



2020

DIRECT TO CONSUMER

Wine Shipping Report

First Look: DtC Shipping Data

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Wine Analytics Report

➤ Agenda

1. Background & Methodology
2. 2019 Headlines
3. Takeaways





ANNUAL DTC WINE SHIPPING REPORT

SOVOS
ShipCompliant



> THANK YOU

FREE THE GRAPES!
— TO ENSURE CONSUMER CHOICE IN FINE WINE —



 DIRECT TO CONSUMER
WINE SYMPOSIUM



bw166



SOVOS ShipCompliant



ACKNOWLEDGMENTS

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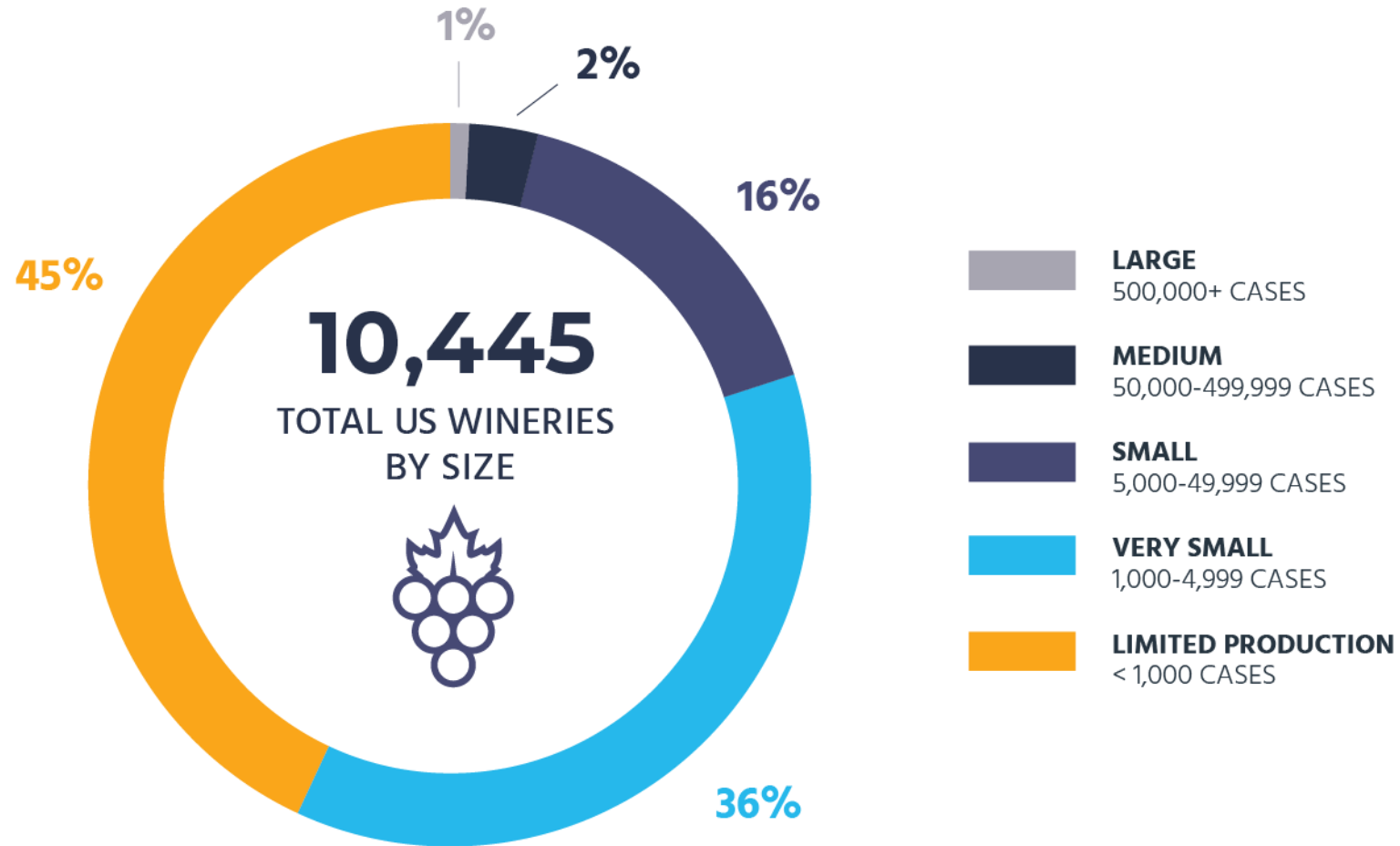
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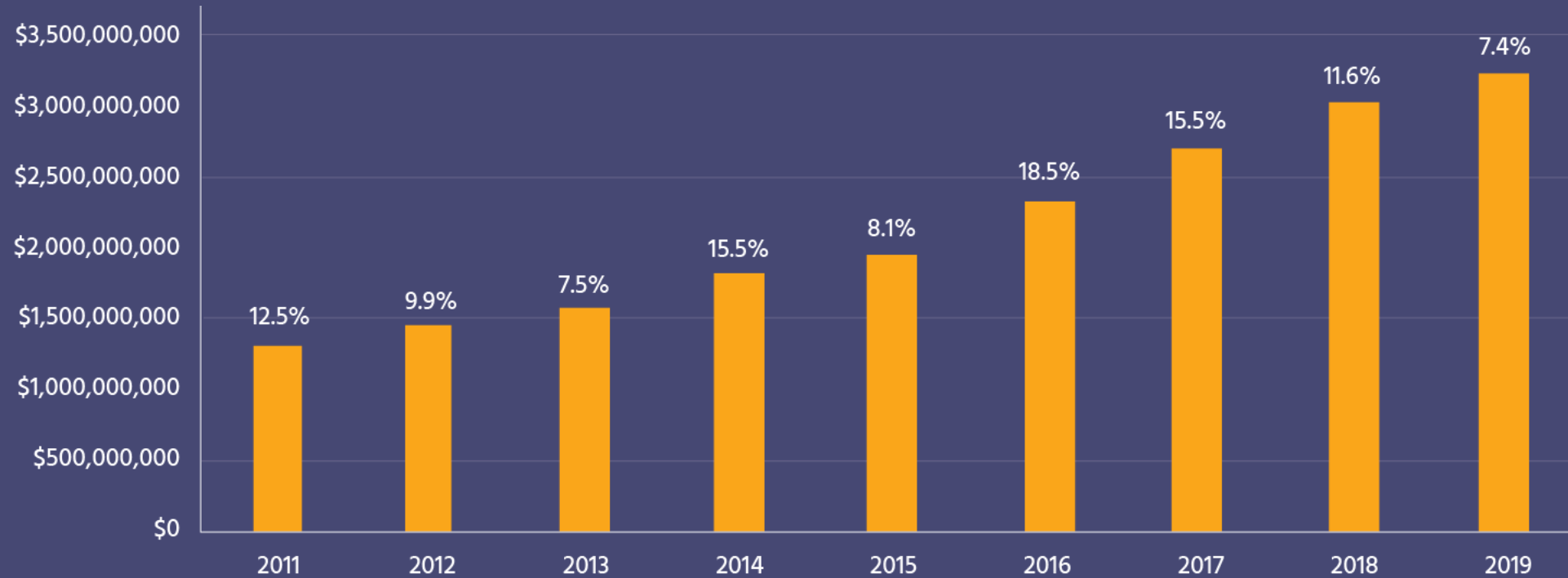
Danny Brager (SVP, Beverage Alcohol Practice, Nielsen)

