

WINE INDUSTRY
Financial
SYMPOSIUM

November 9 & 10, 2021

CIA @ Copia, Napa

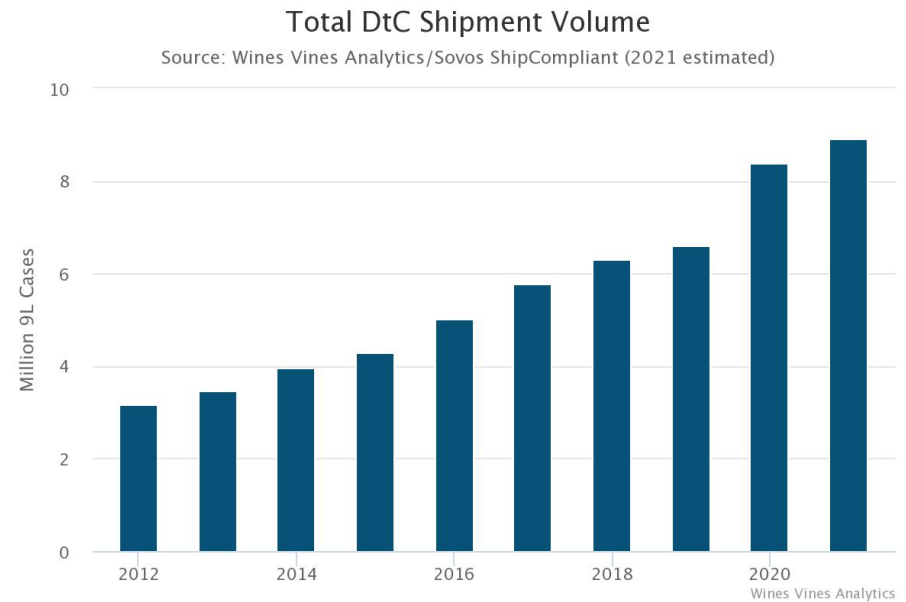
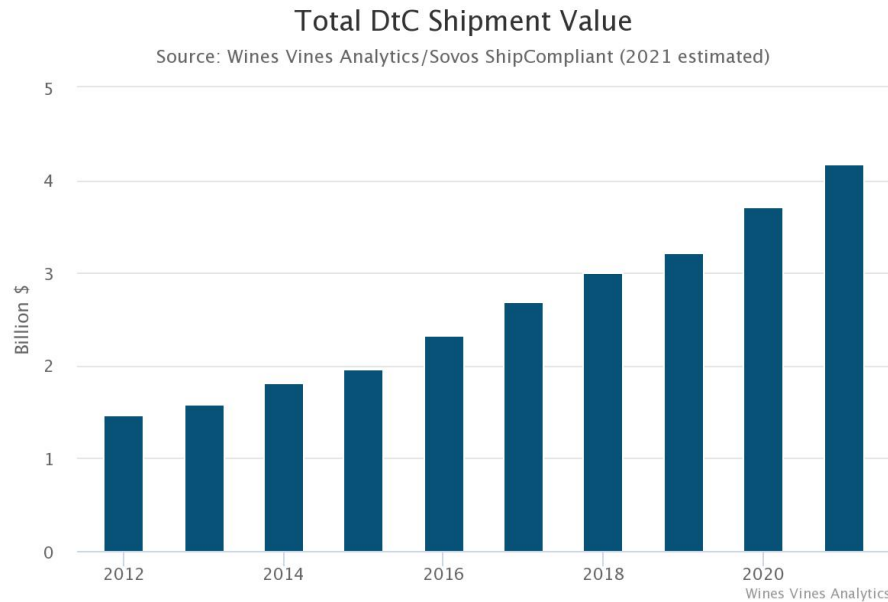


