

Wine Industry Financial Symposium

Summary of Annual Wine Industry Metrics
2016



U.S. COUNTS 2016

Source: Wines Vines Analytics

Wineries	9,069
Wine Distributors	1,165

U.S. WINE SALES \$ 2016

Source: bw166

	Value (\$ millions)
Domestic	\$41,354
Imports	\$19,072
Total	\$60,426
Change from 2015	+5.2%

U.S. WINE VOLUME 2016

Source: Gomberg Fredrikson & Assoc.

	9L Cases (millions)
Domestic	296.7
Imports	100.7
Total	397.4
Change from 2015	+2.5%

note: Domestic includes imported bulk wines bottled in U.S., excludes cider.

DIRECT TO CONSUMER 2016

Source: Wines Vines Analytics / Sovos ShipCompliant

	Value (\$ millions)	9L Cases (millions)
Shipments	\$ 2,330	5.0
Carry out	\$ 1,831	7.2
Total DTC	\$ 4,161	12.2