2023

Direct-to-Consumer Impact Report

Success Stories from Those Who Bucked the Trend

WINEDIRECT x ENOLYTICS

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Why WineDirect + Enolytics?

WineDirect enables wineries to process billions of dollars in transactions annually and therefore holds large amounts of data spanning many years. We knew the data could provide insights to help the industry better understand consumer behavior and purchase patterns, but the data would need to be prepared for proper analysis.

Enolytics not only has the technology to process and analyze data, but the practical experience as to how the data can be efficiently used to help clients markedly improve business results.

Together, we can provide valuable, powerful insights to benefit the industry as we move forward.

WINEDIRECT

x

ENOLYTICS

Methodology

Ground-breaking scale and breadth

2,000 +
wineries

7
Years

$13.5B in
Transaction

40 Million
Consumers

300 Million Order Transactions

Our study used transactional data from more than 2,000 wineries and $10 bn (USD) in DTC sales across the US, Canada and Australia.

Definitions of Terms Used

Order: is defined as an order that has been completed. It has a completed date and an order status of 'Complete' in WineDirect. For the purposes of this report, the number of orders are considered 'paid orders.' In order words, we exclude $0 orders (eg. Samples , etc).

Gross Sales: Gross sales refers to the total before discounts applied. In other words, it is the total of all retail prices (as defined in WineDirect) instead of sold prices.

Net Sales: Net Sales refers to the actual price at which the product was sold. It excludes shipping, handling, taxes or tips. This is the equivalent to the subtotal in WineDirect Daily Activities or Sales Summary Report.

Net Sales Wine: Net Sales for items with Product Type 'Wine.'

Net Sales Non-Wine: Net Sales for items with Product Type other than 'Wine.'

Cases Sold: The term refers to the total number of 9L equivalent cases sold, for products of Product Type 'Wine', and it excludes cases sold as part of a $0 order.

Unique Customers: Refers to the unique paying contacts, excluding contacts that are only $0 order contacts (eg. Samples).

Discounts: Discount is calculated as (Net Sales divided by Gross Sales)-1. The calculation excludes refunds.

Average Order Value (AOV): AOV is calculated as the Sum of the Total Order Amounts for Completed Orders (as defined in WineDirect. This includes shipping, handling and taxes) divided by the number of completed orders. This excludes $0 orders.

Number of Bottles: Sum of the quantity of all SKUs that have a product Type of 'Wine' and a valid unit description in WineDirect.

List Price Per Bottle: Calculated by taking the Gross Sales for all products of product type 'Wine' with a valid unit description divided by the total number of bottles (Excluding Bottles in $0 orders).

Average Price Per Bottle: is calculated by taking the Net Sales for all products of product type 'Wine' with a valid unit description divided by the total number of bottles (Excluding Bottles in $0 orders).

Orders Per Customer: Total number of Orders that include the product Type 'Wine' divided by the number of unique customers.

Net Sales Per Customer: Total of Net Sales divided by number of unique customers.

Percentage of Orders with Unlinked Records: Number of Orders that are not linked to a customer divided by total number of orders.

Wine as Percent of Net Sales: Net Sales for items of Product Type 'Wine' divided by total Net Sales.

Non-Wine as Percent of Net Sales: Net Sales for items of Product Type different than 'Wine' divided by total Net Sales.

Winery's Average Bottle Price: Calculated the Average Sold Price for Product Type 'Wine', excluding bottles sold at $0, for each individual winery.

Wine Club Attrition Rate: The average number of membership cancellations per winery divided by the average membership total per winery.

Wine Club Sign up Rate: The average number of membership sign ups per winery divided by the average membership total per winery.

All bottles are recalculated to 750ml bottles. Meaning all SKUs that have a product Type of 'Wine' and a valid unit description in WineDirect will be recalculated to a 750ml bottle (eg. 1500ml = two 750ml bottles). Subsequent definitions all apply to recalculated '750ml' bottles.

Introduction

Let's begin with the clear statement, right from the start, that DTC sales results are down for 2023 versus year ago. In the US, total growth amounted to negative 2.1 percent across all DTC channels.

That is the bad news, and no one involved in creating this report denies the challenges in the market right now. We are not seeing the DTC world through rose-colored glasses, and want to provide an honest assessment of results, especially as this channel becomes even more important as a counter-balance to the wholesale channel, which currently suffers from record-high inventory levels and continued downward pressure on pricing. We fully appreciate the uphill climb ahead of us, as we work to right the ship.

As we have analyzed the data from 2023 and previous years, however, we also benefit from seeing "spotlights" of wineries who are bucking the downward trends. Many wineries saw negative results within their DTC programs in 2023 – it's true – but not all wineries, and not across the board. Some channels were up while others were down, for example. Some varietals outperformed others. Some geographical areas exceeded expectations. And some wineries surpassed aggressive goals for Club, Tasting Room and Website growth.

The first part of this Annual Report pulls no punches; we share the results of our analysis clearly and with level heads. The second part of the Report provides takeaways of what wineries can do today to generate better results, inspired in part by the "spotlight" wineries who are already bucking the downward trends.

Thanks to the generosity of those wineries in sharing their learnings, we can all benefit. And yes, start the work of righting the ship.

We hope, as always, that you will find this information useful. Also as always, we are open to your feedback and opportunities to improve.

Thank you for reading,
The Teams at WineDirect and Enolytics

Key Indicators

Main Indicators (2023) - US

MAIN INDICATORS	2023 VS 2022
NET SALES GROWTH	-2.1% ▼
NET SALES WINE GROWTH	-2.6% ▼
NET SALES NON-WINE GROWTH	1.8% ▲
CASES SOLD GROWTH	-6.3% ▼
WINE CLUB GROWTH JAN 23 – DEC 23	-3.1% ▼
UNIQUE CUSTOMERS	-3.9% ▼

Secondary Indicators (2023) - US

SECONDARY INDICATORS	2023 VS 2022
DISCOUNTS IN PERCENTAGE	-2.3% ▼
AVERAGE ORDER VALUE	1.2% ▲
AVERAGE BOTTLES PER ORDER	-1.5% ▼
AVERAGE LIST PRICE PER BOTTLE	2.5% ▲
ORDERS/CUSTOMER	-0.9% ▼
NET SALES/CUSTOMER	1.9% ▲

2023 Market Results – By Channel

Decreases in 2023 were driven by continued softness in the website channel, along with declines in onsite sales (POS) and a club channel that, while flat, was down significantly compared with the double-digit growth we've been experiencing over the past decade.

2023 Net Sales Growth vs 2022

	2020	2021	2022	2023
ADMIN PANEL	36%	-1%	-6%	-4%
CLUB	14%	21%	17%	2%
EVENTS	-63%	183%	52%	12%
POS	-22%	72%	5%	-4%
TELEMARKETING	85%	-1%	-17%	1%
WEBSITE	160%	-16%	-17%	-10%

2023 Net Cases Sold Growth vs 2022

	2020	2021	2022	2023
ADMIN PANEL	70%	-19%	-9%	-9%
CLUB	16%	14%	9%	0%
EVENTS	-62%	153%	54%	1%
POS	-12%	38%	-5%	-11%
TELEMARKETING	114%	-23%	-17%	-4%
WEBSITE	237%	-28%	-20%	-12%

2023 Market Results – By Price Point

All price segments were down versus 2022, especially in net cases sold. The $40 - $69 segments look particularly weak however, this may be in part due to short supply in California's North and Central Coasts where wildfires led to a short 2020 vintage that sold out prior to the 2021's being released.

2023 Net Sales Growth

	2020	2021	2022	2023
< $20	6%	19%	0%	-1%
$20 - $29	16%	17%	2%	0%
$30 - $39	6%	36%	9%	1%
$40 - $49	5%	31%	10%	-3%
$50 - $59	15%	30%	7%	-4%
$60 - $69	21%	34%	6%	-10%
$70 - $89	3%	27%	5%	-2%
> $90	10%	41%	10%	0%

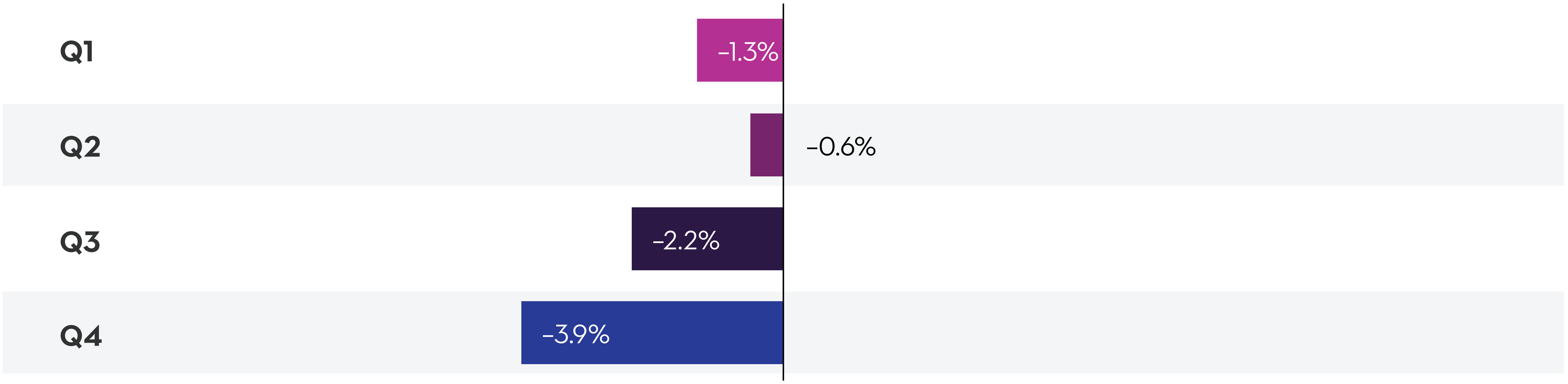
2023 Net Cases Sold Growth

	2020	2021	2022	2023
< $20	18%	8%	-4%	-7%
$20 - $29	30%	5%	-3%	-5%
$30 - $39	19%	17%	-2%	-4%
$40 - $49	20%	12%	1%	-8%
$50 - $59	27%	14%	2%	-9%
$60 - $69	31%	16%	-2%	-14%
$70 - $89	13%	14%	-3%	-5%
> $90	28%	6%	4%	-2%

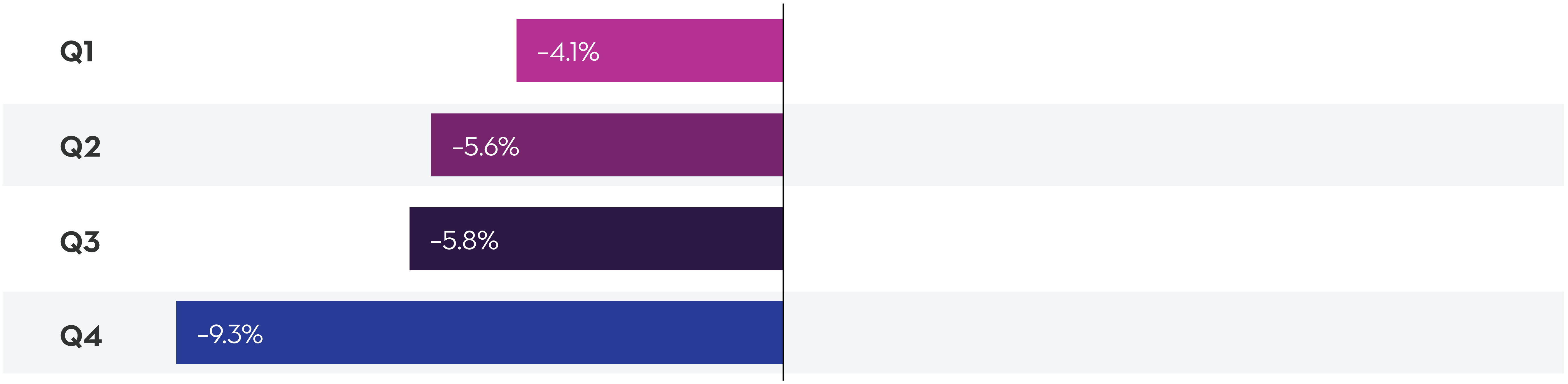
2023 Market Results – by Quarter

Overall, DTC wine sales declined in 2023, with net cases sold declining more significantly than net sales behind an unusually soft Q4.