2021 Winery DtC Shipments

sovos ShipCompliant

Value Should Surpass **\$4 Billion**

Volume Rising to **9 million cases**



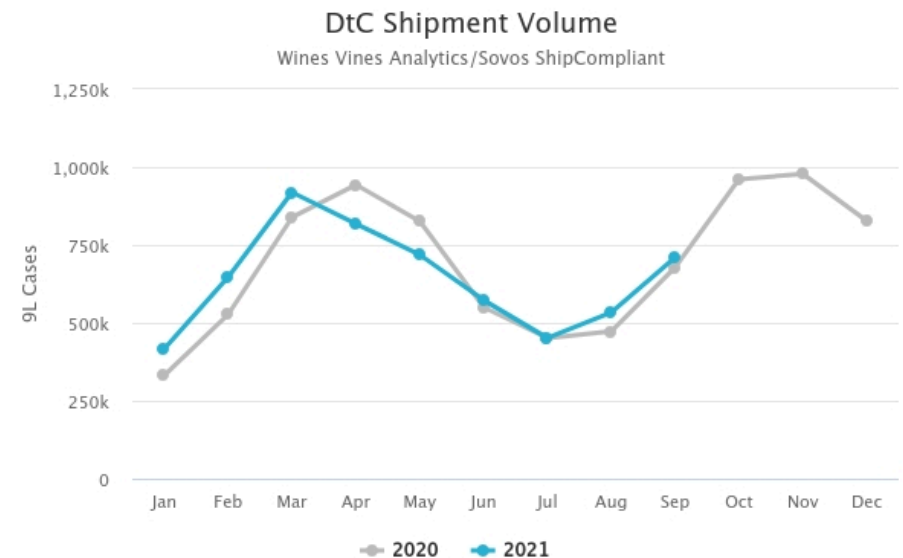
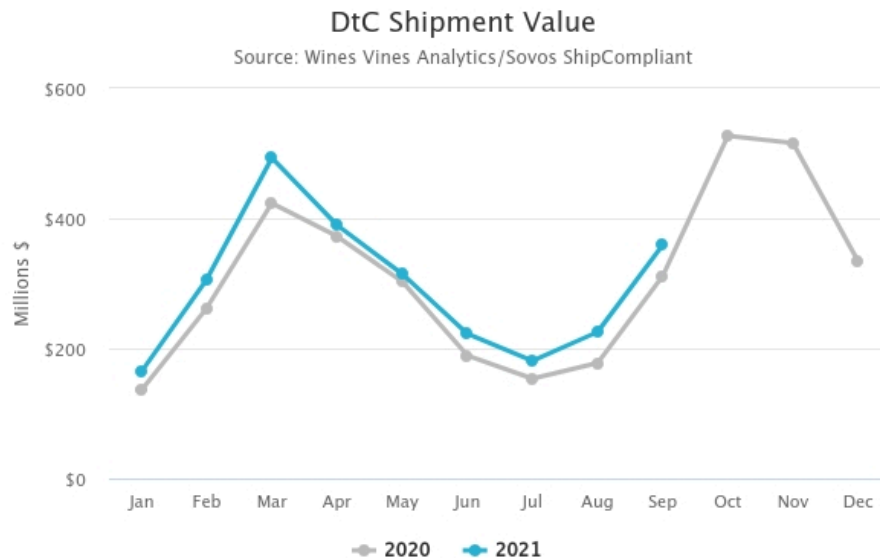


