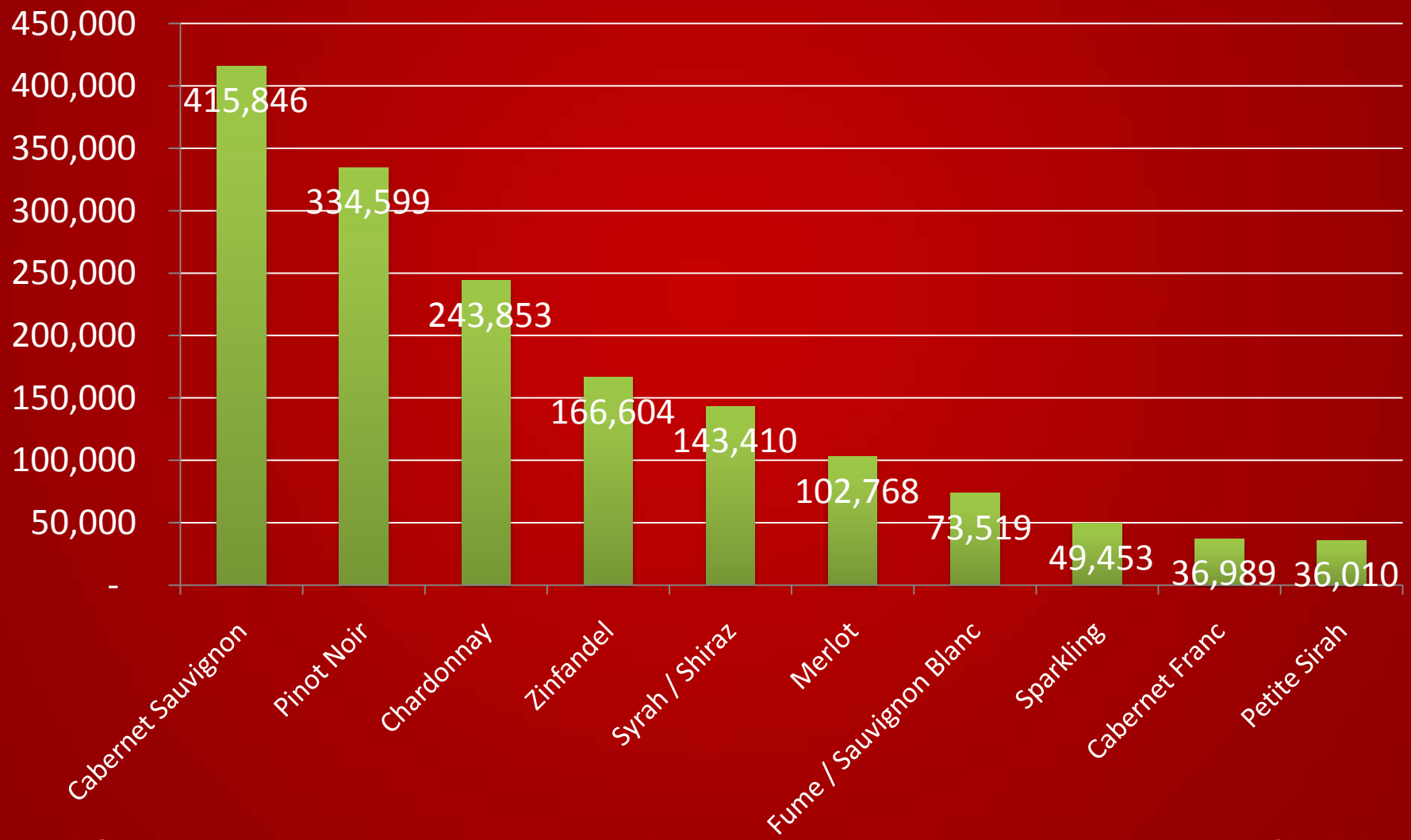
Top 10 Varietals – Cases Shipped

9L Cases, 12 Months April 2009 to March 2010