2023 vs 2022 Net Sales Growth



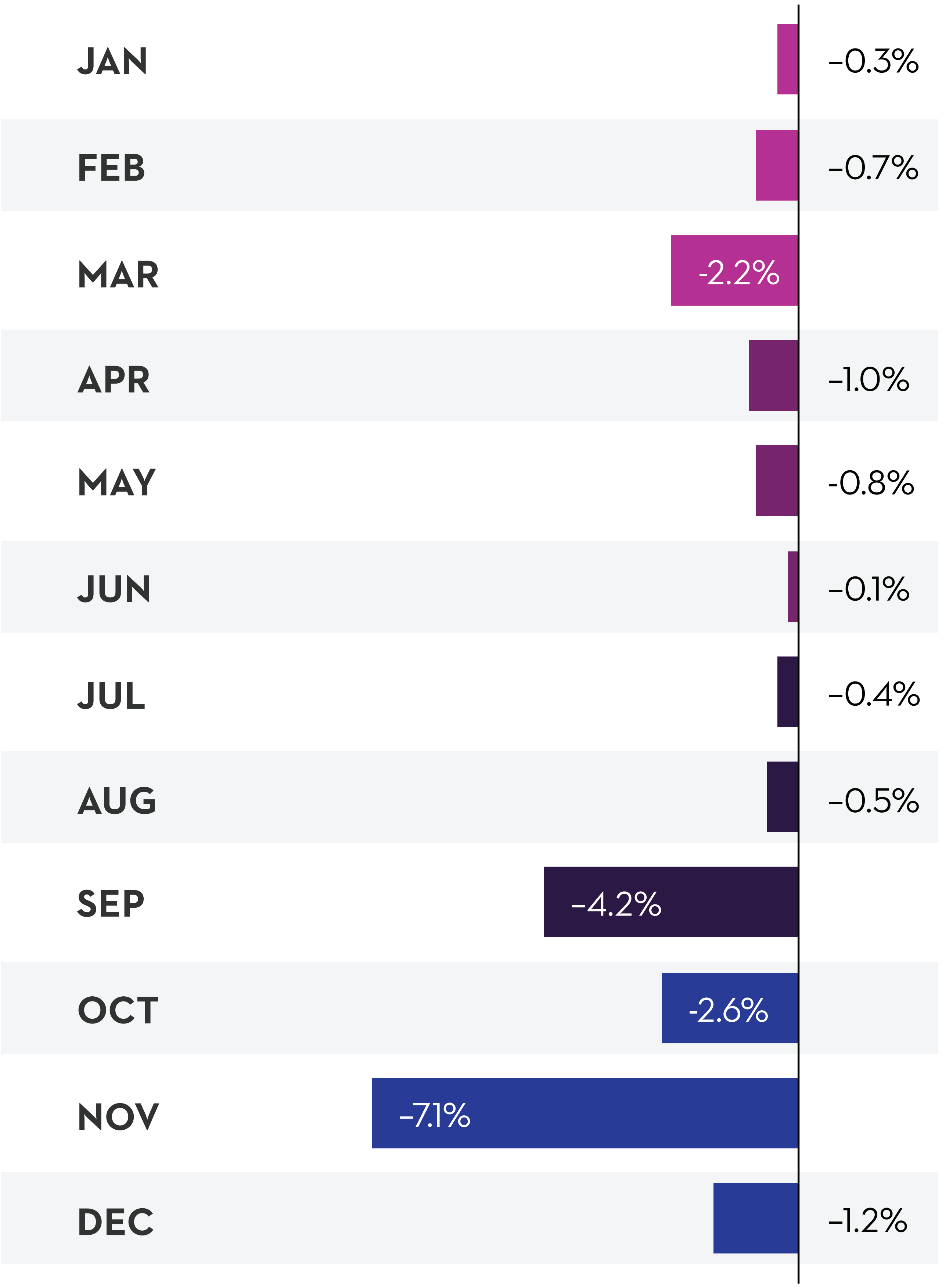
2023 vs 2022 Net Cases Sold Growth



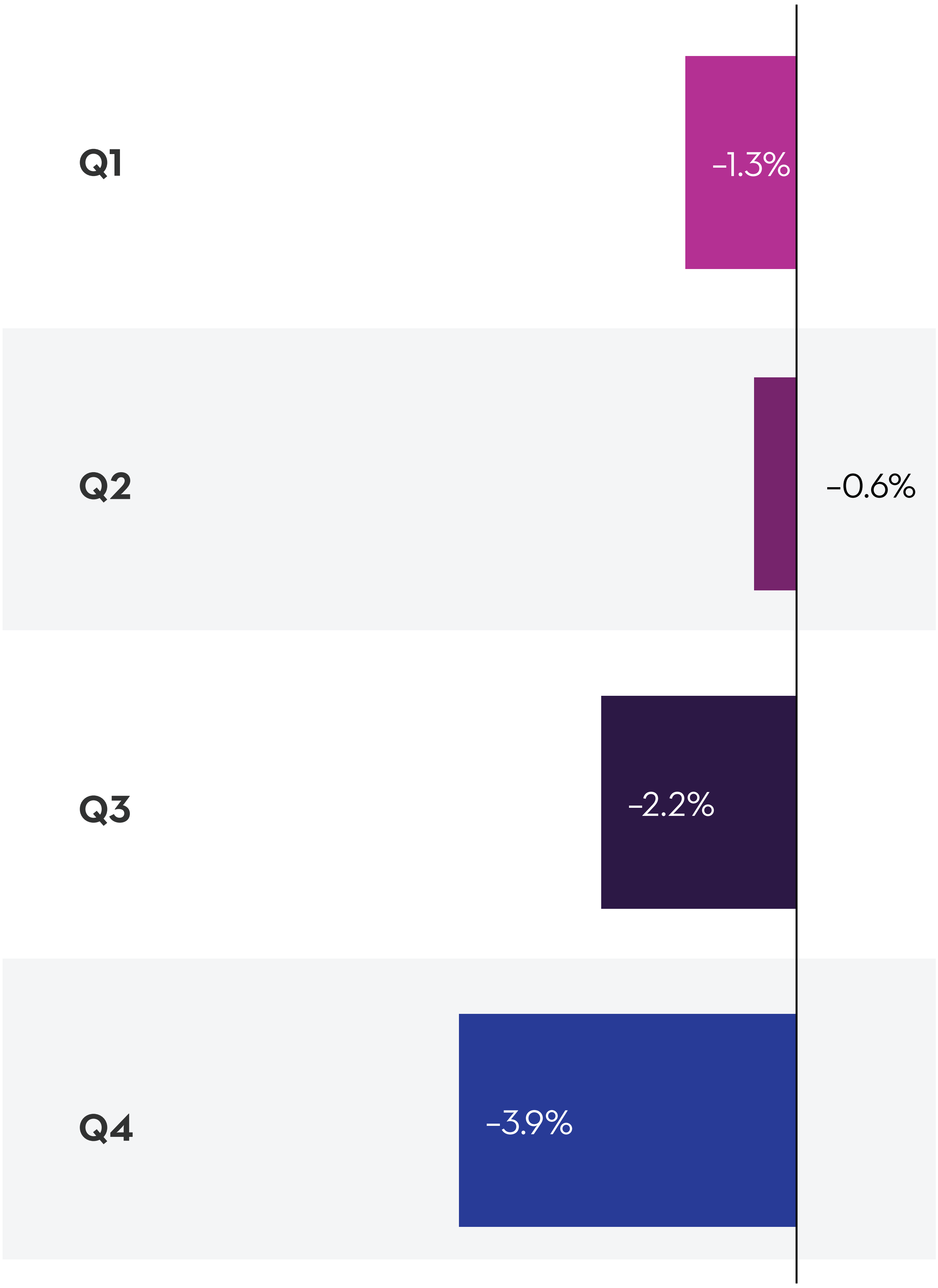
2023 Net Sales – Monthly vs Quarterly

Net sales declined most significantly in Q4, driven by big decreases in November.

2023 vs 2022 Monthly Net Sales Growth



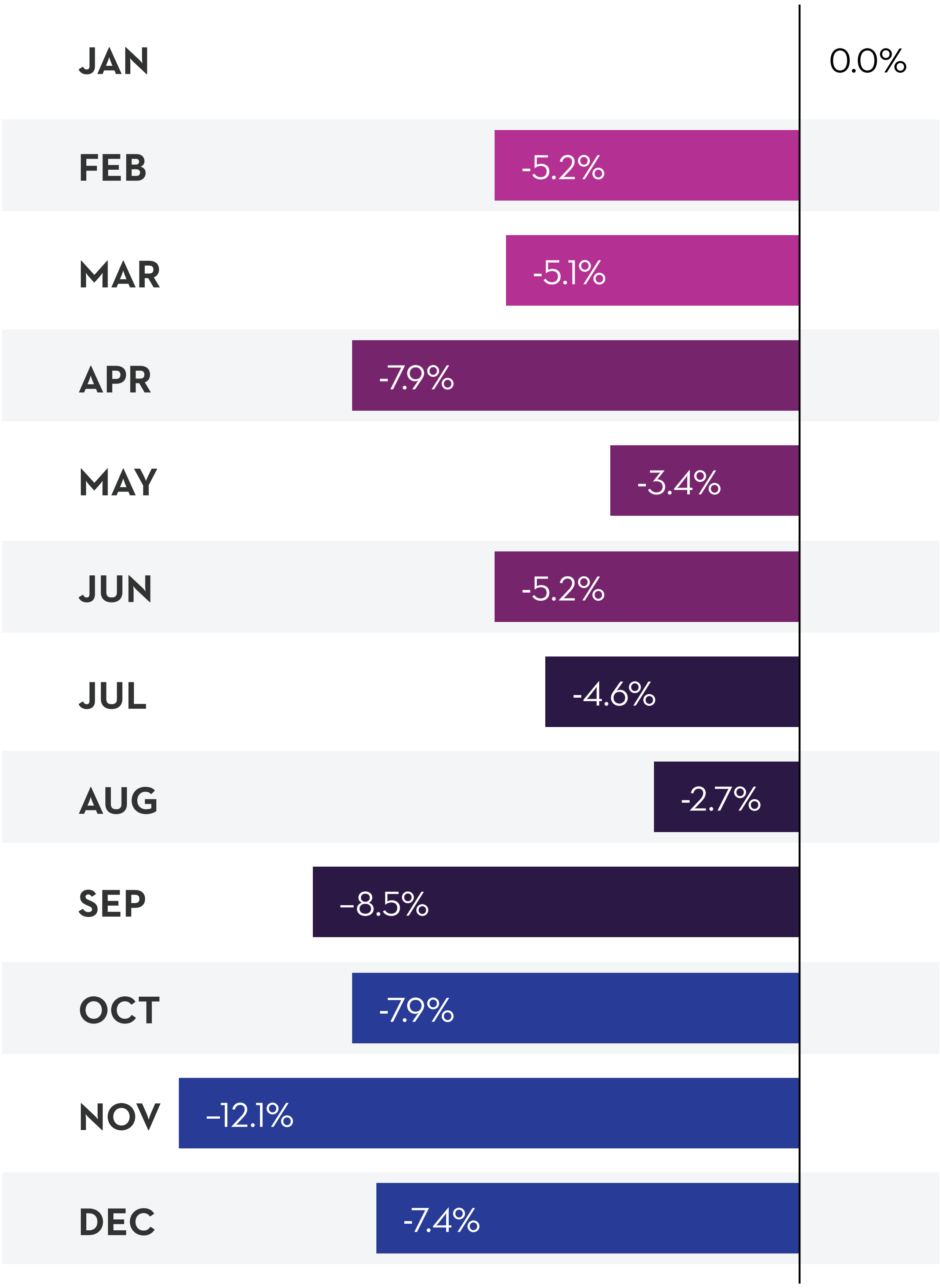
2023 vs 2022 Quarterly Net Sales Growth



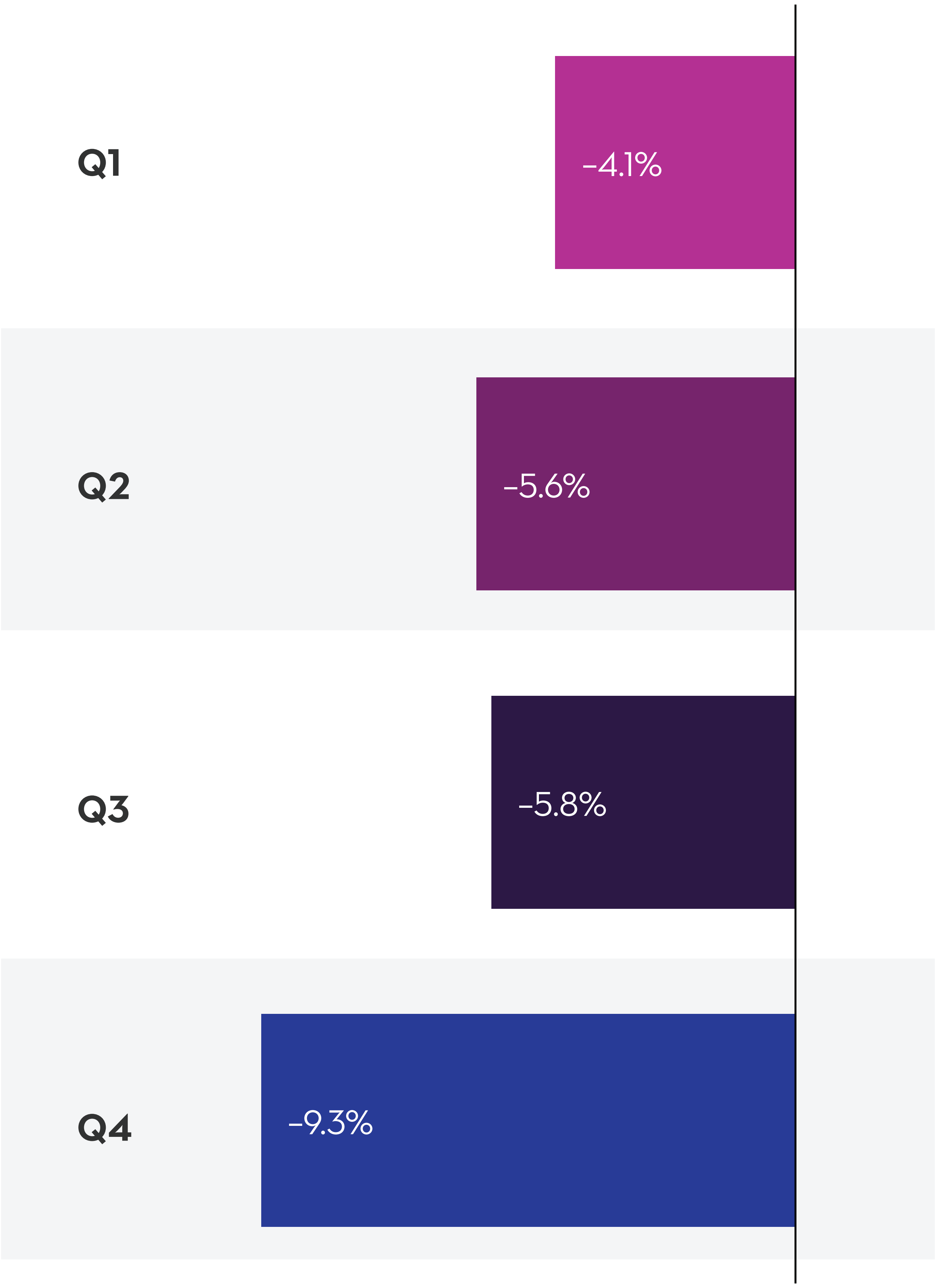
2023 Cases Sold – Monthly vs Quarterly

Cases sold in October declined driven by reduced Club orders. Since AOV was high on these orders, net sales were less impacted.

2023 vs 2022 Monthly Cases Sold



2023 vs 2022 Quarterly Cases Sold



2023 vs 2022 Net Sales Change

Looking deeper into Q4, there were declines across all channels except for "other" (events, telesales) and those channels were too small to significantly impact overall results. When we consider Q4 excluding Thanksgiving, it's clear that we didn't see the increase in sales that we can usually expect to positively drive Q4 results.

