

42

MILLION BOTTLES!

Direct-to-consumer wine shipping is a \$1.57 billion industry.

That's a lot of wine...

42 M bottles of wine is enough to fill:



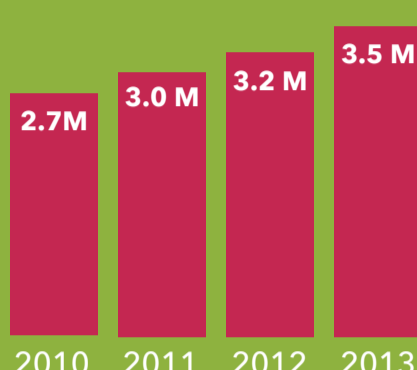
5.8 blimps

or



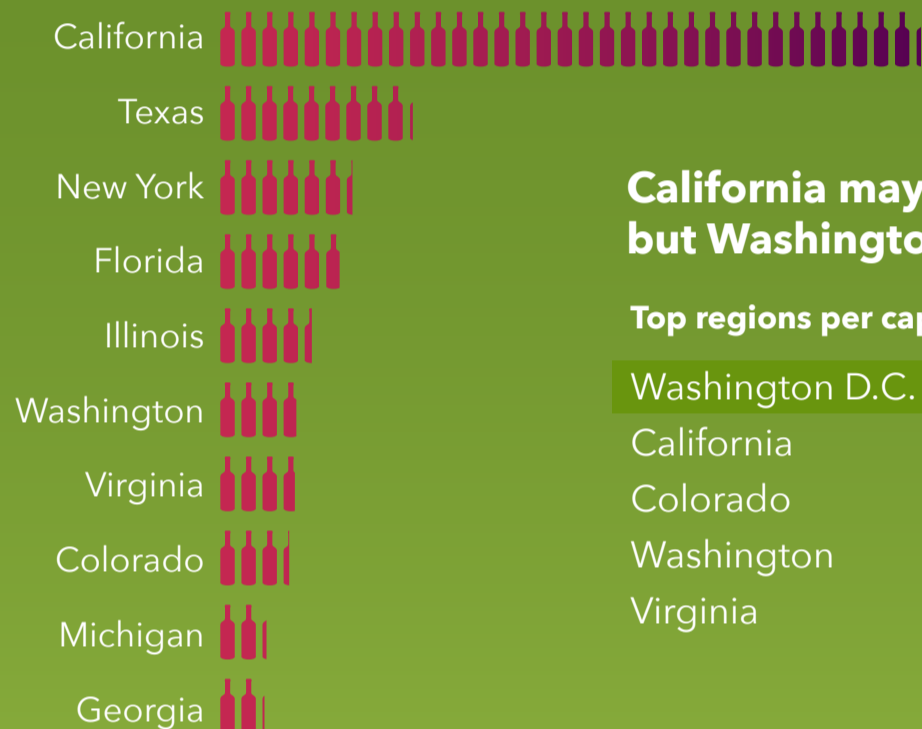
18.2 millenium falcons

...and it's growing
Annual cases shipped



So where is all that wine going?

Top 10 wine buying states



California may be buying all the wine, but Washington D.C. is drinking it.

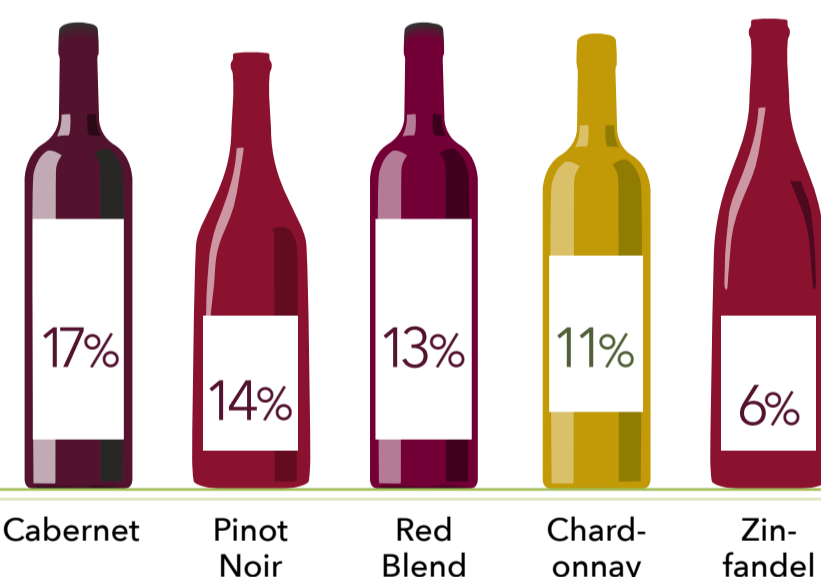
Top regions per capita

Washington D.C.	11.2 oz
California	9.2 oz
Colorado	6.7 oz
Washington	6.0 oz
Virginia	4.9 oz



What are they buying?

2013 best sellers by percent of total volume



Wine's rising stars

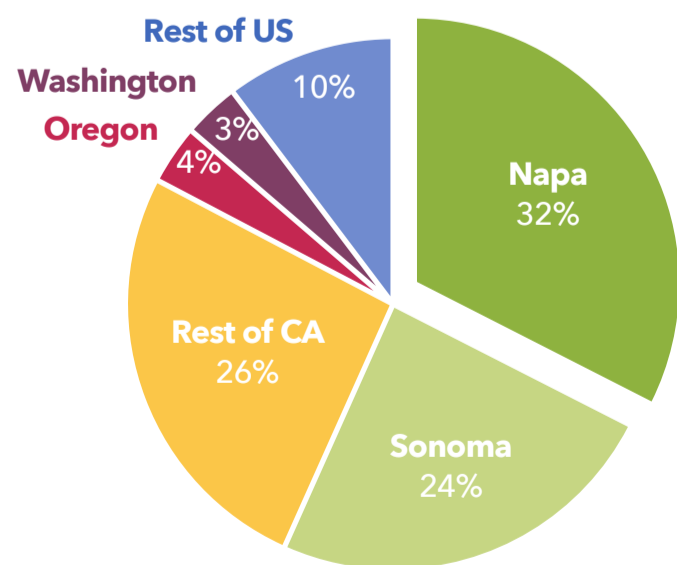
Volume increase since 2010

Rose	+91%
Sauvignon Blanc	+63%
Chardonnay	+39%
Pinot Noir	+38%
Sparkling	+22%

And where is it coming from?

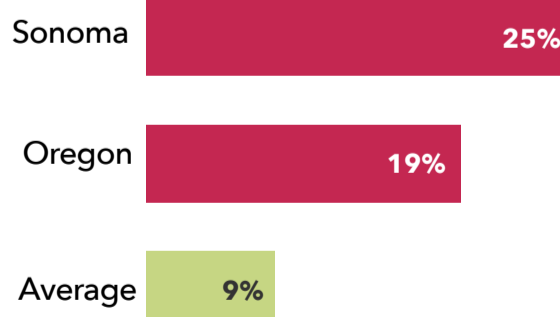
Napa still leads the pack...

Percent of total volume



...but others are taking off

Growth since last year



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