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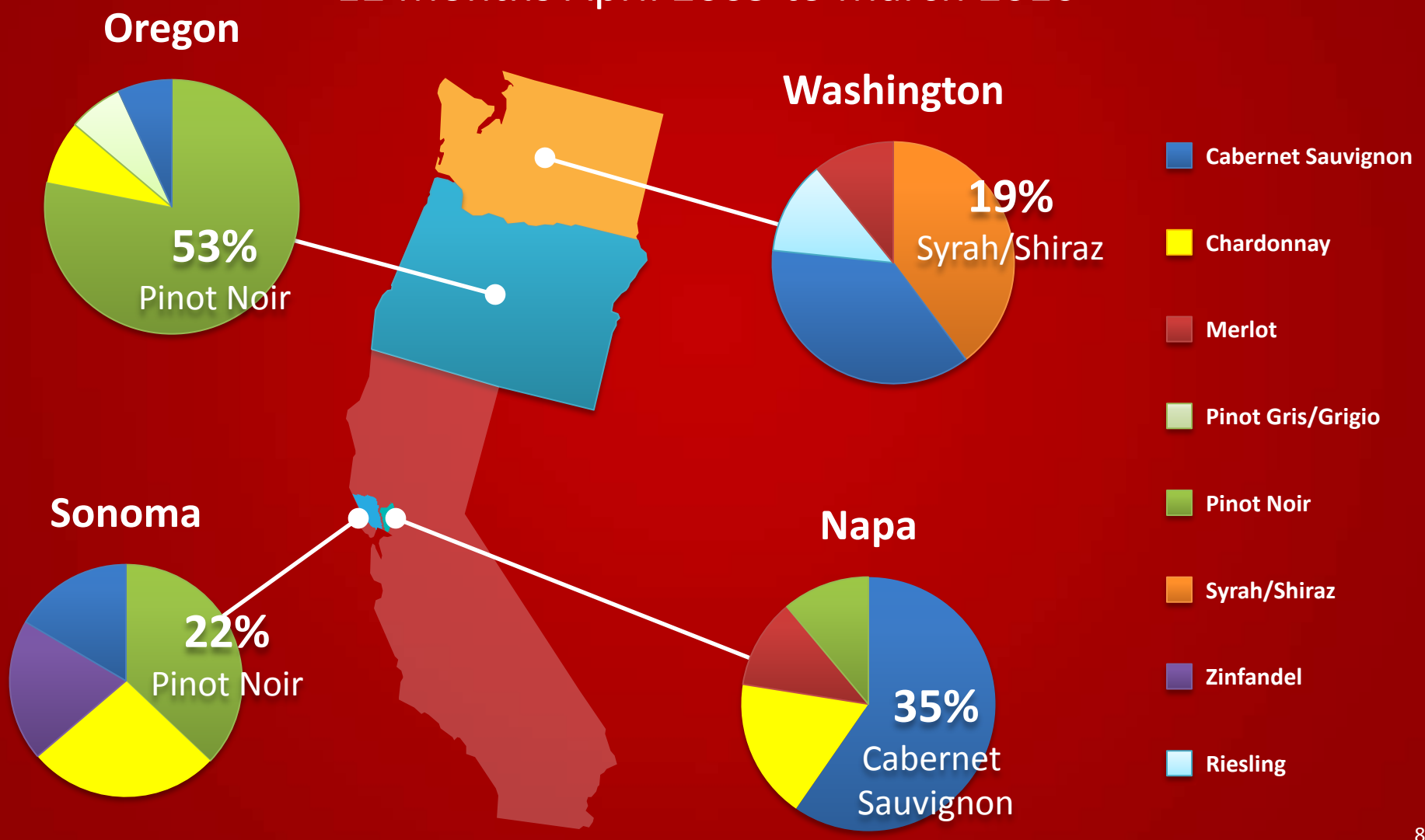
Top 4 Varietals by Region

