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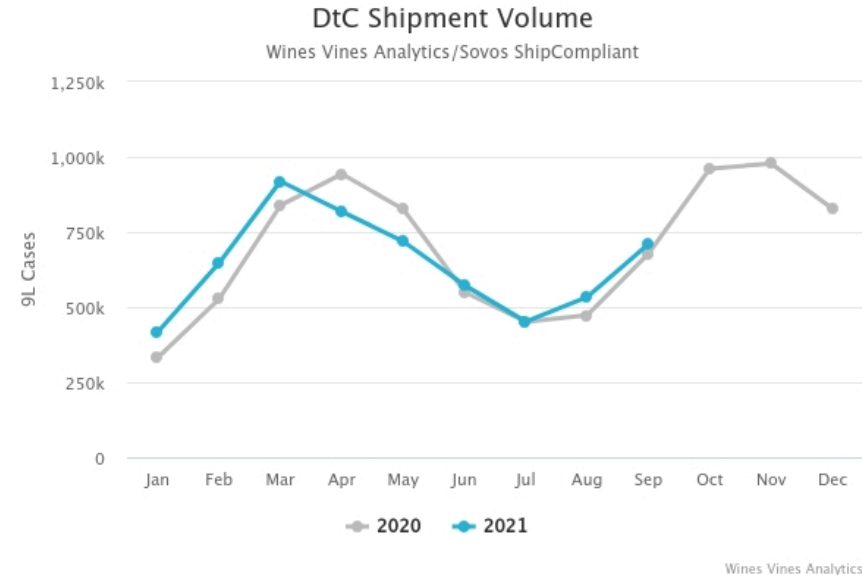
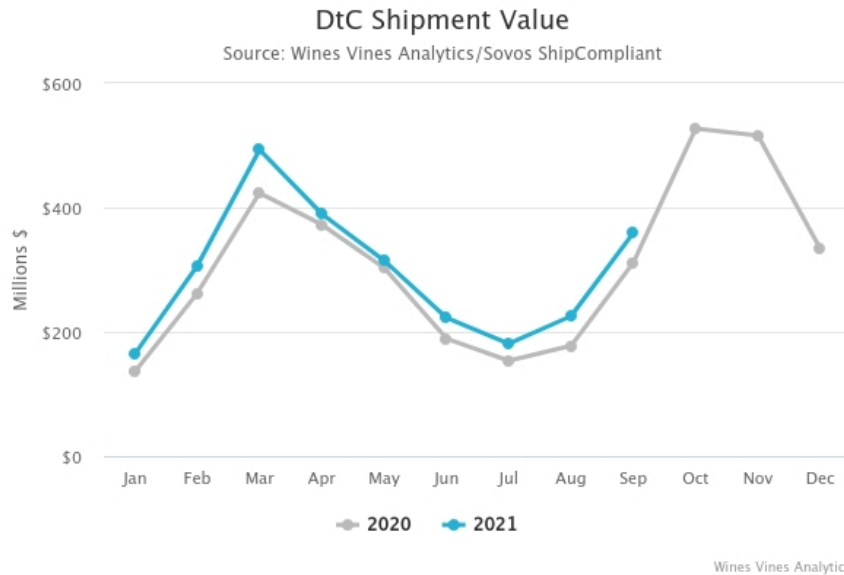
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# Total DTC Shipments up 13% for Year

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

Volume **up 5% to +710K Cases**



**SOVOS** ShipCompliant

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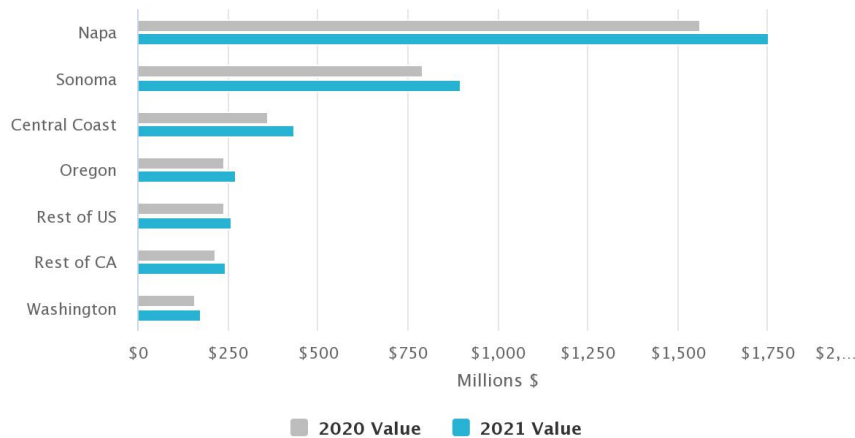