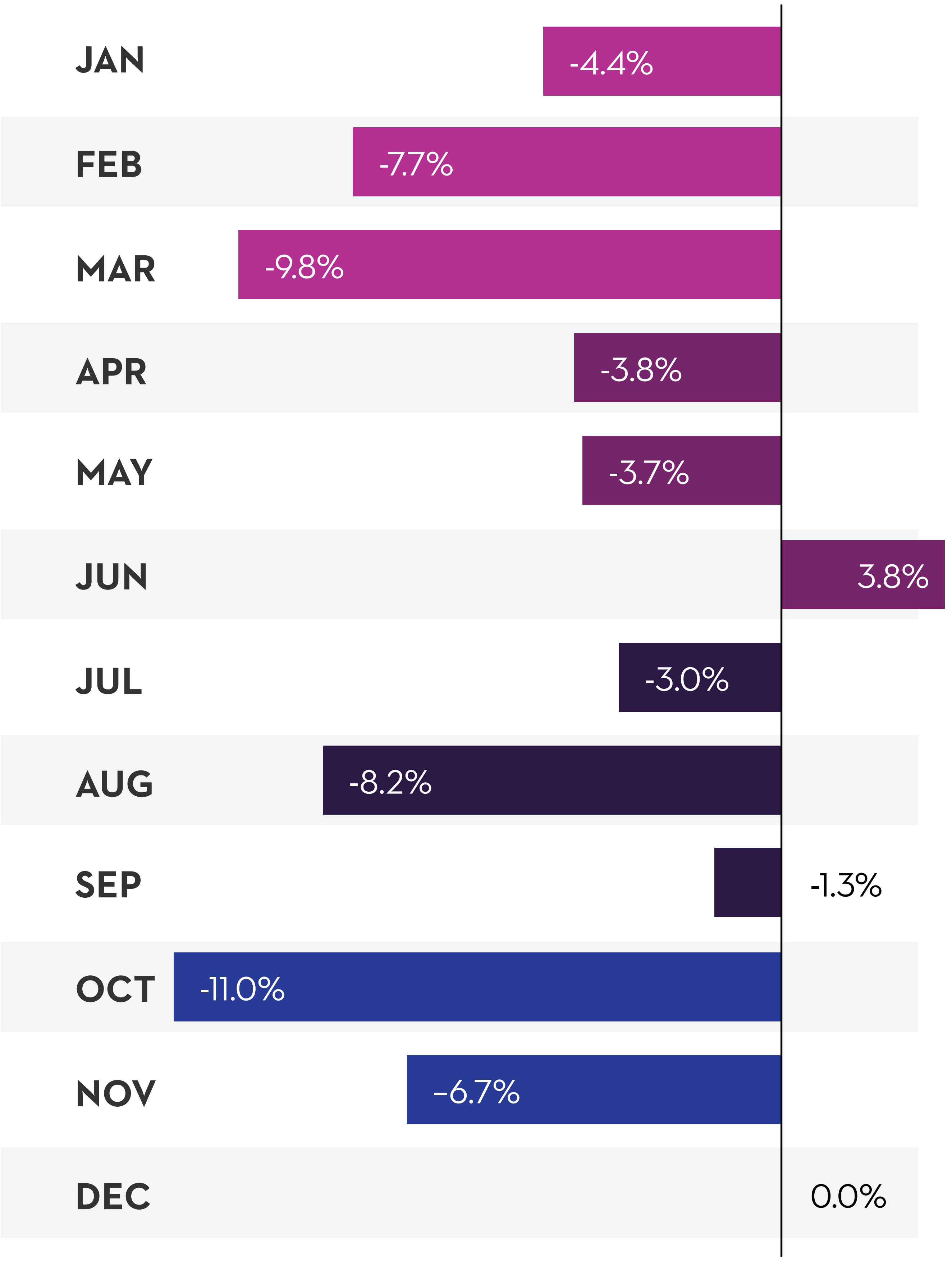
2023 Net Sales Change vs 2022

	Q4	Q4 EXCLUDING THANKSGIVING	Q4 THANKSGIVING PERIOD
ALL	-4%	-4%	-7%
CLUB	-4%	-4%	-20%
POS	-7%	-7%	-5%
WEBSITE	-5%	-6%	-4%
OTHER	12%	12%	10%

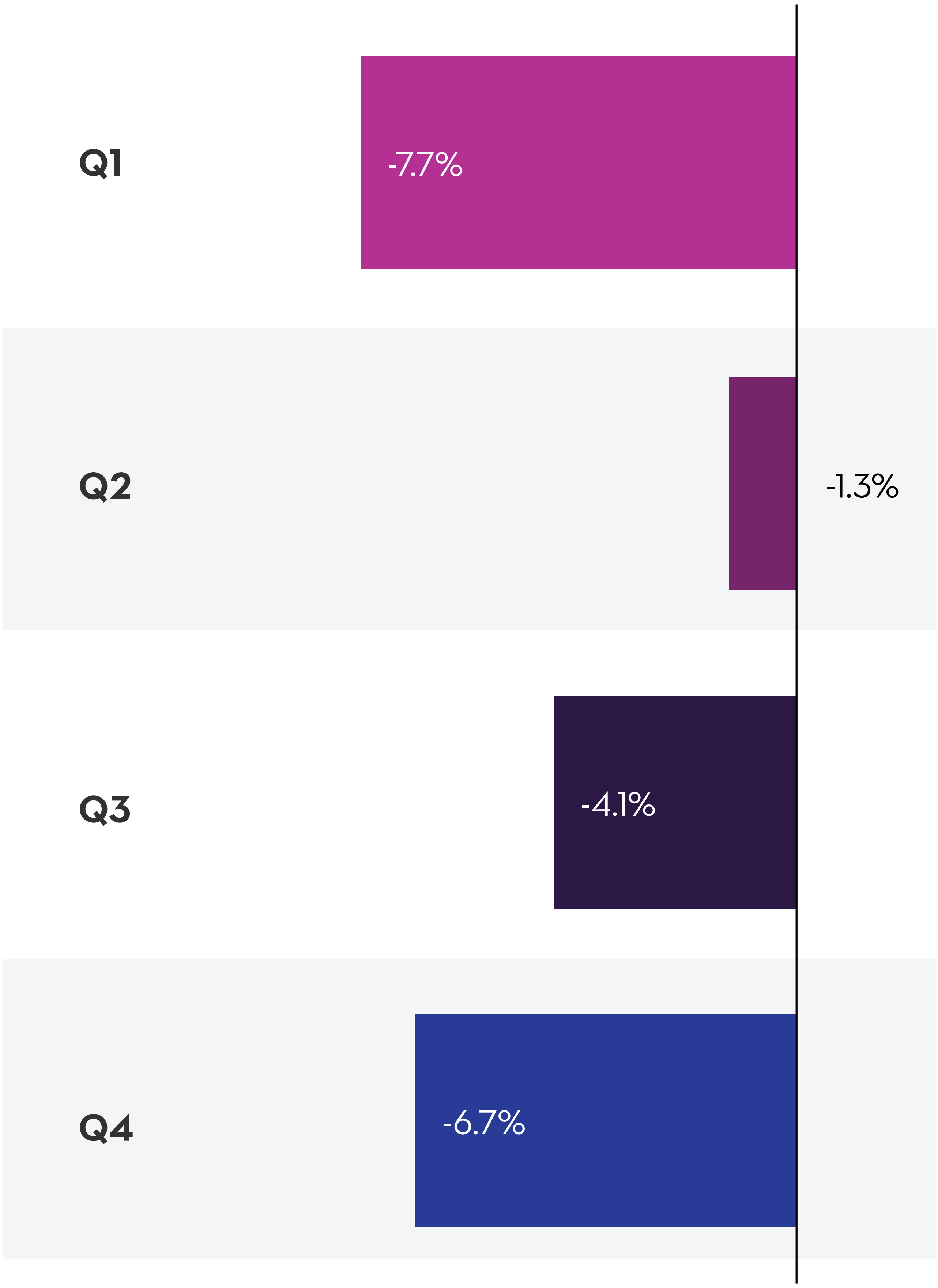
2023 POS Sales Growth – Monthly vs Quarterly

Sales through the POS channel were soft throughout the year as wineries continued to report reduced visitation. We saw particular declines in Q1 and also in October, which is usually a strong month for online sales. One positive is that, while October POS net sales were weak compared to a year ago, the high AOV of the Club channel helped balance out the overall declines.

2023 vs 2022 Monthly POS Sales Growth



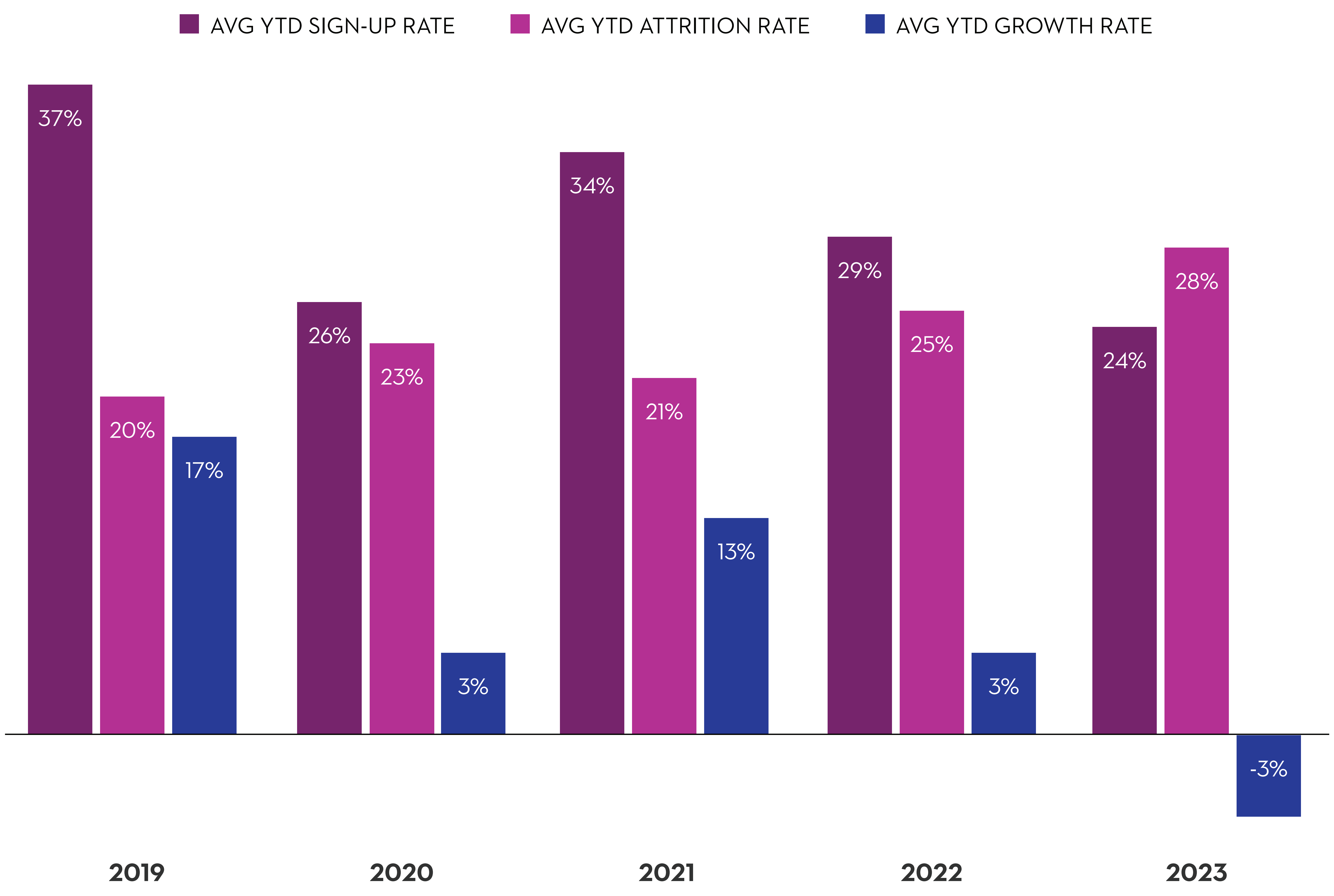
2023 vs 2022 Quarterly POS Sales Growth



2023 –
Wine Club Memberships

The soft visitation throughout the year contributed to challenges for the Club channel, which was a particular low point in 2023. While net sales through Club were flat, this was a big change after years of double-digit growth. Net sales declined as sign-up rates were the lowest, and attrition rates were the highest that they've been in years. Onsite experiences continue to be the most effective way to drive club sign-ups and retention and with less visitors, this opportunity was lessened.

Wine Club Memberships Growth Rate Past 5 Years



What to do today?

What can wineries do now to address these trends? Let's learn from some wineries who are thriving despite the challenging times.

1. **Get Creative to Attract New Consumers**
2. **Gather Customer Data and Keep it Clean**
3. **Use Personalization to Engage Consumers and Drive Results**
4. **Leverage Your Current Customer Base**

What to do today?

1. **Get Creative to Attract New Consumers**
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1: Get Creative to Attract New Consumers

While there are continued reports that demonstrate the challenges of getting younger consumers to engage with wine, there are those wineries who are doing a great job of reaching out and engaging with new consumers of all demographics.

Tank Garage is known for its ability to attract consumers with its unique packaging, and wines that are released mainly in limited-edition drops. As it states on their website, they "built Tank as a bastion for dreamers and those looking to defy conventions. A winery that celebrates misfits, bootleggers, and daredevils." Tank stays true to its core and attracts consumers with their unique vibe as well as an interesting take on varietals and winemaking that keeps drinkers engaged and waiting for 'what's next'.

4 key things that they identify as ways to successfully attract new consumers:

- Collaborations with a brand outside of wine to cross-pollinate like-minded consumers
- Collaborate on social media with another wine brand to cross-pollinate customers
- Partner with local hotels to offer complimentary tastings for their guests in exchange for room discounts for your members
- Get involved with charitable causes that will allow you to support the community while engaging with new groups of consumers.

One of Tank's recent projects is a collaboration with HUF Worldwide, a skateboarding and streetwear brand, to produce a limited-edition orange wine that would appeal to both HUF and Tank Garage customers . When it dropped, they had over 100 orders within the first hour.

What to do today?

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2. **Gather Customer Data and Keep it Clean**
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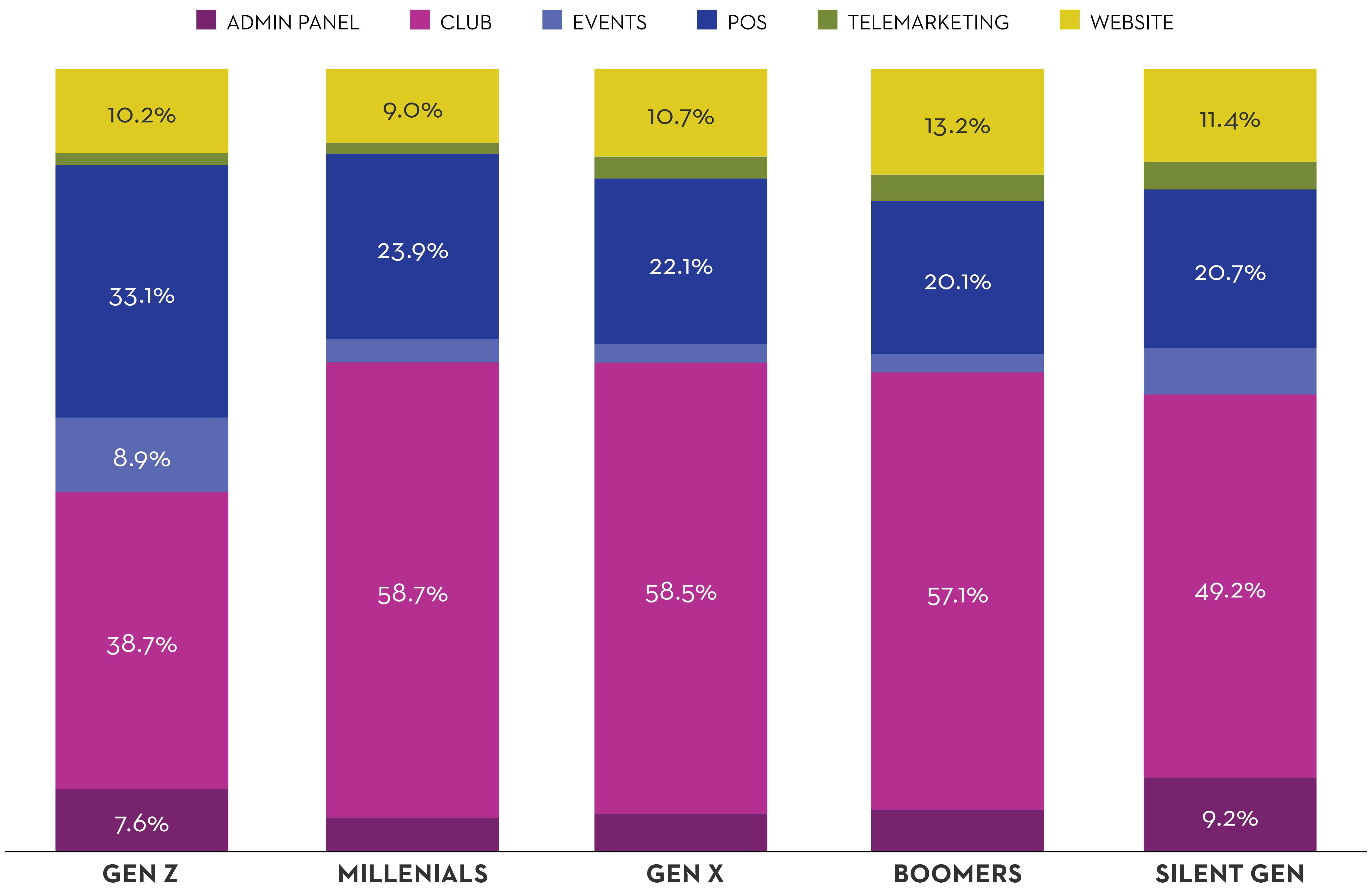
2: Gather Customer Data and Keep it Clean

Now, more than ever, it is imperative that wineries collect as much information from consumers as possible so they can continue to engage and develop a relationship leading towards future purchases. Much has been said about the younger demographics not drinking wine and while Gen Z continues to represent a small portion of net sales (only 1/3 of them are of legal drinking age), they do index higher in tasting rooms. This isn't surprising as on-site visits are a great way to enjoy the experience of trying new wines. Notably, while they index high in on-site sales, it is also clear that they purchase across all channels.