Jon Moromarco (Managing Partner, bw166)

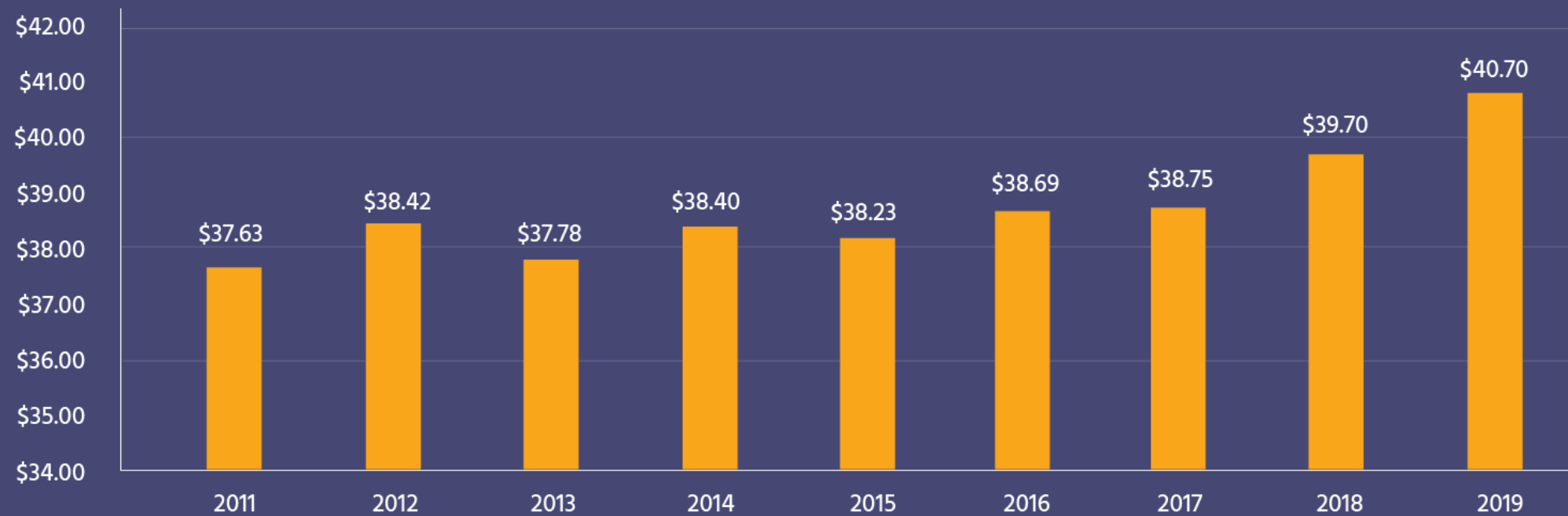
TOTAL US WINERIES BY SIZE 2019