12 Months April 2009 to March 2010



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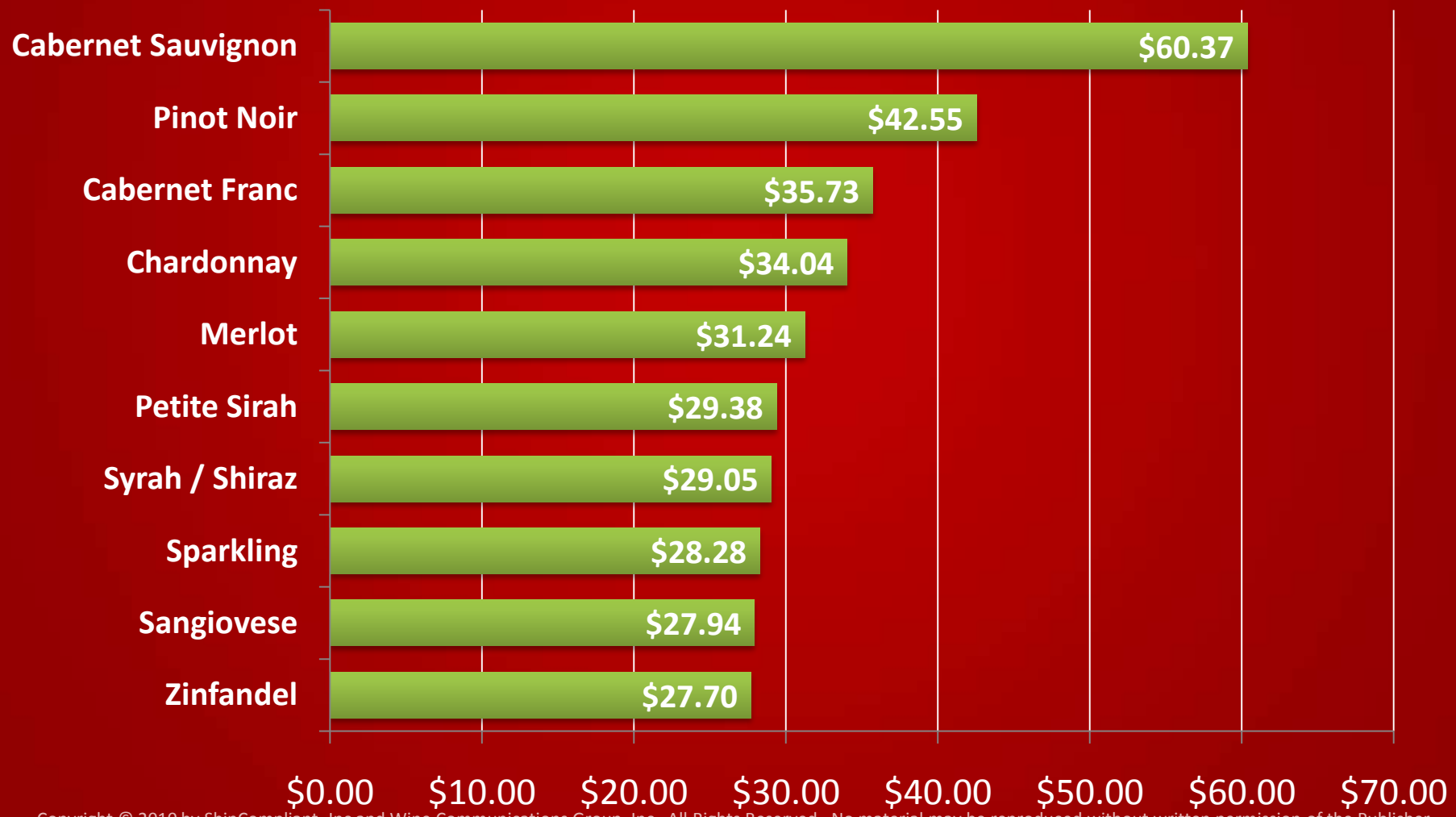
Average Bottle Price by Varietal

