



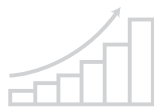
2018

DIRECT TO CONSUMER

Wine Shipping Report

REPORT HIGHLIGHTS

The Direct-to-Consumer Wine Shipping Report is an annual collaboration between Sovos and Wines & Vines examining wine shipments from wineries to consumers in the United States. To create this report, Wines & Vines Analytics created an algorithm that uses its database of U.S. wineries to extrapolate all direct-to-consumer shipments from millions of anonymous direct shipping transactions filtered through Sovos' ShipCompliant platform in 2017. The result is the most accurate estimate of the American direct-to-consumer shipping channel.



IN 2017, CONSUMERS SPENT
\$2.69 BILLION
ON DTC WINE SHIPMENTS

reflecting 15.5% annual growth



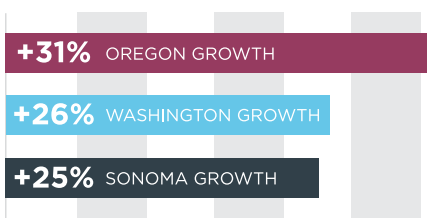
OVER
5.78 MILLION
CASES SHIPPED

reflecting 15.3% annual growth

10% OF DOMESTIC RETAIL IS SHIPPED
DIRECT-TO-CONSUMER



TOP WINERY REGIONS
IN 2017



DESTINATION OF
SHIPMENTS

+158%
ANNUAL DTC GROWTH

PENNSYLVANIA
JUMPED TO THE TOP 10
destination states by volume in 2017



PINOT NOIR

REPLACED
RED BLENDS
AS THE
2ND MOST
COMMONLY
SHIPPED WINE
BY VALUE

shipCOMPLIANT 
by SOVOS

WINES & VINES

Download the annual report and get more insights at shipcompliant.com/dtcreport18