2023 Net Sales by Channel by Generation

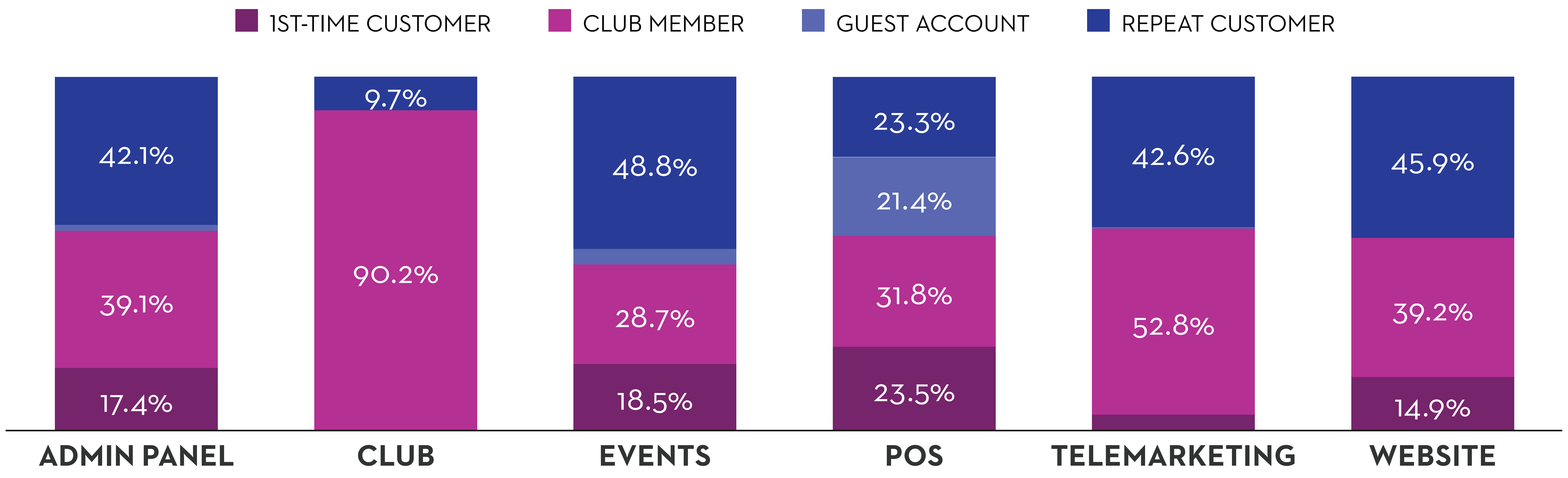


2: Gather Customer Data and Keep it Clean

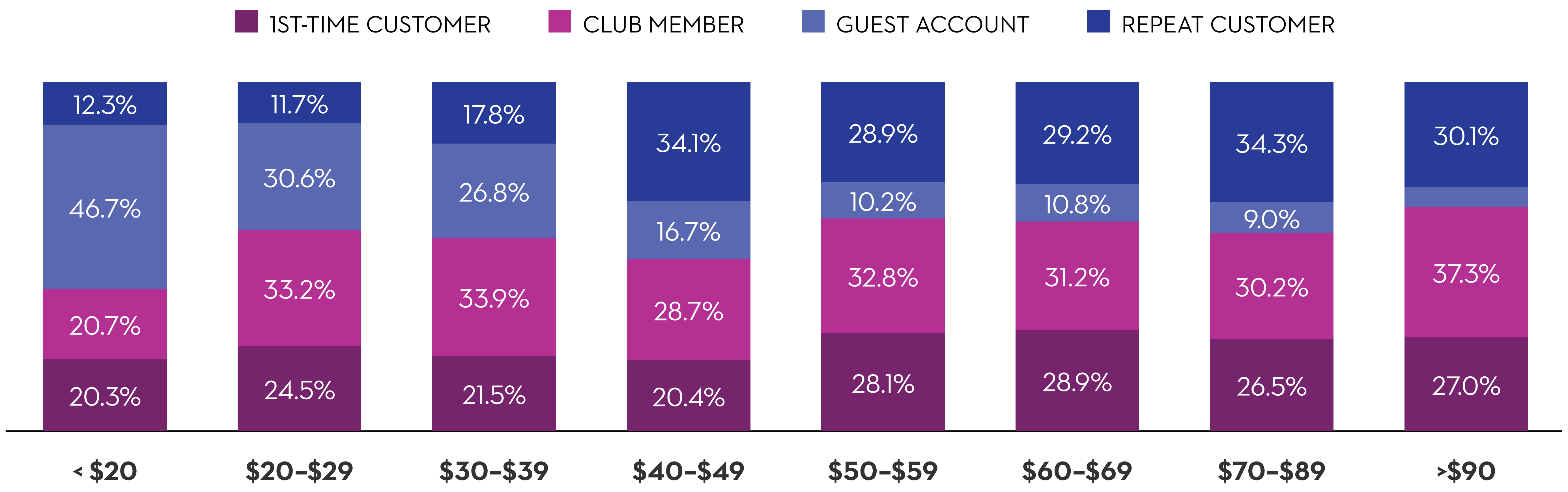
In 2022 there were still over 20% of transactions processed through a guest account, without a contact created for future communications. Further, use of a guest account is highest at the lower-priced end of the market. One can imagine a Venn diagram where Gen Z, on-site sales and lower price wines intersect. Cultivating relationships with these buyers is extremely important as they have the potential to be loyal longer-term buyers.

Wineries need to prioritize collecting information from all consumers, not just those who are buying the most expensive wines. The goal is to gather not only contact information, but any information that will help better understand who they are. It is also imperative that data is kept clean and that there is a single source of truth where buying activity can be tracked across channels.

2023 Channel % Net Sales by Contact Source



2023 Price Range Percent Net Sales by Contact Source



2: Gather Customer Data and Keep it Clean

THREE STICKS

"How we identify opportunities and prospective partnerships is through the data. We are able to track every single person's origin and the experience they have through our tasting room (and beyond). We then strategically use that data to nurture relationships and pinpoint more opportunities for growth.

The audience of wine is shifting in terms of demographics as well as the makeup of households. Our target market is not the same at is once was just three years ago. We are utilizing data to identify trends and in return strategically campaign around interests, age, lifestyle, consumption and experiences.

I live and die in a spreadsheet but your data is only useful if you keep up on hygiene. Educating, training and monitoring your database is so crucial. Make sure you find a team that is willing to do the extra steps and take pride in clean data. Additionally, don't forget to show them the magic it can produce! Often times we forget to explain the why behind numbers. Educate your team and show them what you are able to produce with the hard work they put into tracking all the information."

– COLETTE FAY SIMPSON
ASSISTANT GENERAL MANAGER, THREE STICKS WINES

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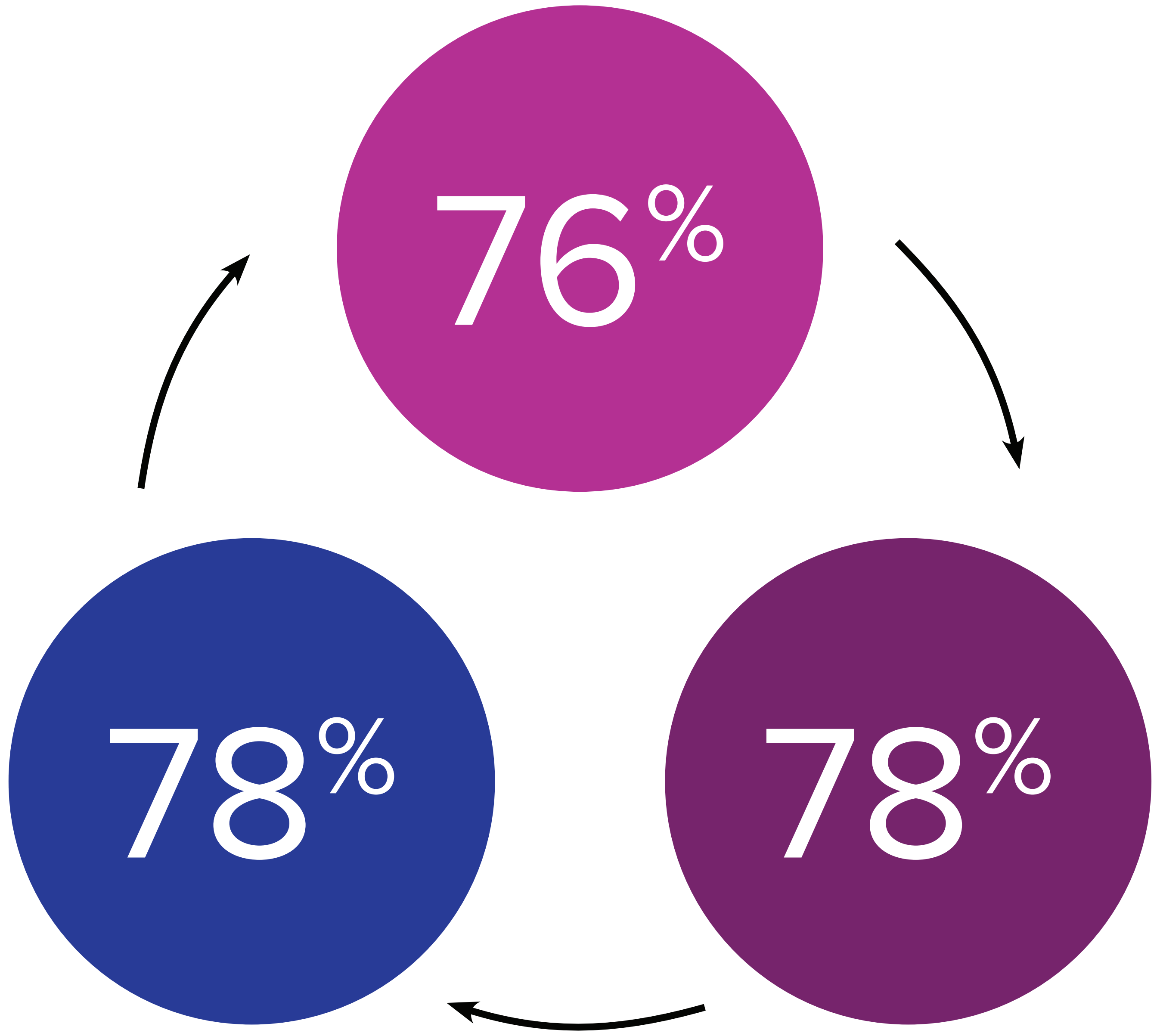
3: Use Personalization to Engage Consumers and Drive Results

Personalization continues to be a key driver of conversion across all DTC sales channels. Once information is gathered about customers, the key is to use that information to ensure that communications that are personal and meaningful can be delivered to build a strong relationship and affinity for your brand.

Purchase

76% of consumers are more likely to consider purchasing from brands that personalize.



Recommmend

78% of consumers are more likely to refer friends & family to companies that personalize.

Re-purchase

78% of consumers are more likely to make repeat purchases from companies that personalize.

3: Use Personalization to Engage Consumers and Drive Results

Far Niente

THE NAPA VALLEY WINE ESTATE
ESTABLISHED 1885

"Coming out of a hard year where most wineries saw their DTC business remain flat or decline, we saw ours grow. I believe one of the most significant keys to our success is how we mine and use our data. We are in an age where our customers want us to talk to them as if we know them, and we should know them – we have the data.

We utilize our data to tailor our communication effectively. At Nickel & Nickel with 18 distinct cabernets and varying customer preferences, we customize messages based on individual purchasing history, ensuring timely updates on new releases, vintage endings, and personalized recommendations. We leverage the What Was Sold Together report to identify popular wine pairings, enhancing club customization options and increasing the average order value. Additionally, we proactively address potential membership cancellations using member-at-risk data, offering a higher level of service to retain customers. In summary, data mining enhances customer understanding, enabling personalized communication for an improved experience and service level and we are able to do this quickly and efficiently."

– NADIA KINKADE
DIRECTOR OF DTC, FAR NIENTE FAMILY OF WINERIES AND VINEYARDS

3: Use Personalization to Engage Consumers and Drive Results

SOTER
VINEYARDS

"Extensive customer list segmentation enabled us to customize sales campaigns for specific groups through email, text, and phone outreach. The meticulous segmentation played a pivotal role in maximizing sales opportunities throughout the year. We were not only able to seamlessly track key metrics but also had the flexibility to make real-time adjustments, ensuring our team stayed well-informed and motivated to consistently meet monthly goals."