12 Months April 2009 to March 2010



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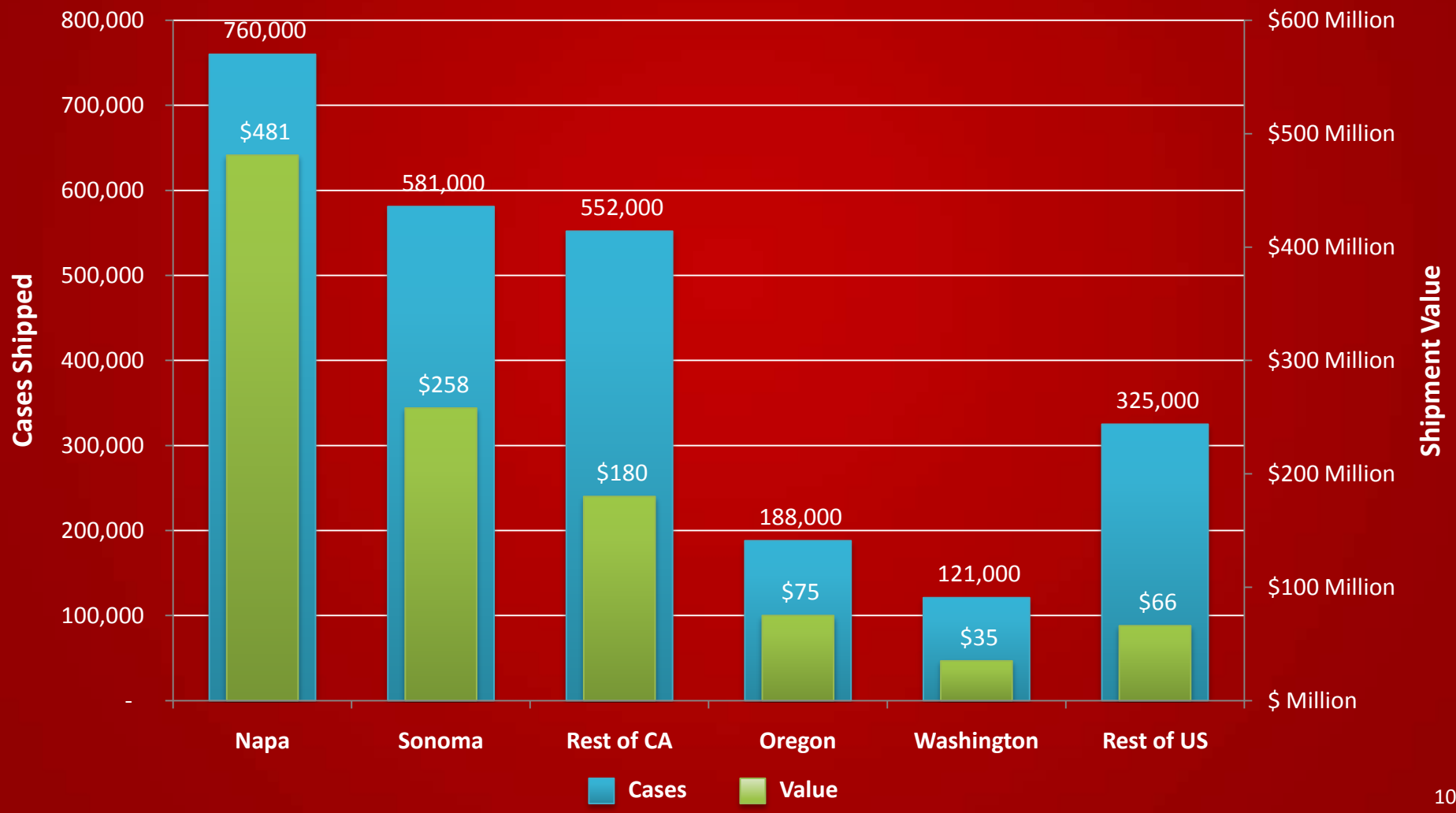
Performance by Winery Region