DtC Shipments So Far

sovos ShipCompliant

September \$\$ up **15% to \$359M**

Volume Gains **5% to 710K Cases**



Wines Vines Analytics

Wines Vines Analytics

WINE INDUSTRY
**Financial
SYMPOSIUM**

November 9 & 10, 2021
CIA @ Copia, Napa



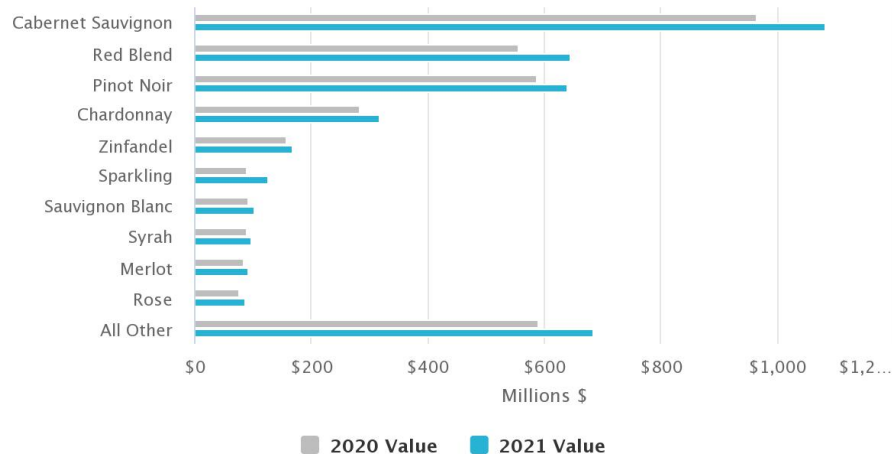
Shipments by Wine Type

sovos ShipCompliant

Cab Still King at +\$1 Billion

DtC Shipment Value by Varietal

Source: Wines Vines Analytics/Sovos ShipCompliant, 12 months ended September 2021, 2020

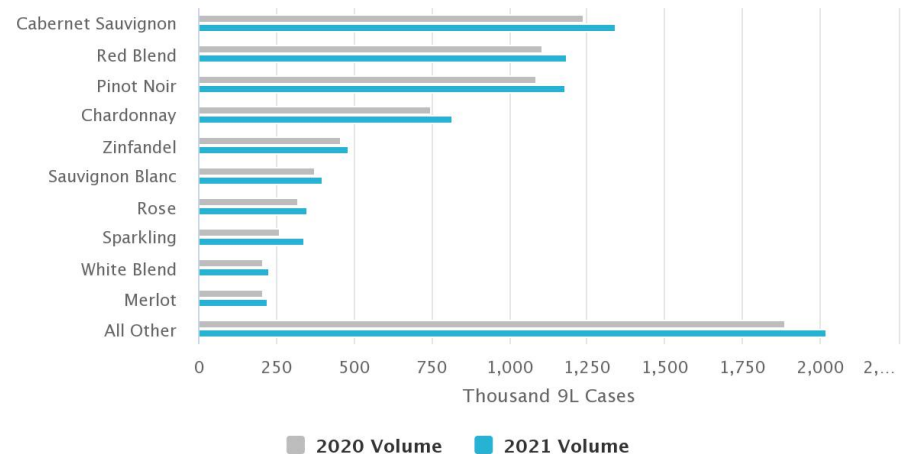


Wines Vines Analytics

Sparkling Gains 32% in Volume

DtC Shipment Volume by Varietal

Source: Wines Vines Analytics/Sovos ShipCompliant, 12 months ended September 2021, 2020