– JULIA BANDY
DIRECTOR OF CONSUMER SALES AND MARKETING, SOTER VINEYARDS

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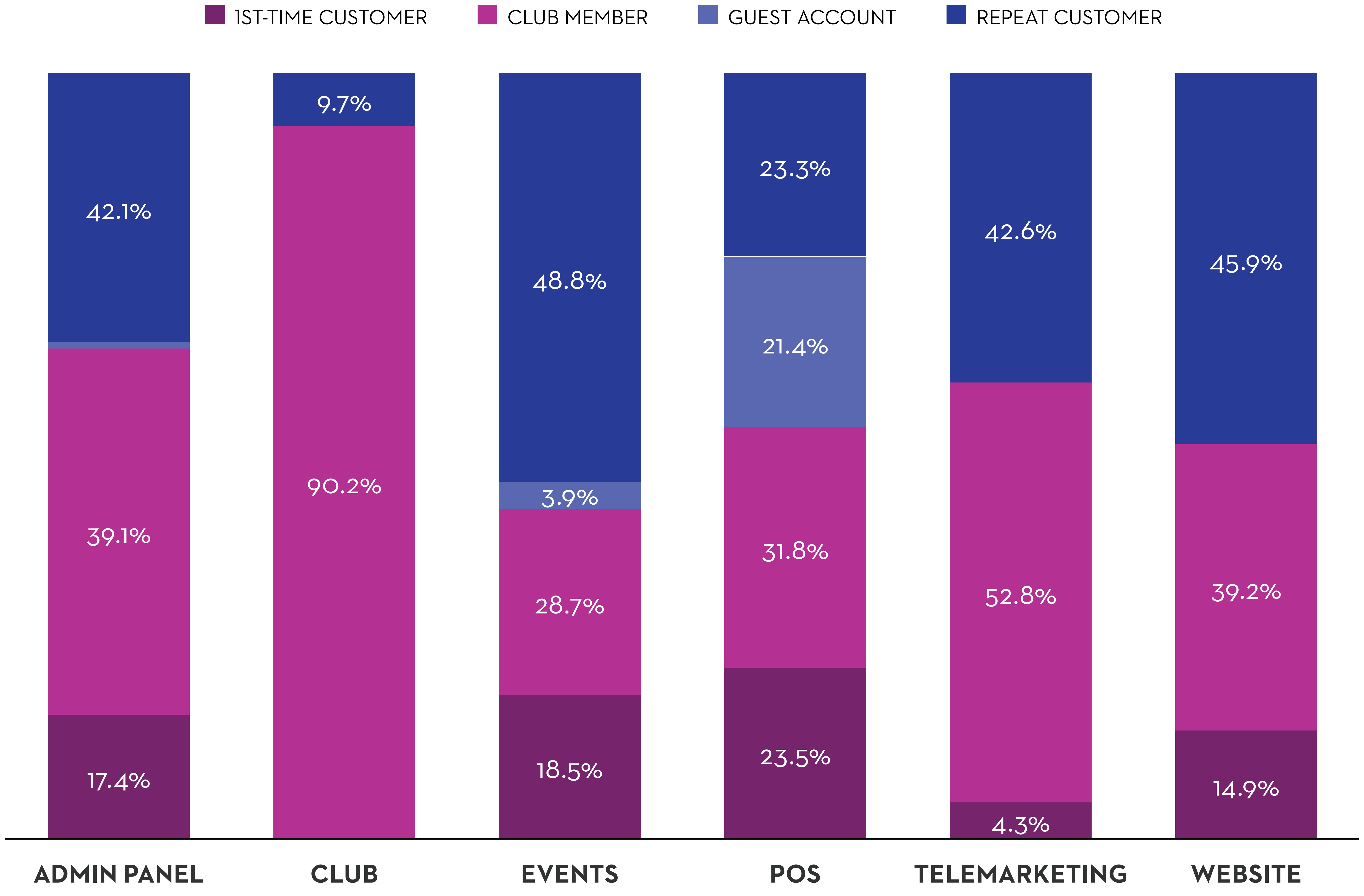
4: Leverage Your Current Customer Base

Across all channels, repeat customers are responsible for the majority of net sales. Continuing to build on that loyalty is an efficient way to drive sales.

2023 Percentage of Net Sales by Channel by Contact Source



4: Leverage Your Current Customer Base

"In 2023 we saw significant DTC wine sales growth, coming in at just over 14 percent when measured across all sales channels. Member, repeat and first-time customer Tasting Room visitor traffic was up by 8%.

At our Q3 2022 Strategy meeting, our team focused on removing barriers to visit and purchase, especially for our current membership base. We pulled varied lists of customers, dug into who they were and what they were doing, and identified groups of people we felt comfortable reaching out to. What do our high-end purchasers want more of? Access to wine and exclusivity. What do our longest-tenured customers want more of? To be recognized when they walk in the door. What do our new members want more of? Wine-focused events and varied experiences that they can choose upon arrival or in advance depending on their personality. Overall what we found was members did not want to be pigeonholed into what we thought they wanted. They wanted the flexibility of experience, quality wine and experience, easy-going and flexible staff who recognized them and their buying habits. They wanted us selling to them to feel like a service.

So what did we do? We offered high-end experiences by reservation and came up with a program to offer more exclusive seated experiences on the fly for both members and non-members. We figured out what special wines should be waiting for our best customers so they felt recognized in front of their friends. We got to know our customers better and tried to meet their needs without compromising quality, offering extra discounts (just not in our model), or forcing them into a take-it-or-leave-it style experience. If we only offer them one experience option, then it is a barrier to visiting. If they can't make a reservation from the parking lot because they decided to visit last minute, then they may bring their friends somewhere else."

– MELISSA SCHULTE
GENERAL MANAGER, BLACK ANKLE VINEYARDS

4: Leverage Your Current Customer Base

Bokisch VINEYARDS

"We swiftly analyze our data and reach out to our top customers with tailor-made marketing strategies across email, phone, and SMS platforms. This has allowed us to elevate the personalization, targeting, and overall effectiveness of our marketing to our current consumer base, whether they are longtime customers or first-time purchasers. Precisely targeting and personalizing our messaging has proven invaluable to us. Consequently, these customized campaigns have led to a boost in revenue, heightened engagement, and a noticeable decline in unsubscribe rates as we distribute marketing content to meticulously segmented groups."

– RICH DECOLA
DIRECTOR OF SALES & HOSPITALITY, BOKISCH VINEYARDS

4: Leverage Your Current Customer Base

"We can analyze our customers' buying habits, and target market certain groups to sell them the wine they want, before they ask for it. We have also found this effective in selling "last call" wines, building relationships with our top-tier members, and alerting customers to events and experiences that will be offered.

We can drill down into the data to offer these wines to groups that are more likely to purchase these wines. We have also used segmentation to build even stronger relationships with our top-tier customers by reaching out after visits, offering very specialized/ older vintage wines, and making them feel recognized by our management team.

Our tasting room traffic has increased as well [especially during the] during slower months by offering fresh experiences to our customers such as dinners, seminars, and other events. We have also increased traffic for day of events by texting customers who live within a 20-mile driving radius as we have found that people don't want to have to plan in advance their outings, and enjoy the spontaneity of day of decision-making. By increasing our tasting room traffic, we have seen a significant increase in our tasting room revenue."

– ZOE LUCAS
DTC MANAGER, BLACK ANKLE VINEYARDS

Appendix

WINEDIRECT

ABOUT WINEDIRECT

WineDirect provides everything your winery needs to start, manage, and grow your direct-to-consumer (DTC) business from wine club, ecommerce and point of sale software to fulfillment and marketplace distribution. With expertise in all areas of ecommerce and fulfillment and a longstanding commitment to wineries' growth, we can help you at every stage in your development. Serving wineries worldwide, WineDirect is headquartered in Napa Valley with offices in Paso Robles, CA; Santa Maria, CA; Sherwood, OR; Glenwillow, OH; Dallas, TX, Vancouver, BC; and McLaren Vales, Australia. Learn more about how we are helping wineries succeed with DTC by visiting www.winedirect.com.

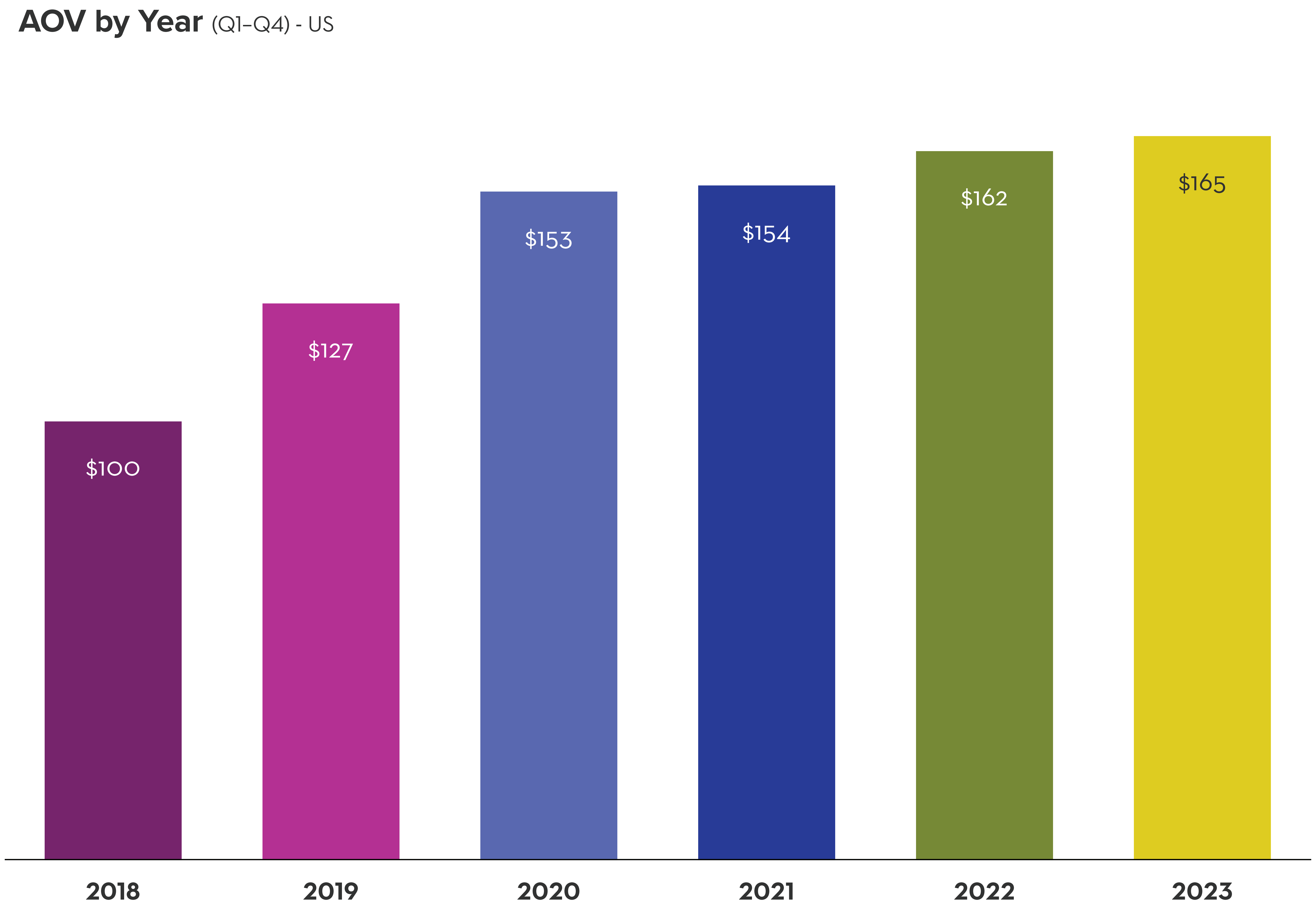
ENOLYTICS

ABOUT ENOLYTICS LLC

Enolytics is changing the way wine and spirits companies grow through the power of data. Their SaaS-based solutions provide data-driven business intelligence and advanced analytics to beverage alcohol companies around the world through their user-friendly platforms. A woman-owned business, Enolytics balances the warmth of wine and food world relationships with level-headed pragmatism and real-world financial savvy to deliver innovative and disruptive technological solutions to the industry. Learn more at www.enolytics.com.

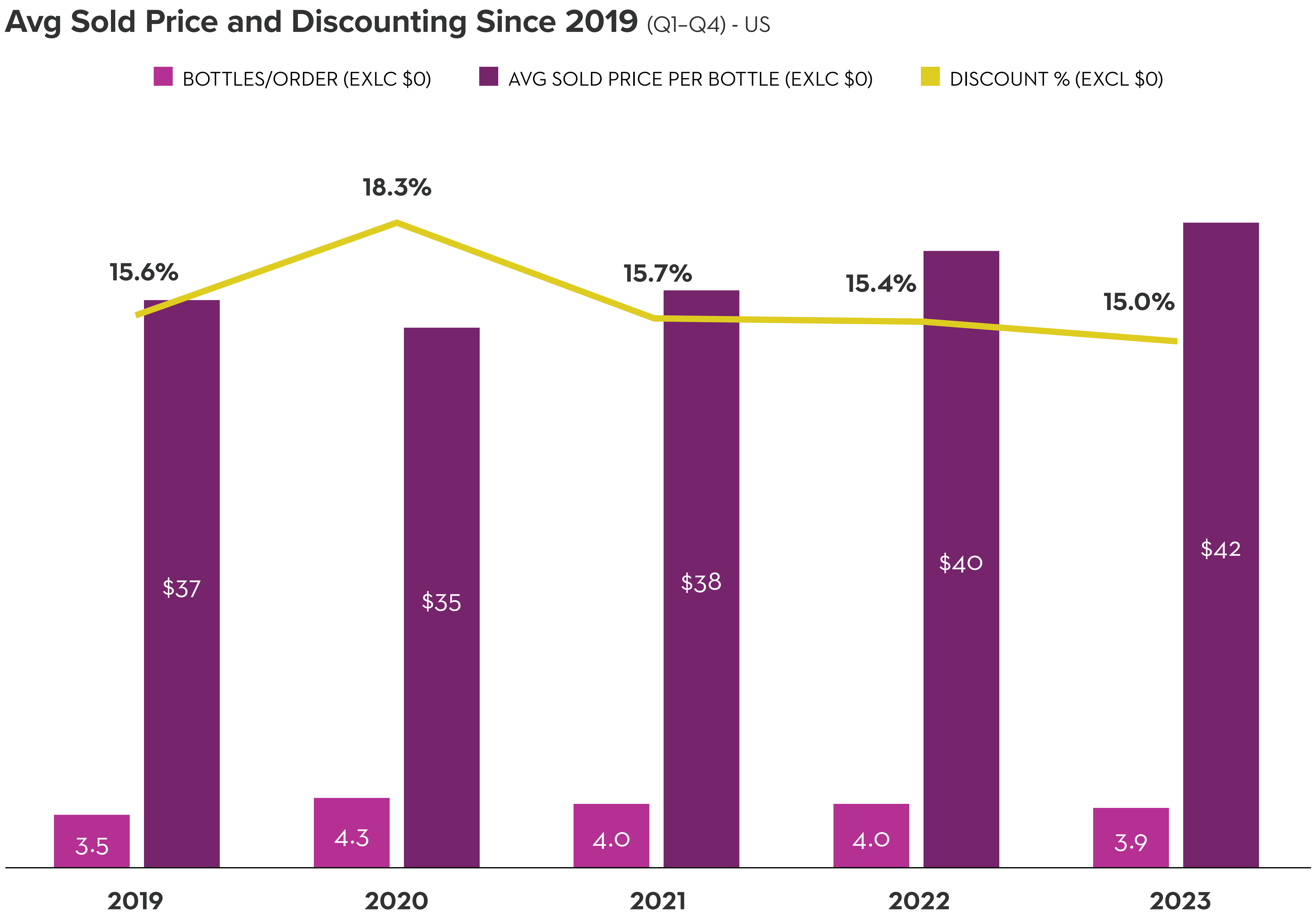
Average Order Value by Year

Average order value continues to grow, driven mainly by club and websites.