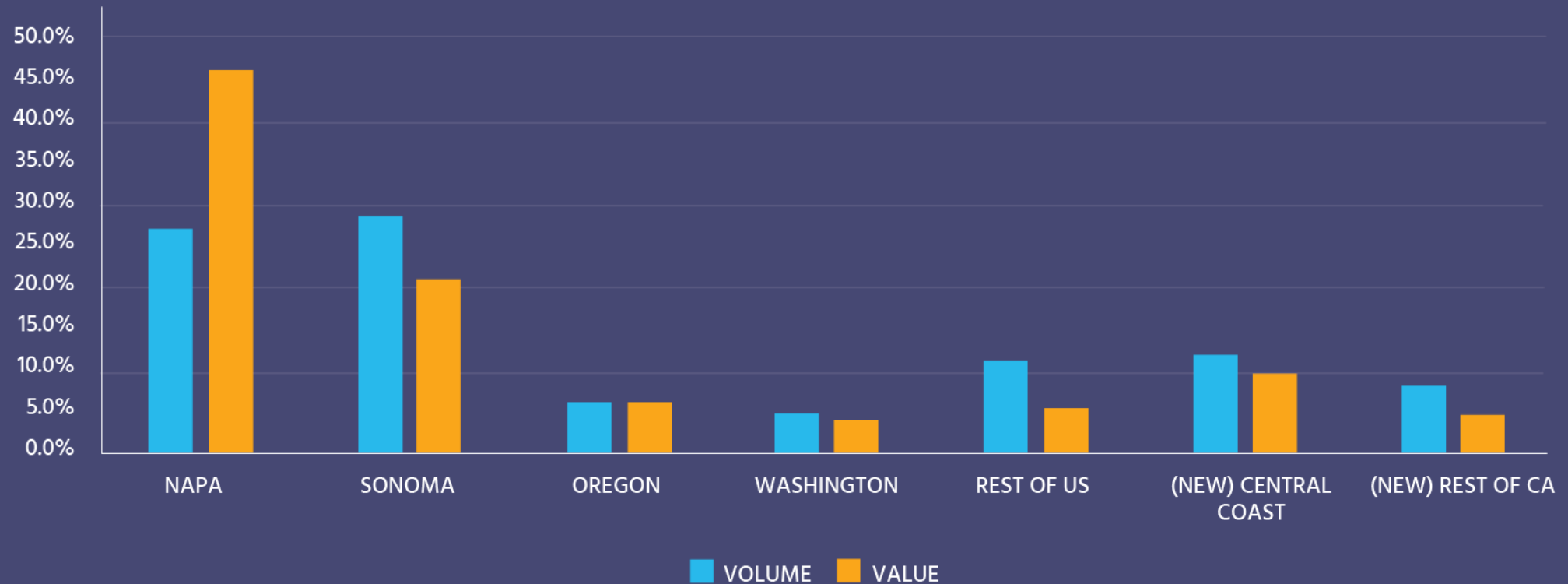
VALUE OF DTC SHIPPING CHANNEL



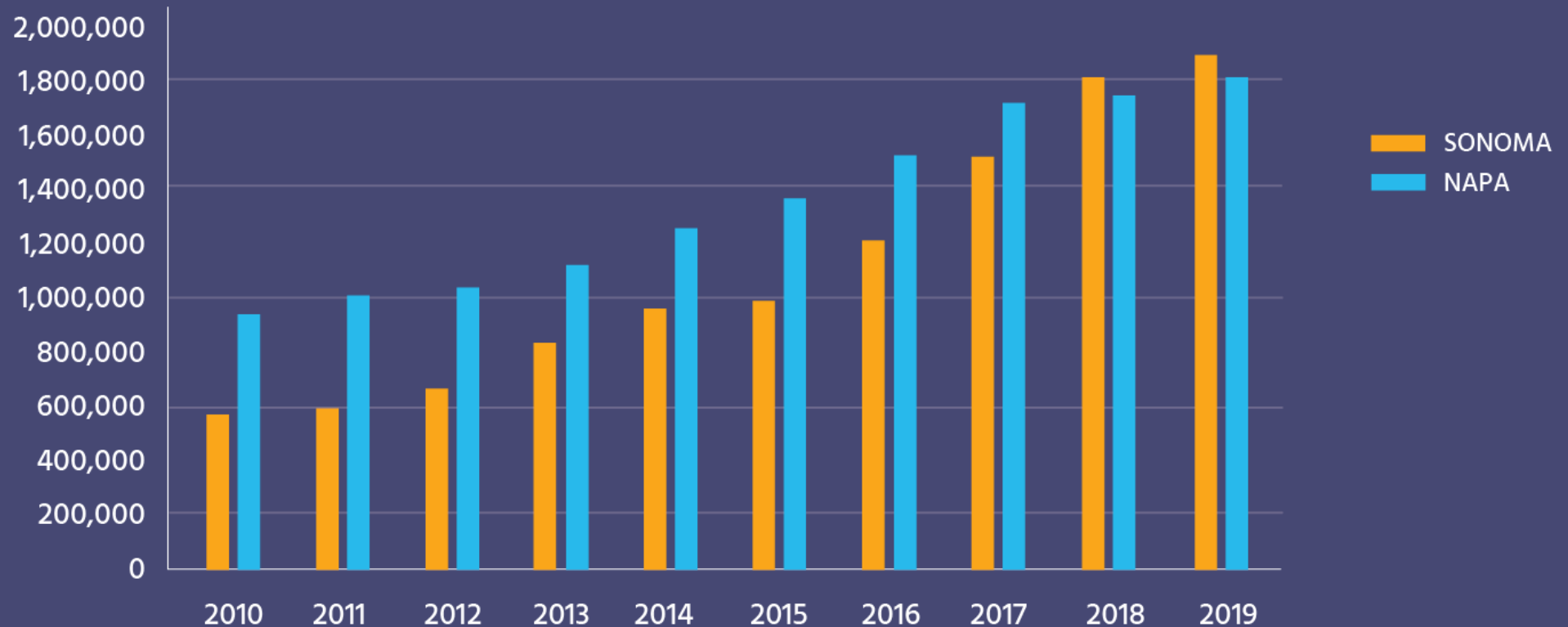