9L Cases and Value, 12 Months April 2009 to March 2010



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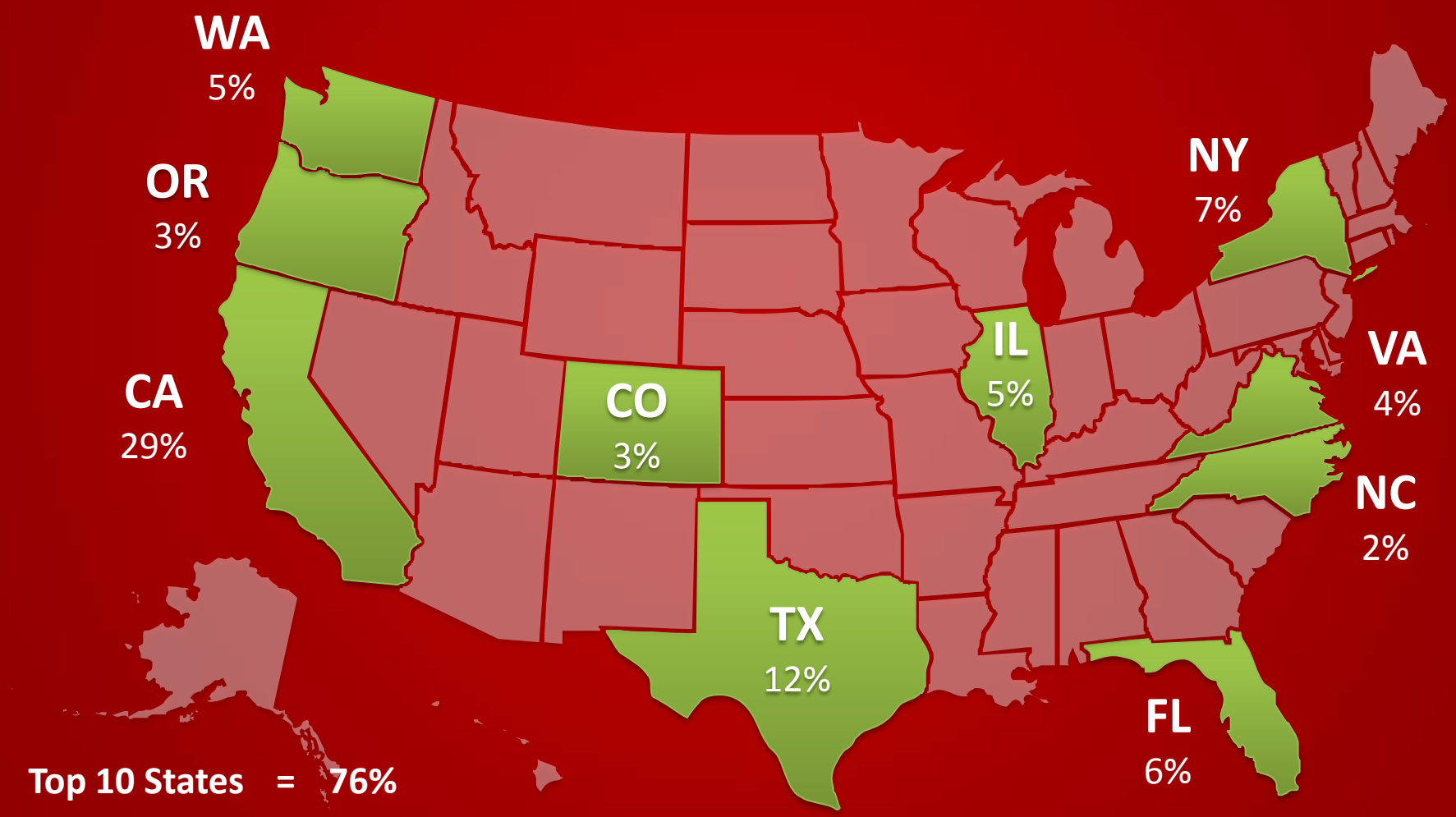
% of Total DtC Shipments to Top 10 States

12 Months April 2009 to March 2010



Top 10 States = 76%

All Others = 24%

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Average Bottle Price by Destination