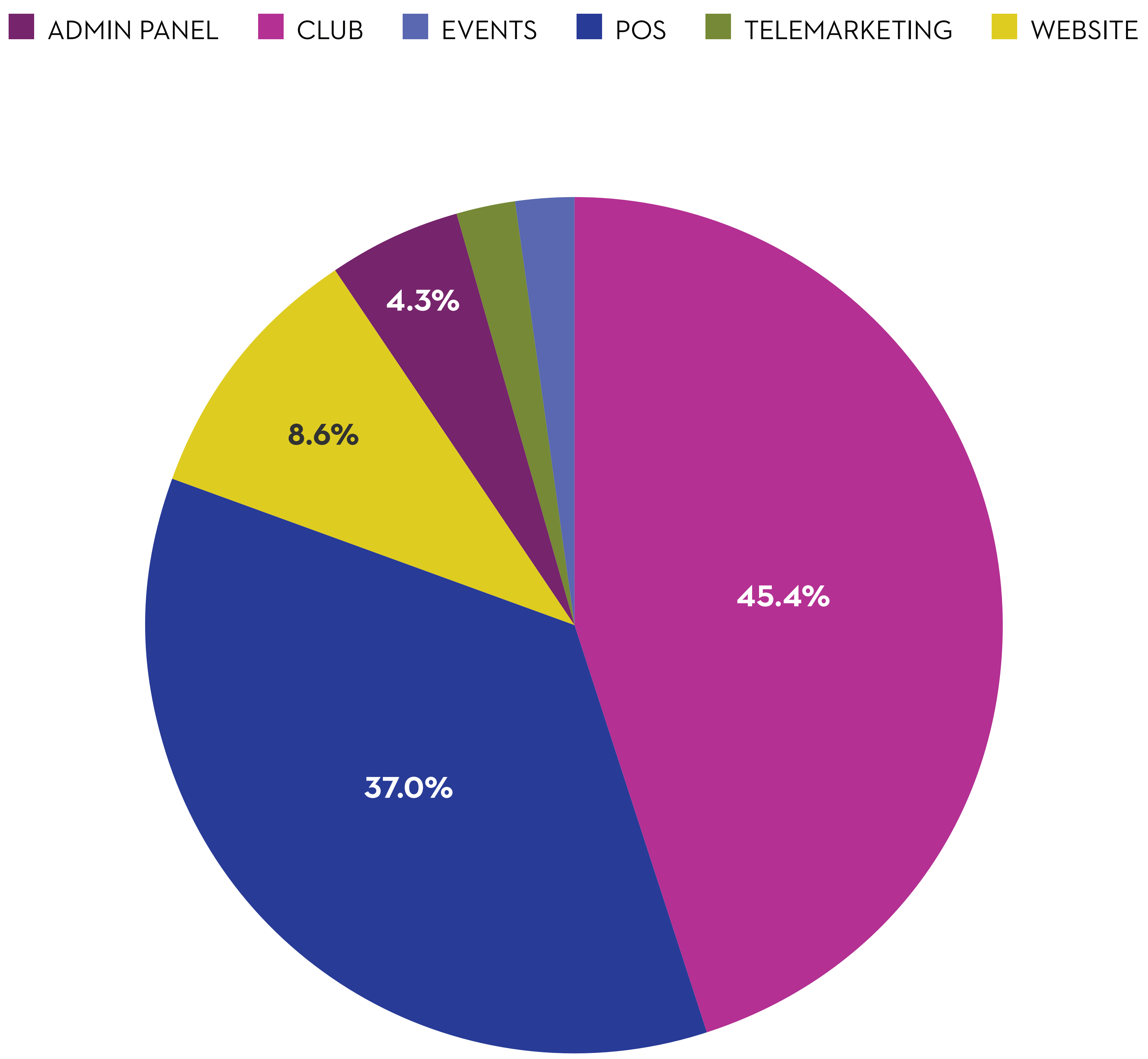


Average Sold Price and Discounting Since 2019

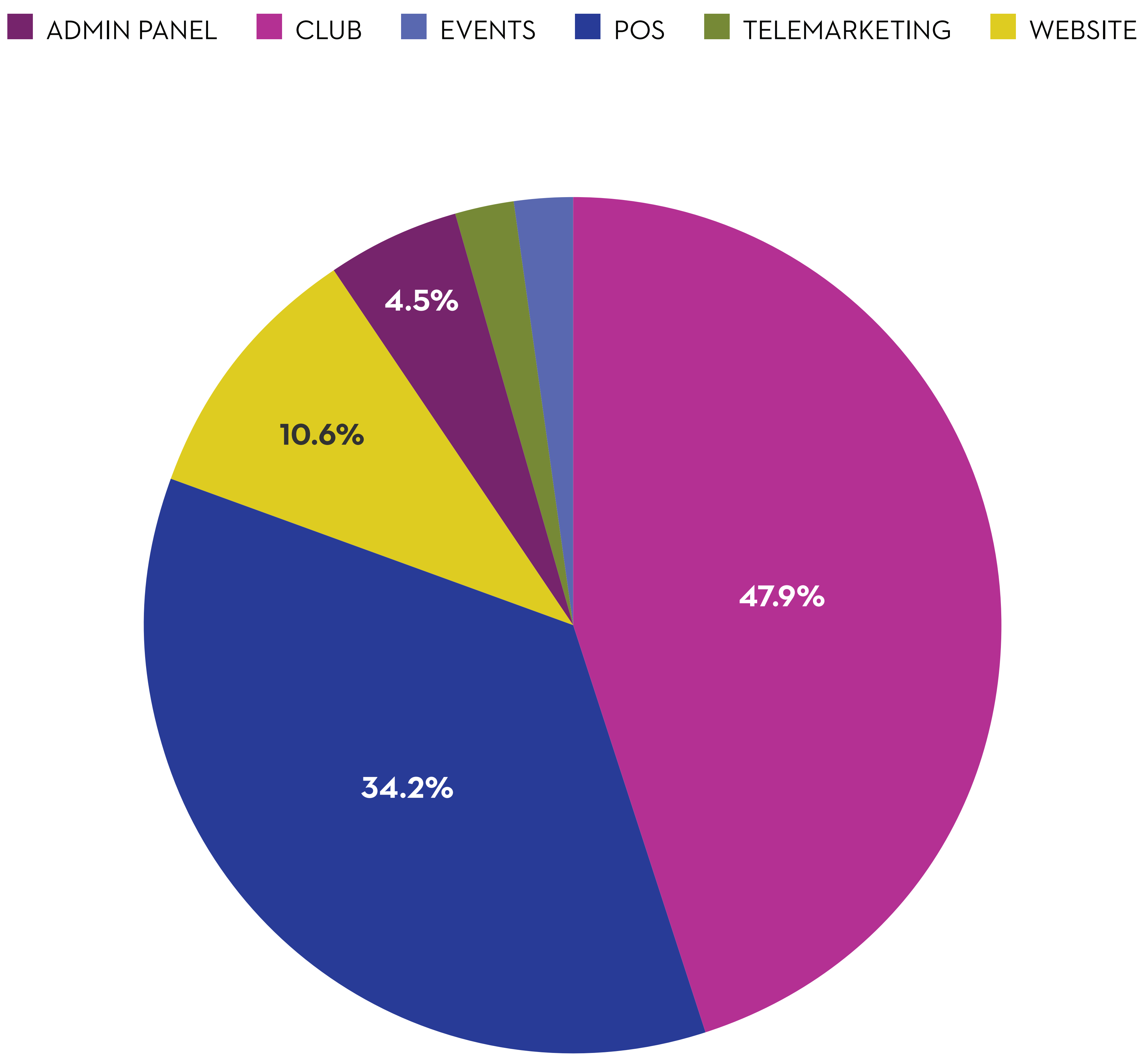
Discounting was down slightly, helping drive average bottle price up. Number of bottles per order remained stable.



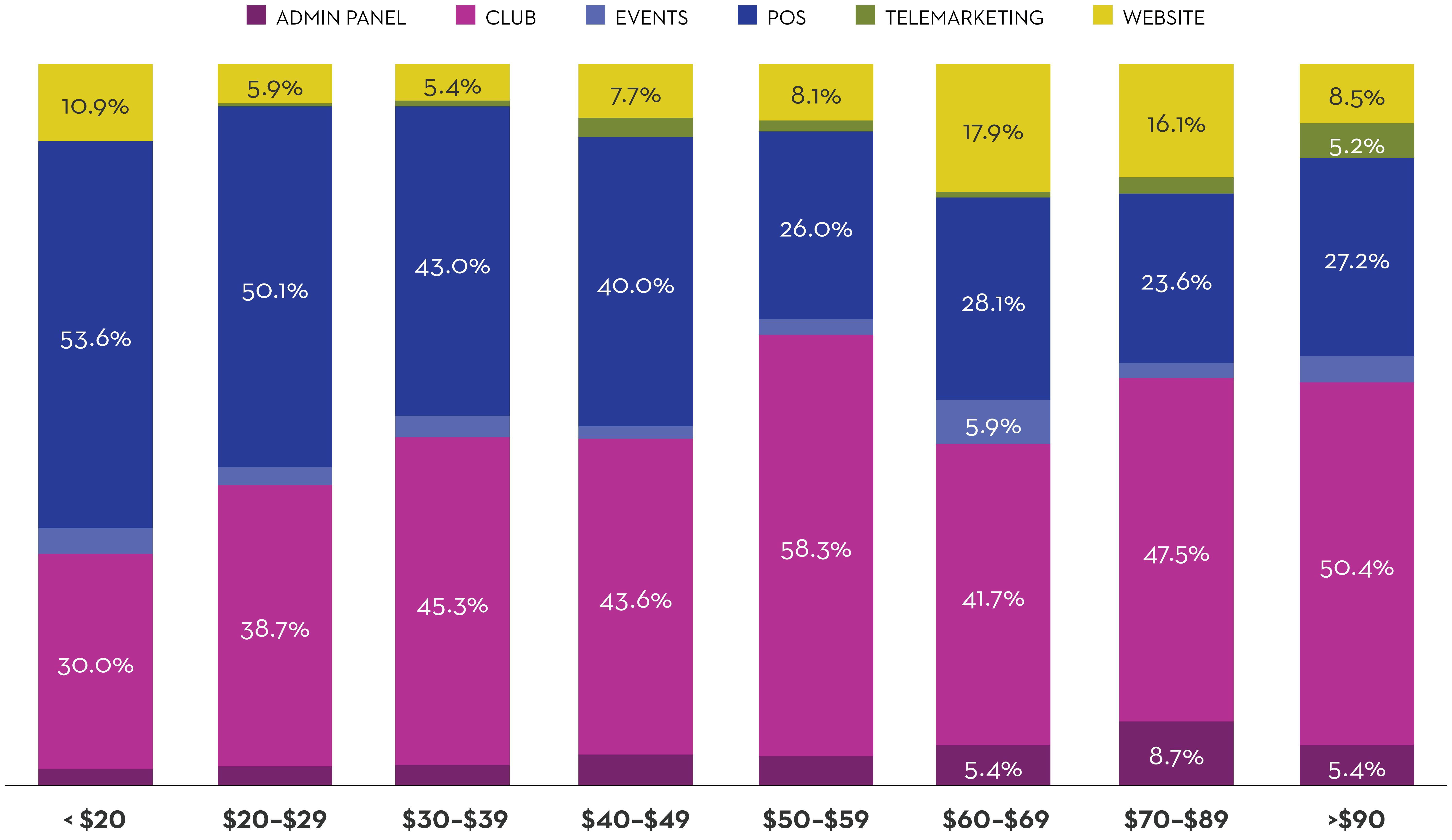
2023 Channel Distribution as % of Net Sales (Q1–Q4) - US



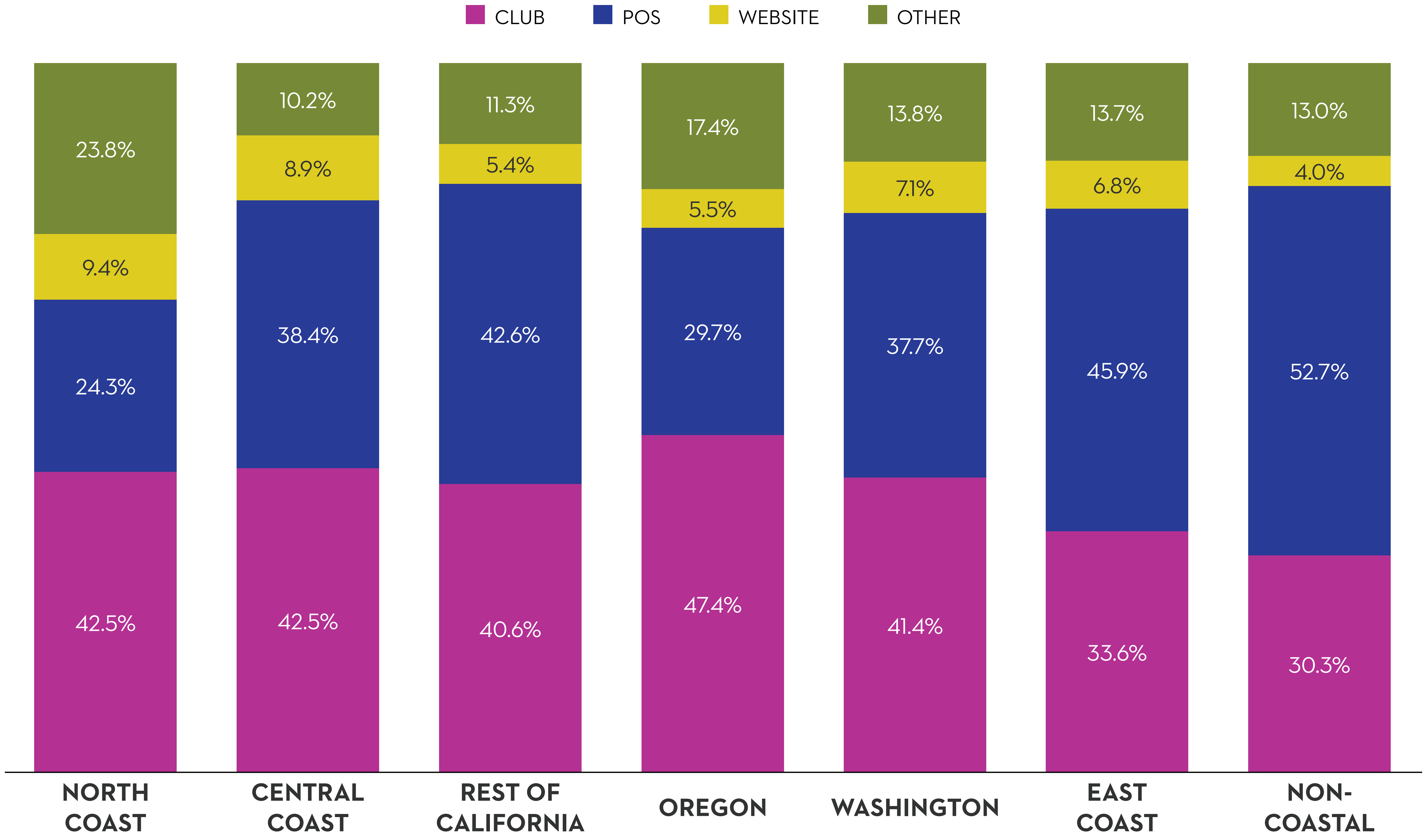
2023 Channel Distribution as % of Cases Sold (Q1–Q4) - US