AVERAGE PRICE PER BOTTLE: 2011-2019



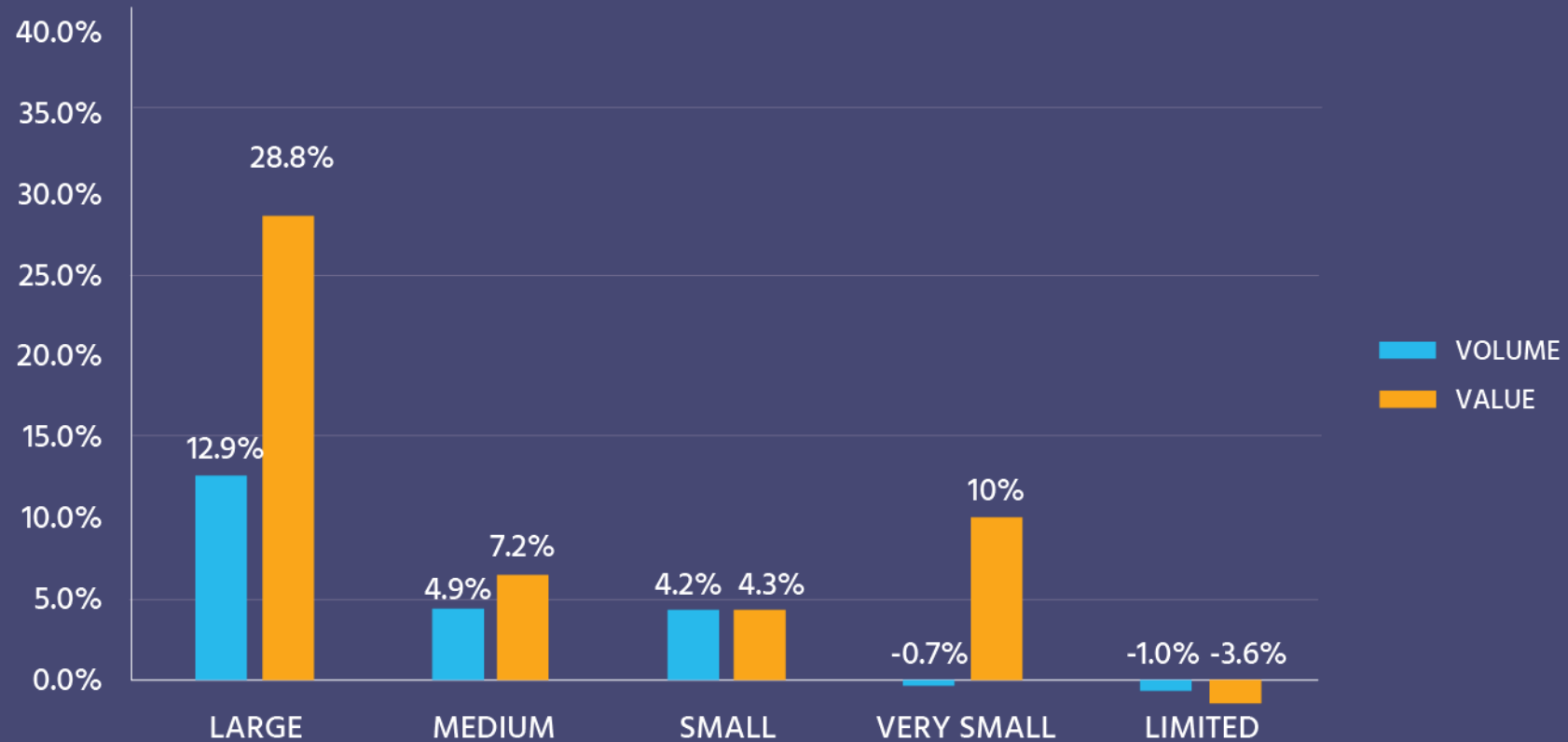
PERCENT OF TOTAL VOLUME & VALUE BY REGION