# By Winery Region: Napa Leads, Sonoma Gains

## Napa Jumps to \$1.75 Billion

DtC Shipment Value by Winery Region

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

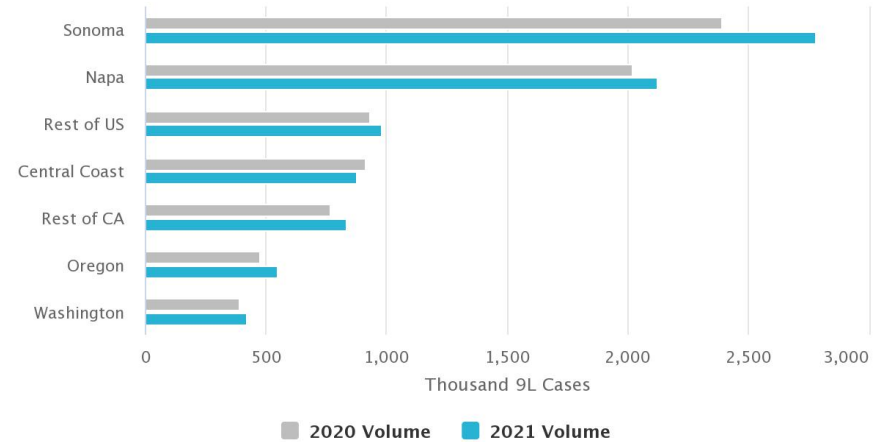


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## Sonoma Claims 33% Total Volume

DtC Shipment Volume by Winery Region

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



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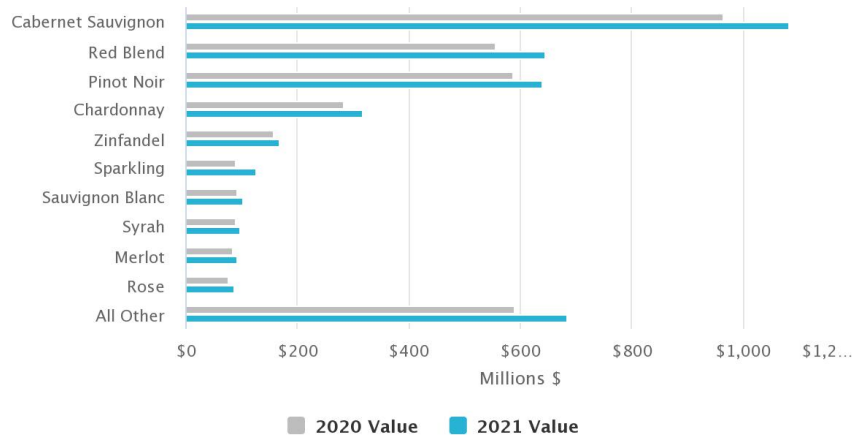


# By Wine Type: Growing Diversity

## Cab is King at \$1+ Billion

DtC Shipment Value by Varietal

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

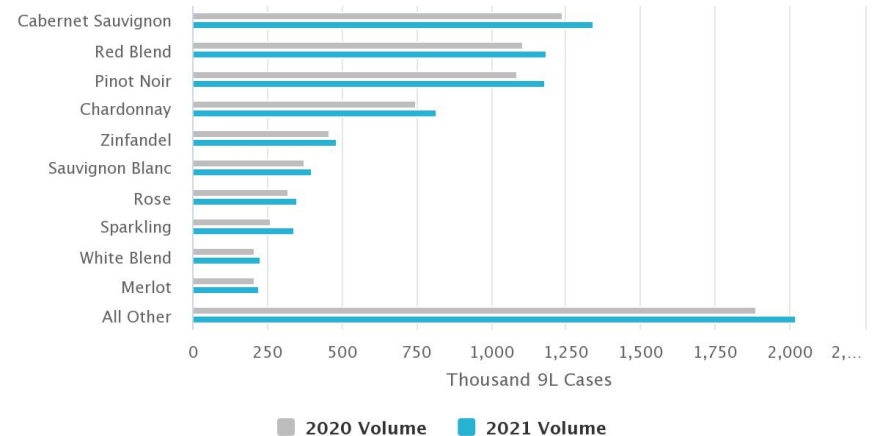


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## Sparkling Gains 32% in Volume

DtC Shipment Volume by Varietal

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



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# By Destination: Growth in New, Established 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

Annual DTC Wine Symposium

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Editor

***Wine Analytics Report***

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