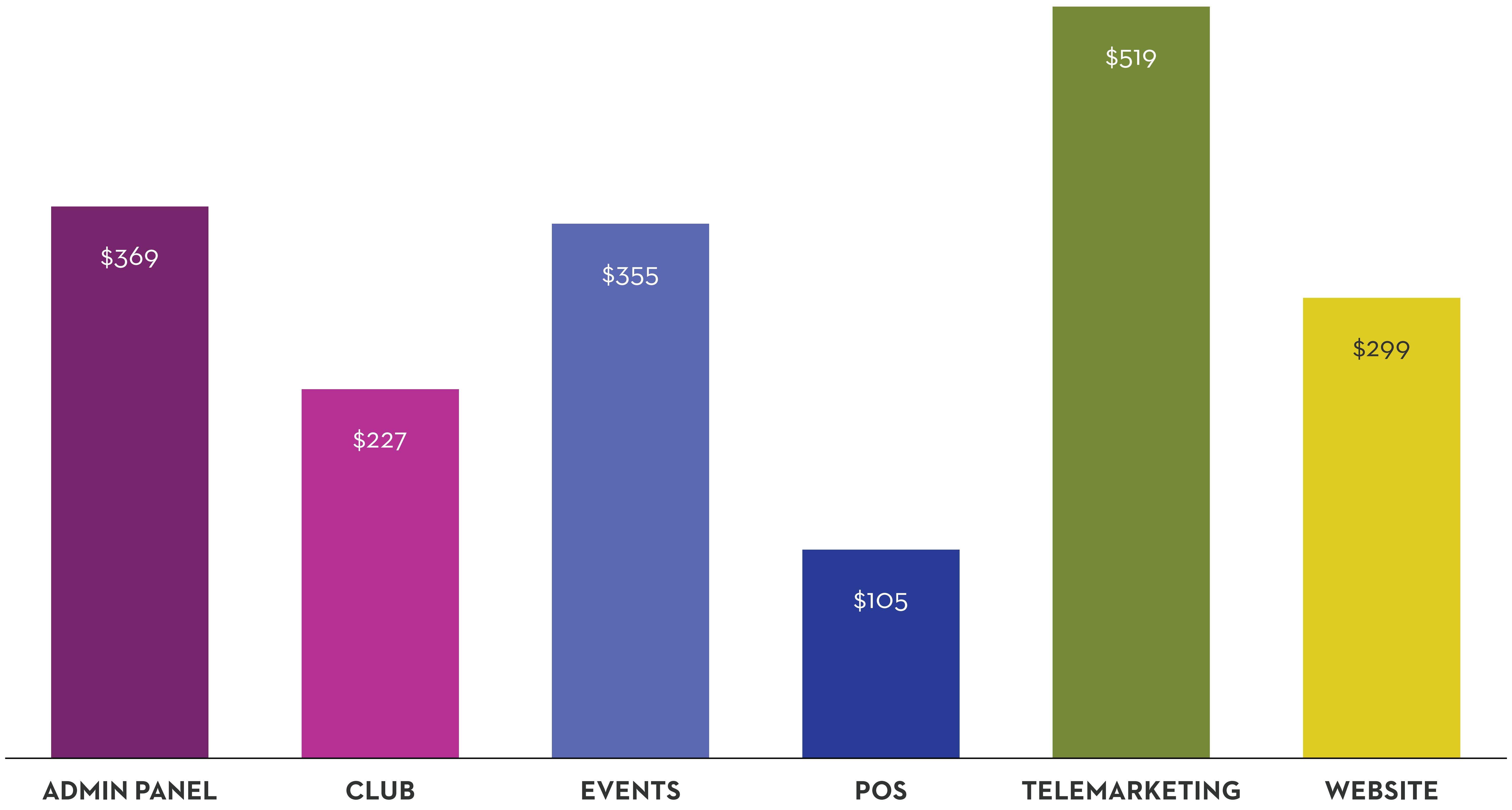
2023 Sales by Price Point and Channel (Q1-Q4) - US



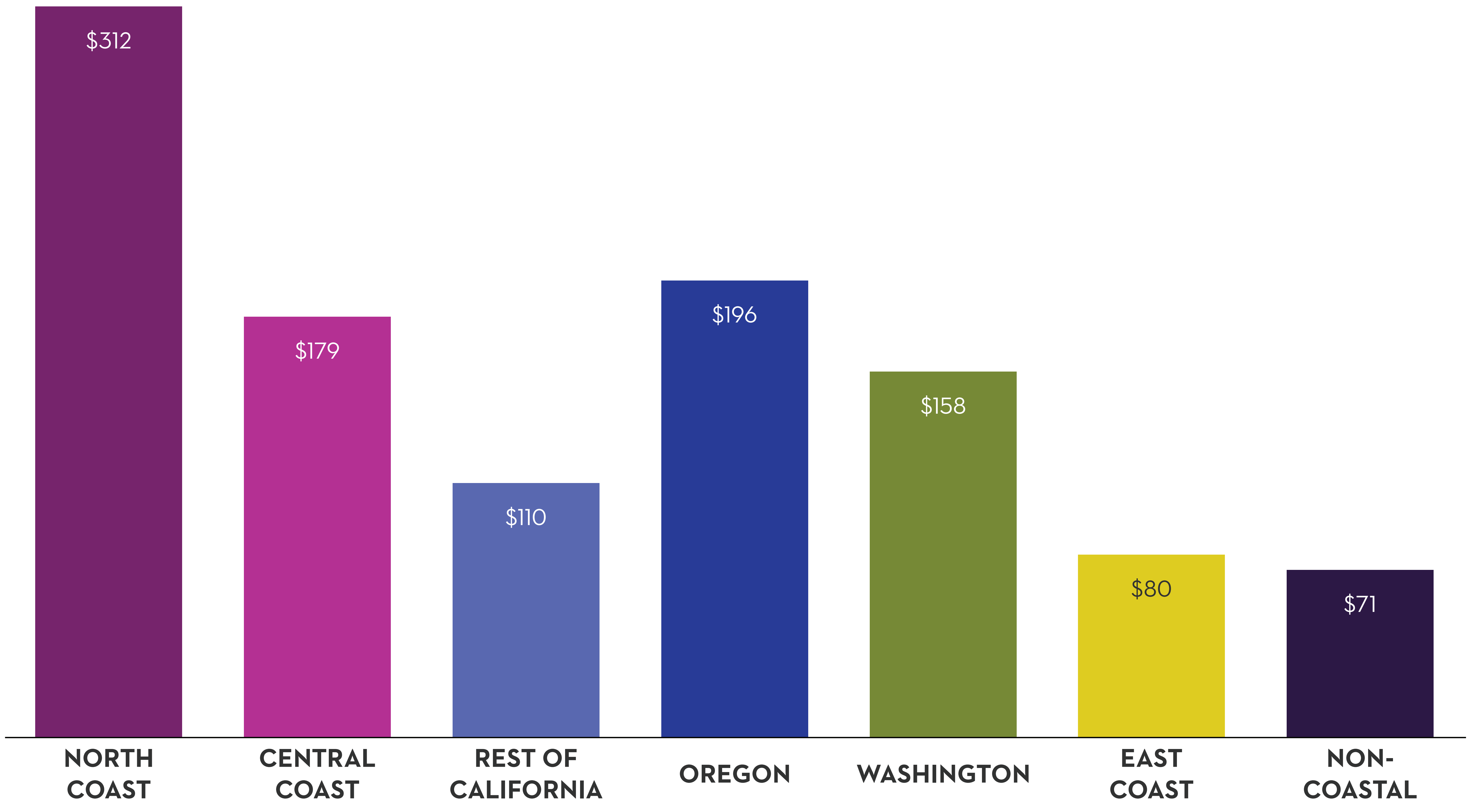
2023 Net Sales by Major Channel by Wine Region (Q1-Q4) - US



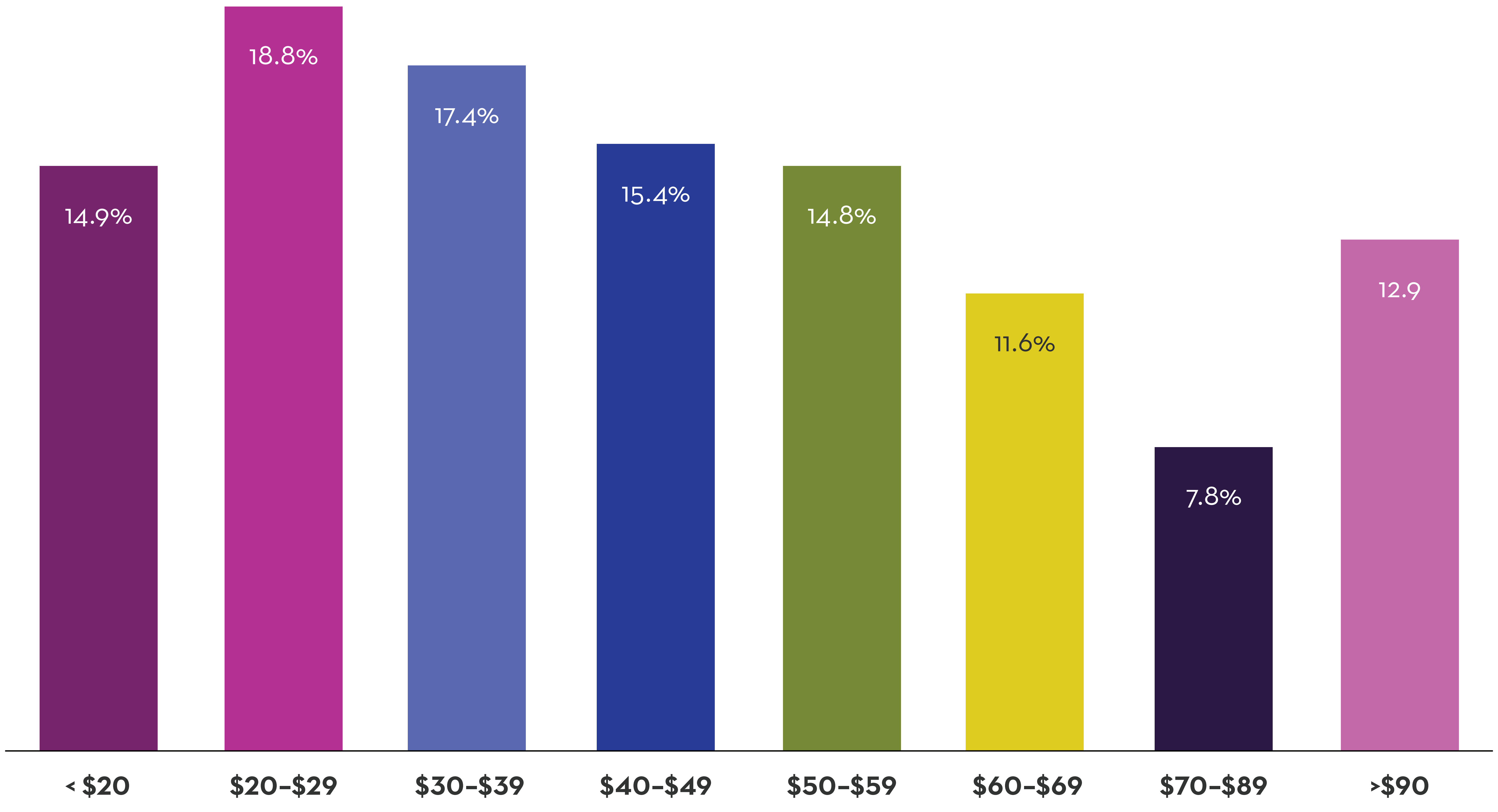
2023 Average Order Value by Channel (Q1-Q4) - US



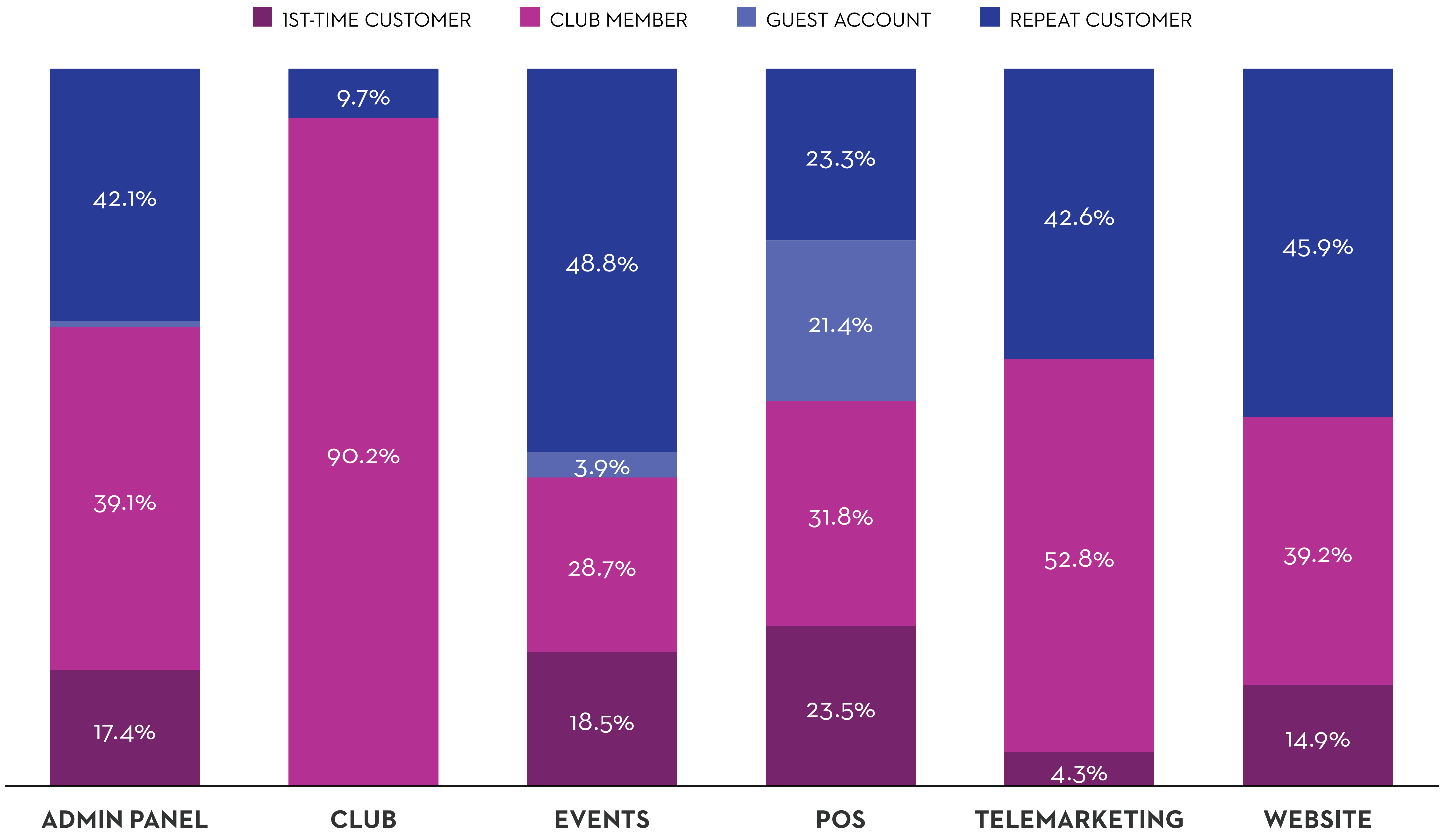
2023 Average Order Value by Wine Region (Q1-Q4) - US