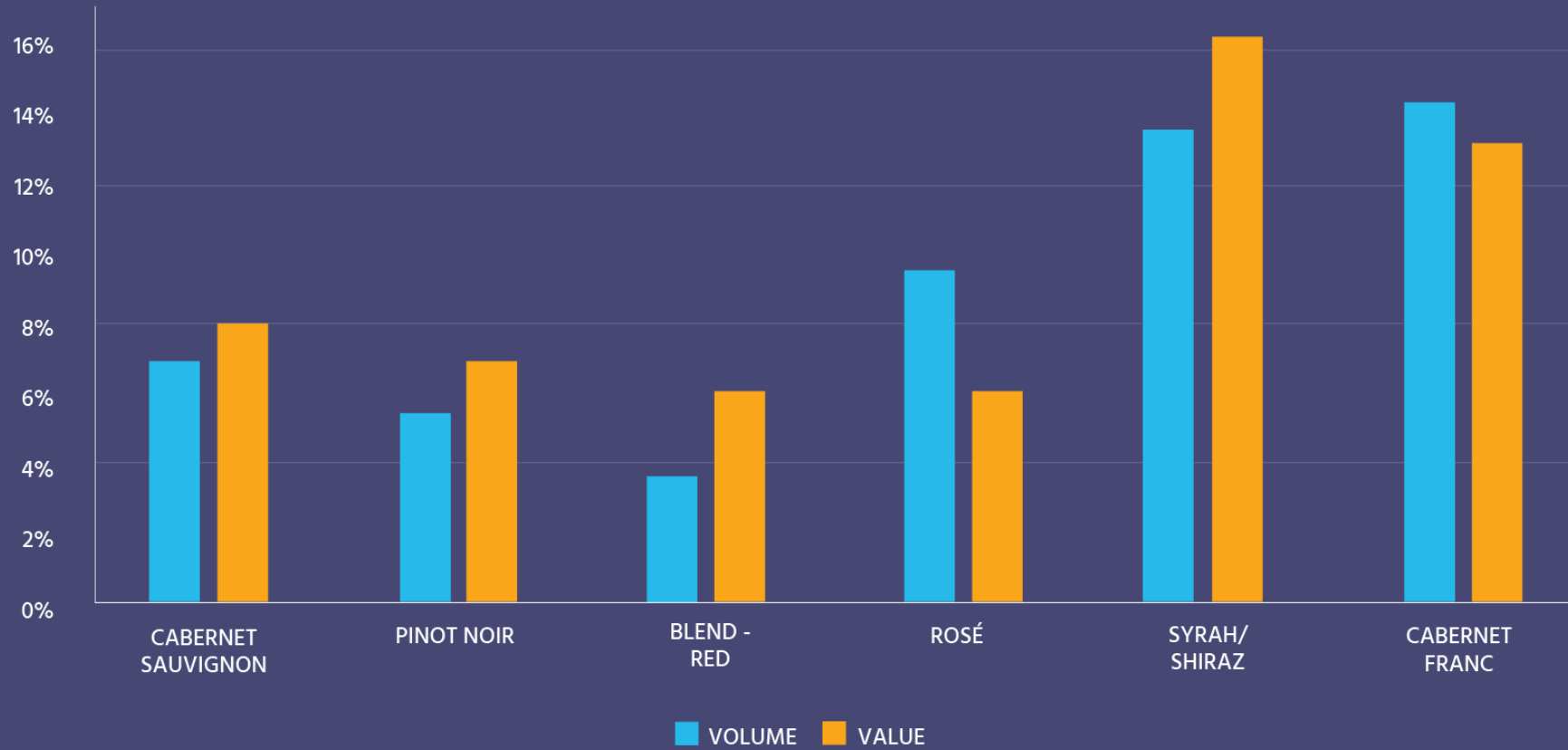
TRENDS IN CASES SHIPPED: NAPA VS SONOMA



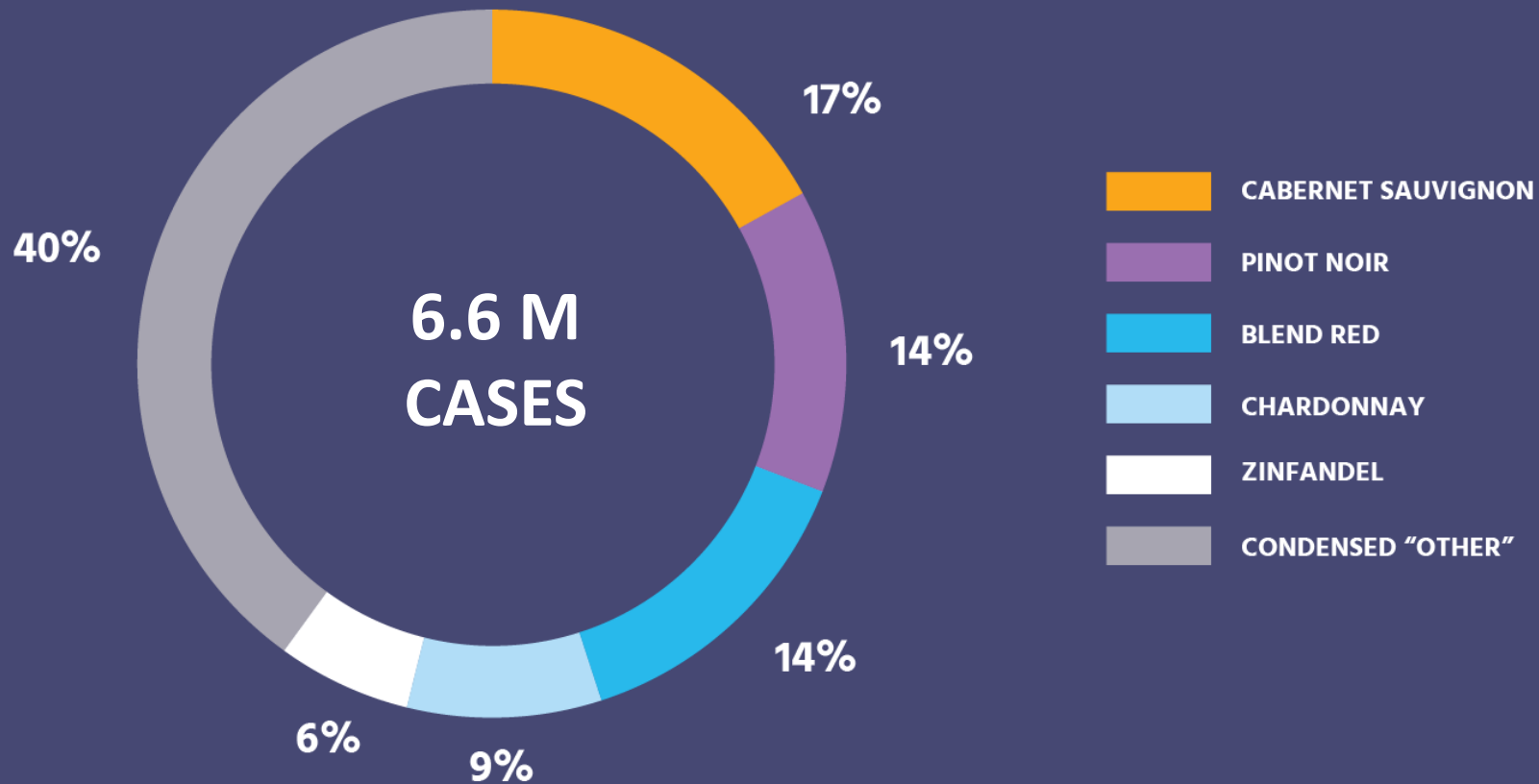
VALUE AND VOLUME CHANGE BY WINERY SIZE



HIGHEST-GROWTH VARIETALS

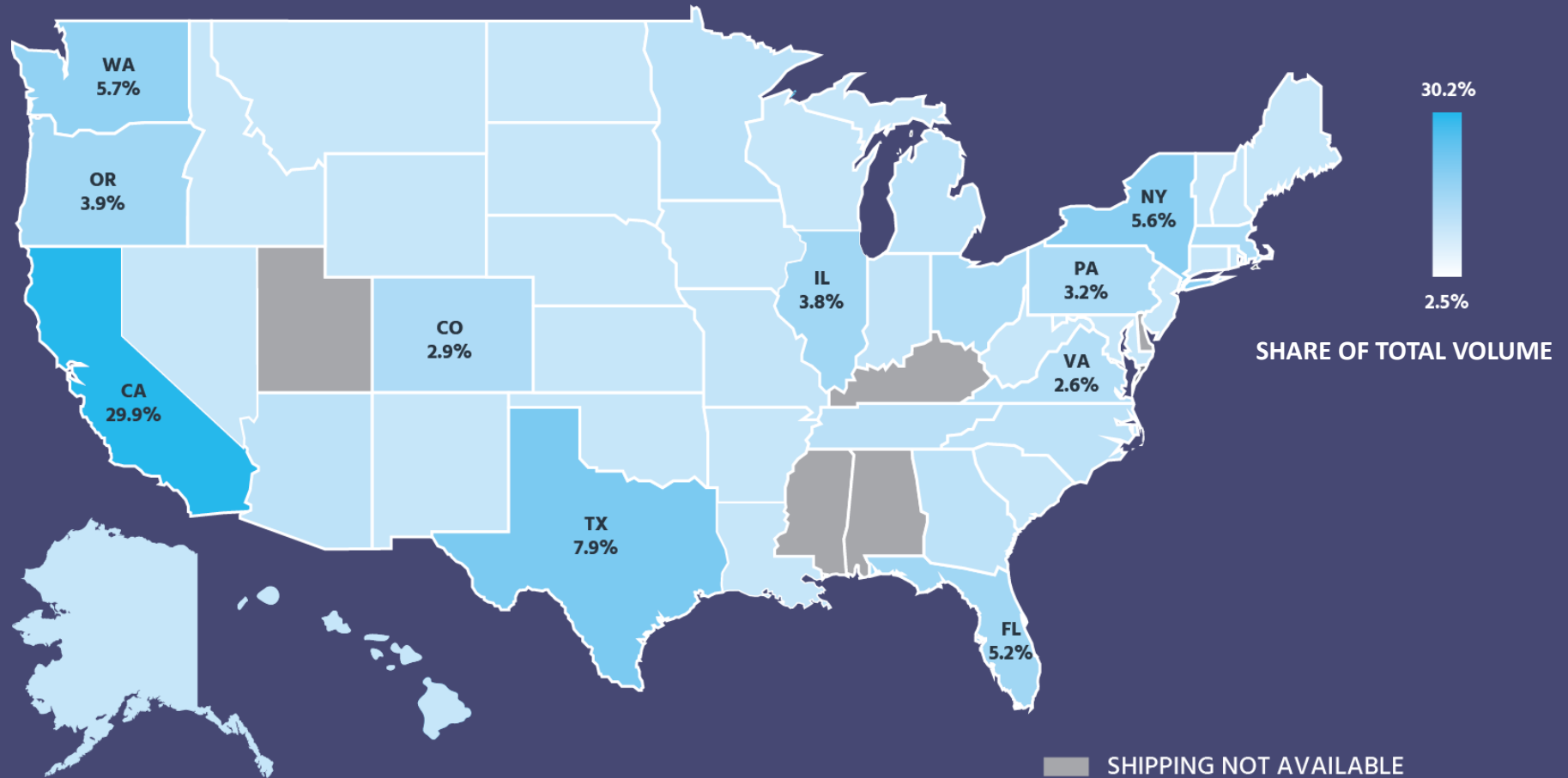