12 Months April 2009 to March 2010

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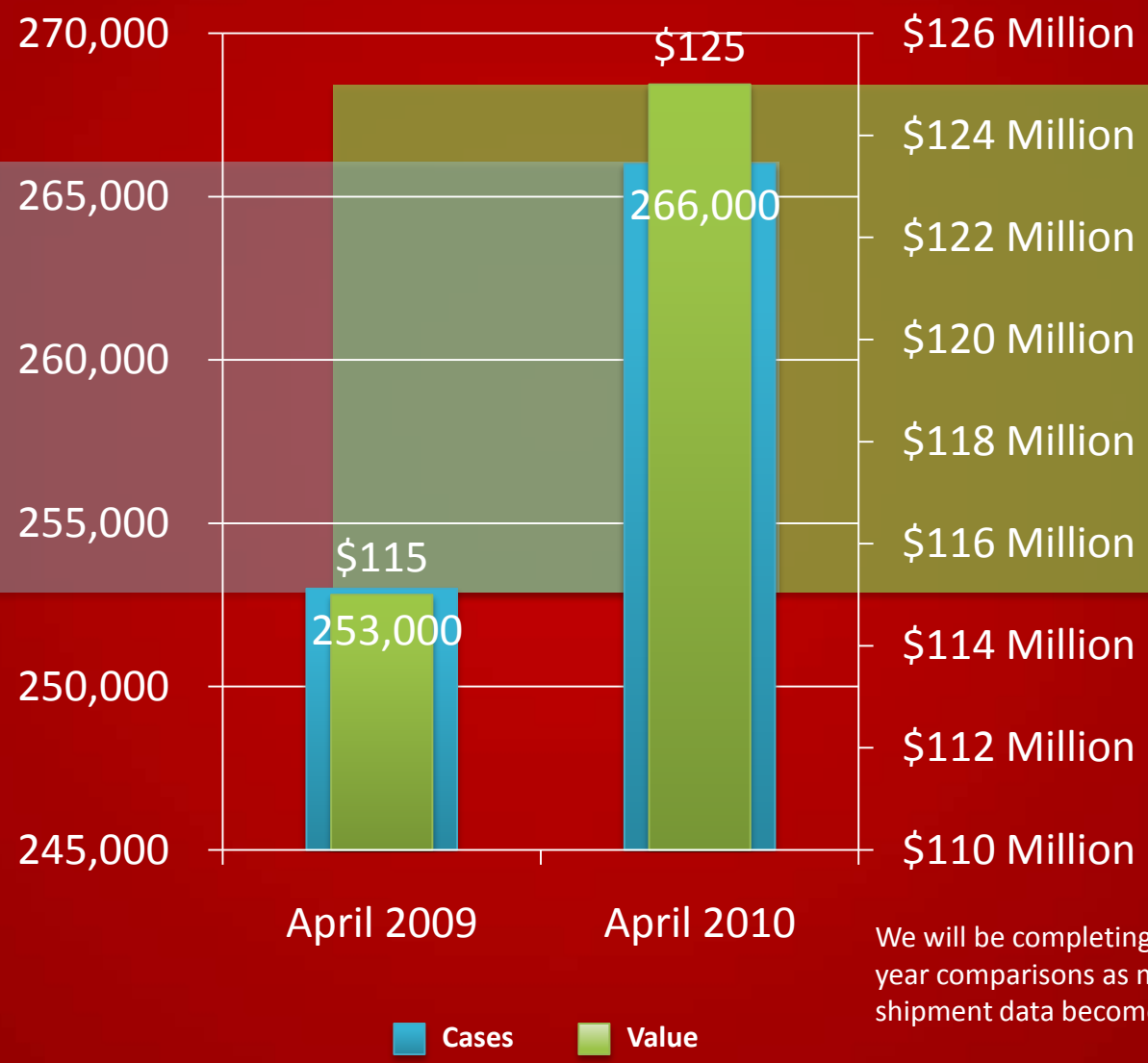
Year-to-Year Shipments

4.9%
Increase in
Cases Shipped



8.9%
Increase in
Shipped Value

We will be completing year over year comparisons as monthly shipment data becomes available.

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What the Data Says

- Top shipping months: October, November and March
- Top varietal by bottle price: Cabernet Sauvignon
- Small wineries ship the most cases
- Top varietals by volume are Cabernet, Pinot Noir and Chardonnay
- Napa leads regions in: Cases, dollars, bottle prices
- California takes the most shipments, then Texas
- New Yorkers pay the most per bottle
- DtC shipments grew 8.9% by value in April

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...in closing

We would enjoy discussing your specific areas of interest off line this afternoon.

Thank you.

Contact Information

Jim Gordon
Editor, Wines & Vines
jim@winesandvines.com

Chet Klingensmith
President & Publisher, Wines & Vines
chet@winesandvines.com

Additional Contacts

Jason Eckenroth
CEO, ShipCompliant
jason@shipcompliant.com

Hugh Tietjen
Chairman, Wine Communications Group, Inc.
htietjen@winebusiness.com

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