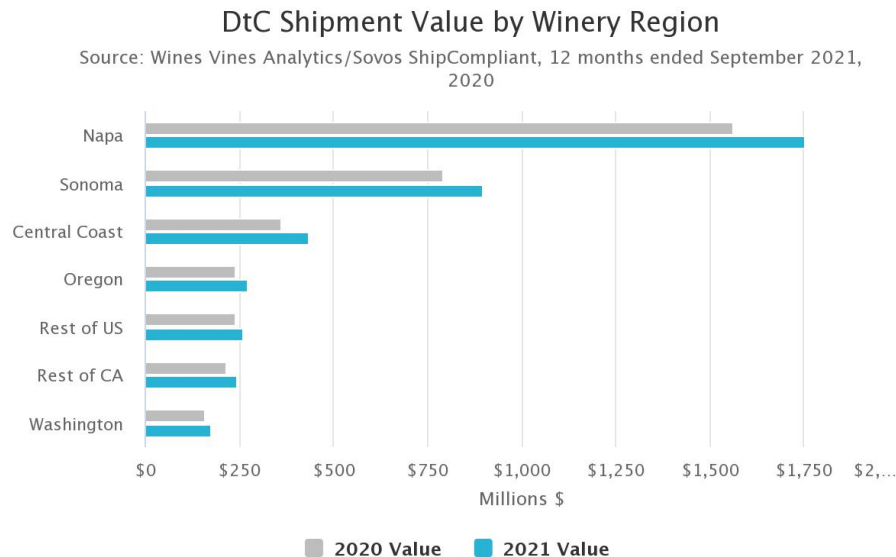
Wines Vines Analytics



Shipments by Winery Region

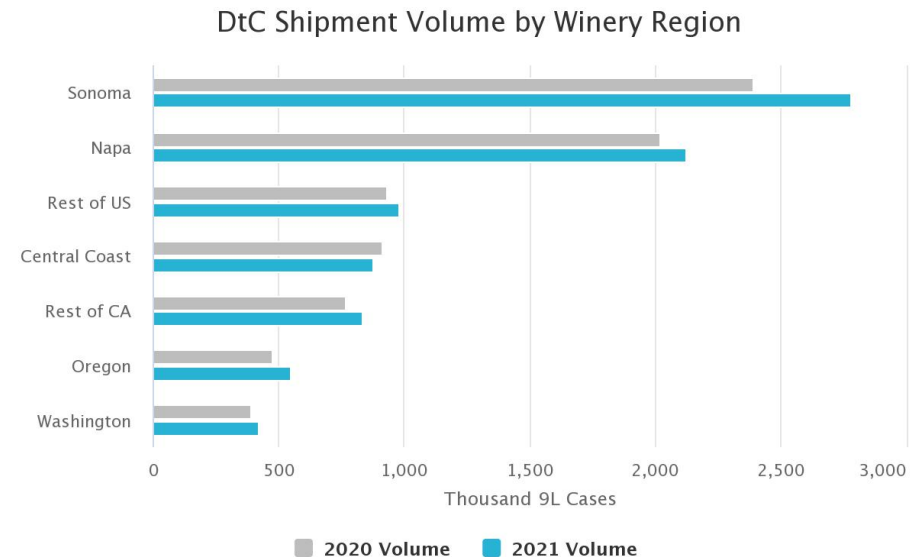
sovos ShipCompliant

Napa Jumps to \$1.75 Billion



Wines Vines Analytics

Sonoma Claims 33% Total Volume



Wines Vines Analytics

Top Destination States

Top 10 DtC Shipment Destination States						
Destination State	2021 Value	2021 Volume	Value Share	Volume Share	% Chg Value	% Chg Volume
California	\$1,319,522,743	2,454,895	33%	29%	32%	26%
Texas	\$331,267,398	607,971	8%	7%	16%	17%
New York	\$198,437,180	497,363	5%	6%	20%	34%
Florida	\$237,498,530	464,585	6%	5%	31%	38%
Washington	\$184,692,236	456,062	5%	5%	28%	24%
Pennsylvania	\$122,441,222	385,529	3%	5%	57%	90%
Oregon	\$166,416,184	340,888	4%	4%	44%	34%
Illinois	\$145,879,885	302,016	4%	4%	13%	22%
Colorado	\$109,063,150	270,171	3%	3%	35%	42%
Virginia	\$85,513,592	195,290	2%	2%	20%	19%

Source: Wines Vines Analytics/Sovos ShipCompliant, 12 months ended September 2021, 2020

2022 Annual DTC Report Coming Jan. 20

DTC Wine Symposium

Andrew Adams

andrew@winesvinesanalytics.com

Editor

Wine Analytics Report

winesvinesanalytics.com



SOVOS ShipCompliant

WINE INDUSTRY
Financial
SYMPOSIUM

November 9 & 10, 2021
CIA @ Copia, Napa

WINE INDUSTRY
Financial
SYMPOSIUM

November 9 & 10, 2021

CIA @ Copia, Napa