TOP VARIETALS SHIPPED BY VOLUME



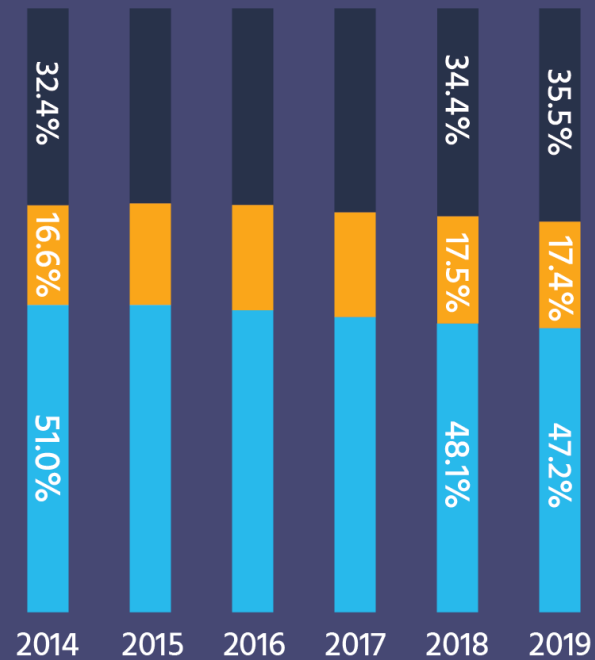
TAKEAWAYS

TOP SHIP-TO DESTINATIONS

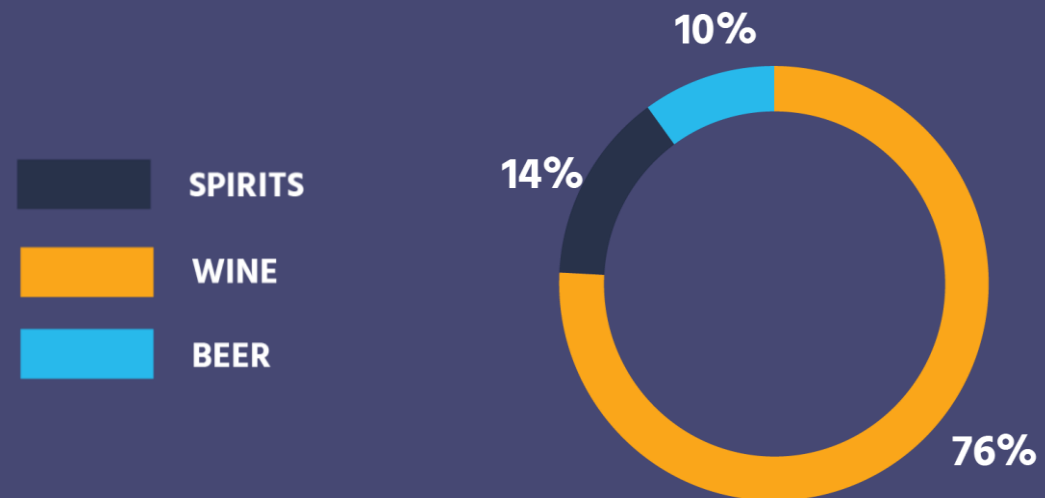


E-COMMERCE VS OTHER RETAIL

BEV ALC SALES BY CATEGORY

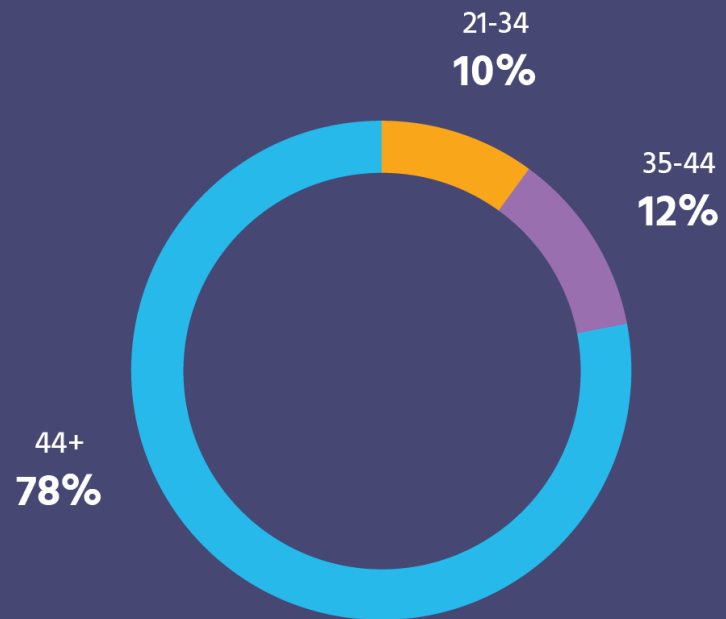


2019 BEV ALC E-COMMERCE SALES BY CATEGORY

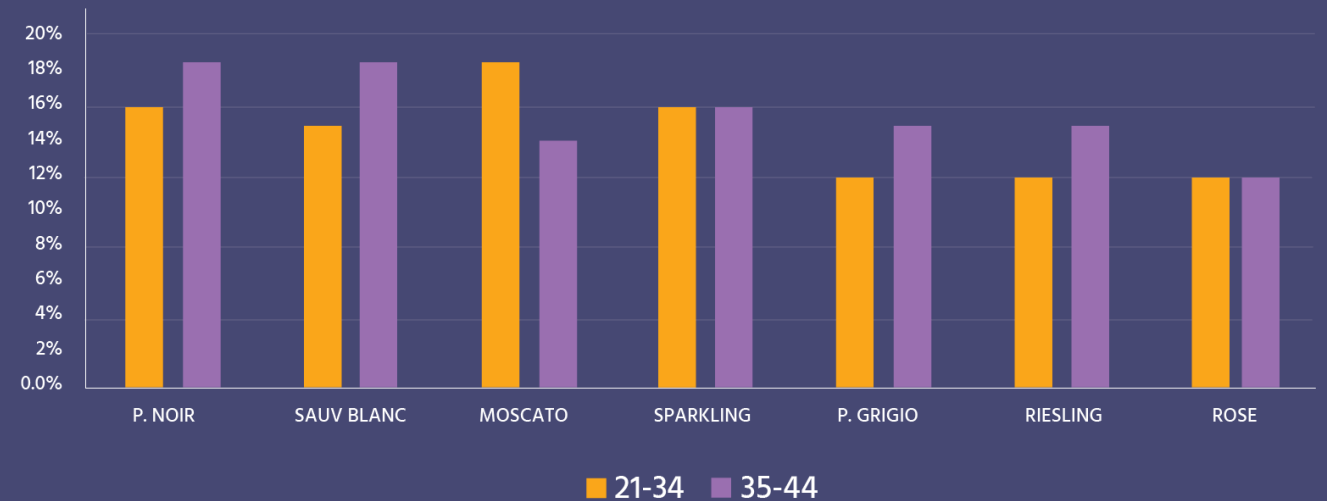


DEMOGRAPHICS

WINE SALES BY AGE GROUP



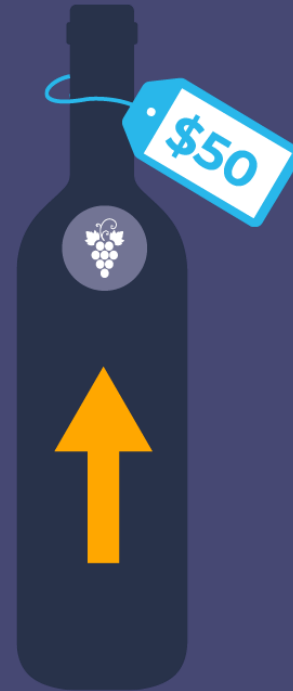
SHARE OF WINE SALES BY AGE GROUP



MULTI-DIMENSIONAL SEGMENT ANALYSIS: SONOMA

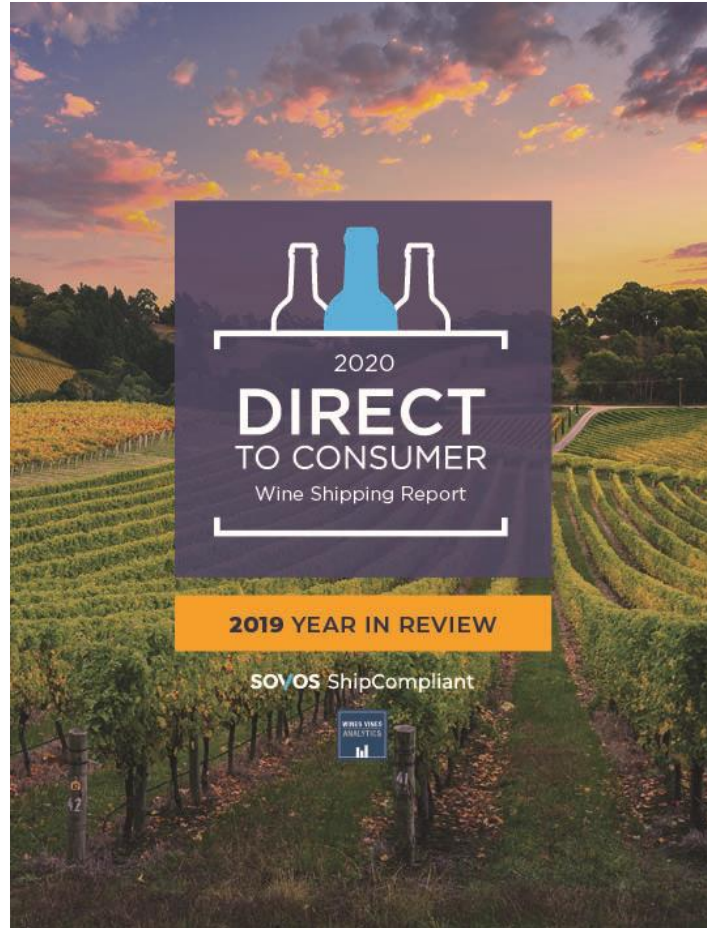


MULTI-DIMENSIONAL SEGMENT ANALYSIS: NAPA





OFFICIAL RELEASE OF THE DTC WINE SHIPPING REPORT



January 22, 2020

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WINES VINES
ANALYTICS