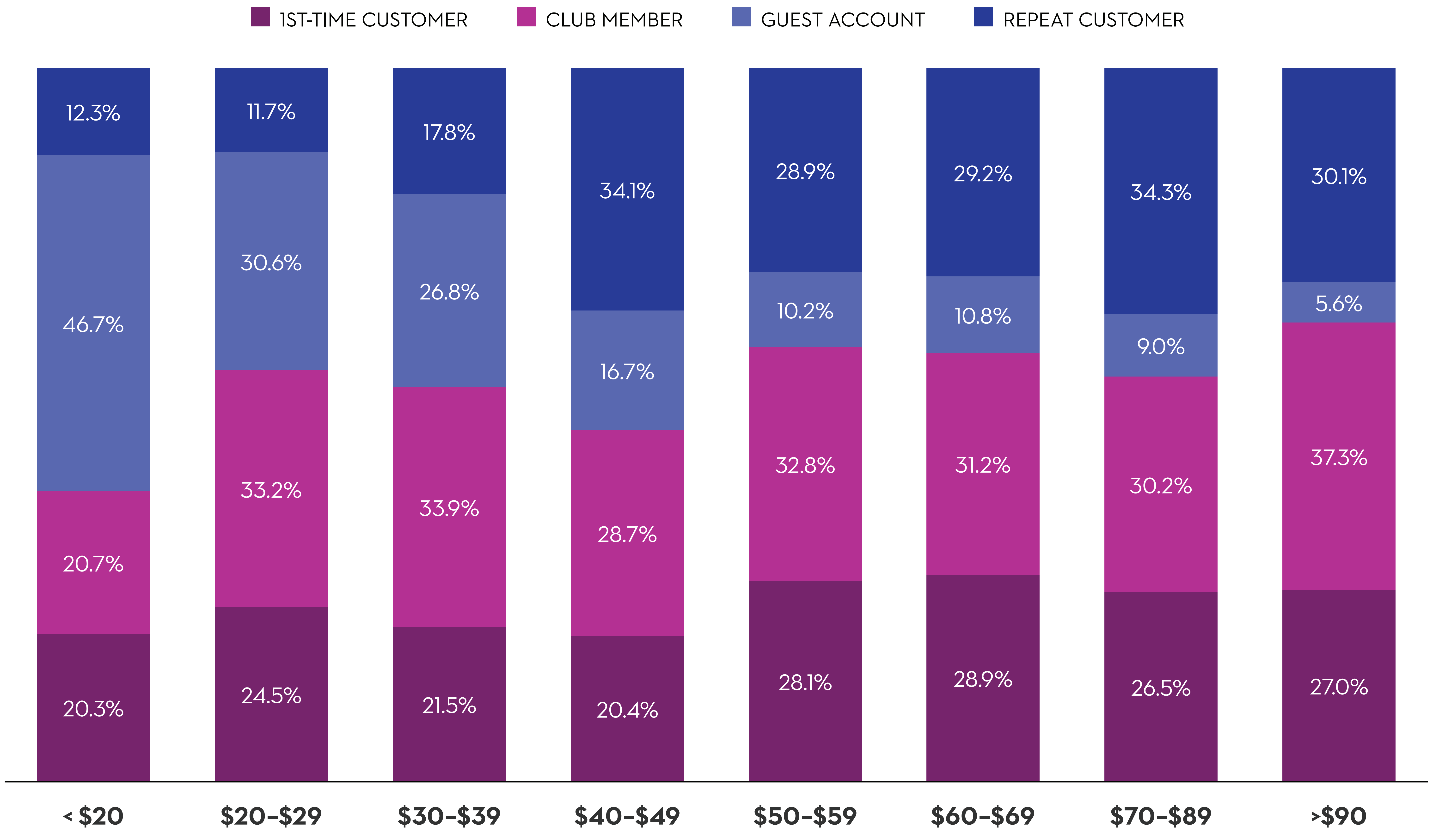
2023 Discount in % by Winery Avg Bottle Price Range (Q1-Q4) - US



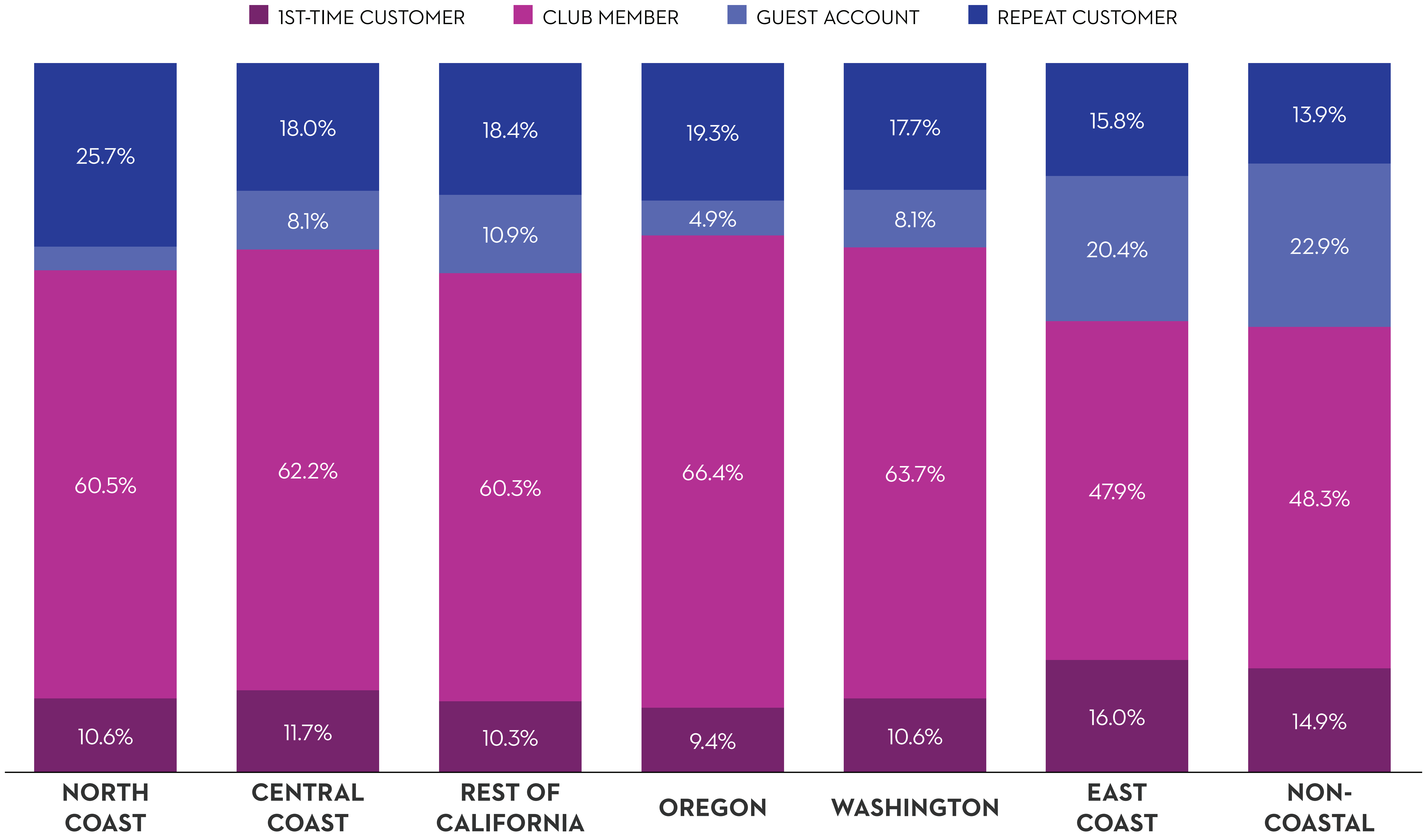
2023 Channel % Net Sales by Contact Source (Q1-Q4) - US



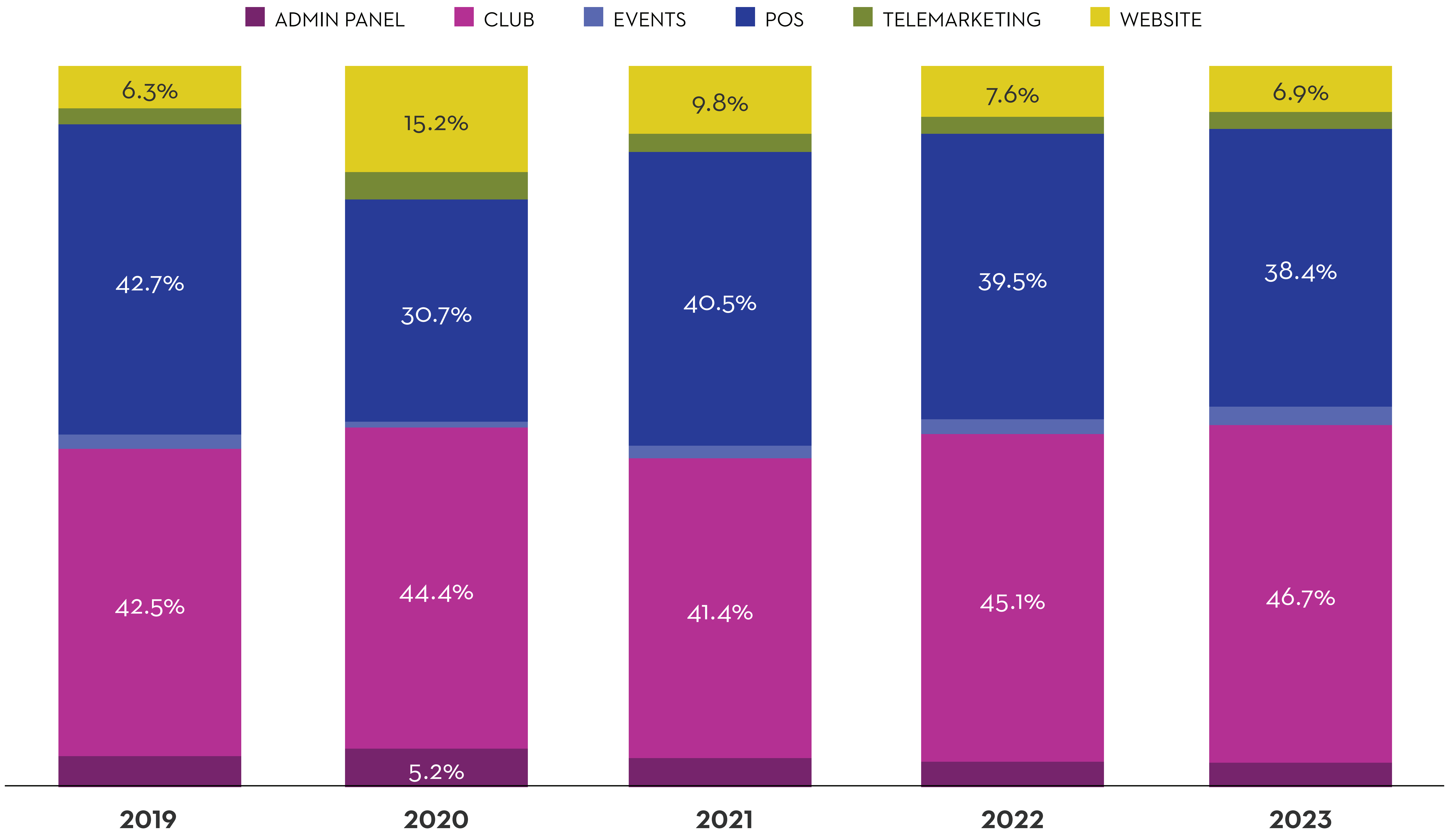
2023 Price Range % Net Sales by Contact Source (Q1-Q4) - US



2023 Contact Source as % of Net Sales (Q1-Q4) - US



DTC Sales by Channel Last 5 Years (Q1-Q4) - US



Year Over Year Net Sales Growth (Q1-Q4) - US

	2020	2021	2022	2023
ALL	8%	31%	8%	-2%

Major Channel Year Over Year Net Sales Growth (Q1-Q4) - US

	2020	2021	2022	2023
NORTH COAST	0%	28%	8%	-4%
CENTRAL COAST	18%	31%	4%	-2%
REST OF CALIFORNIA	18%	56%	15%	1%
OREGON	16%	40%	11%	0%
WASHINGTON	23%	29%	11%	9%
EAST COAST	14%	16%	-2%	-1%
NON-COASTAL	6%	22%	5%	-1%

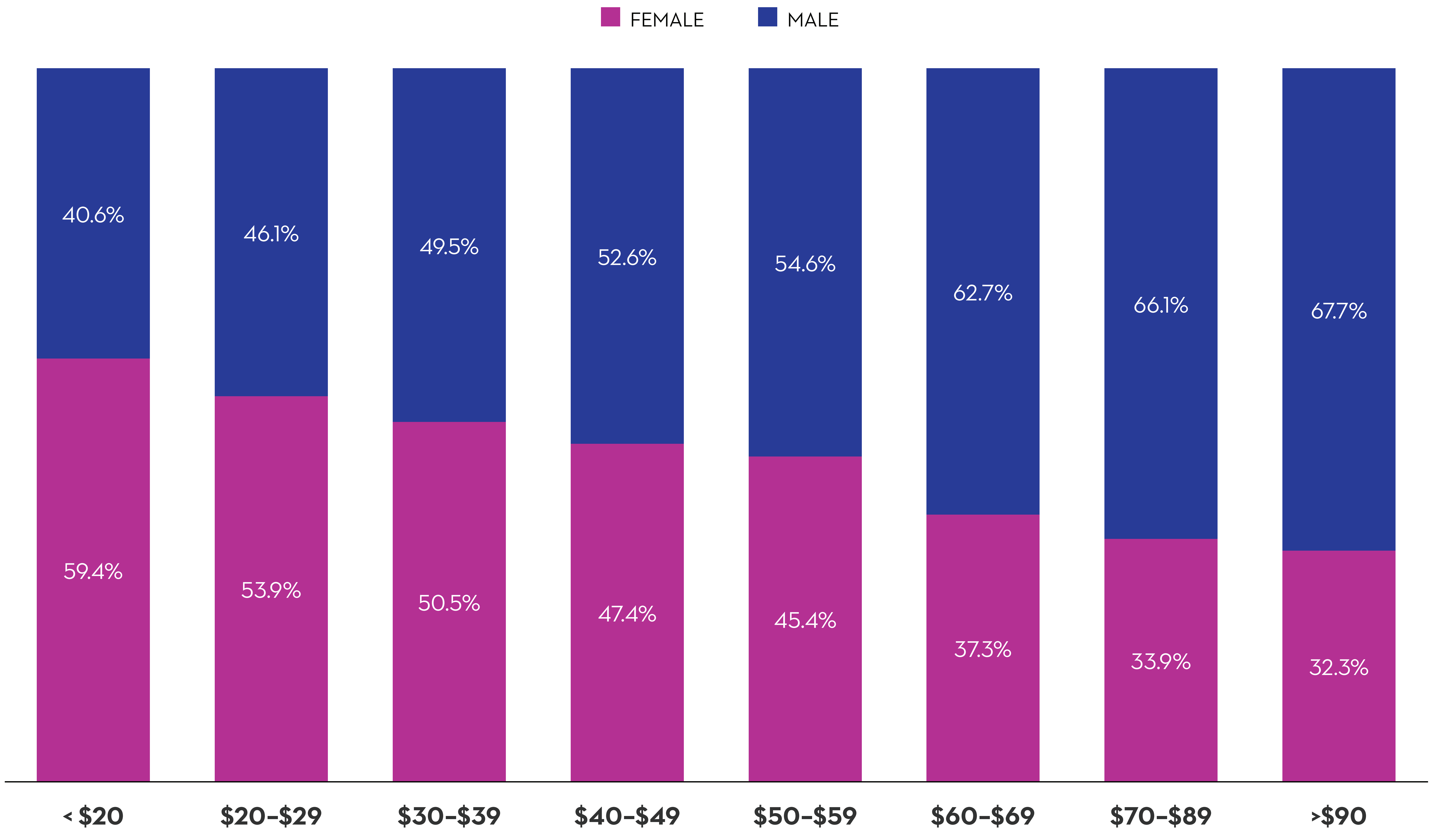
Year Over Year Cases Sold Growth (Q1-Q4) - US

	2020	2021	2022	2023
ALL	22%	12%	0%	-6%

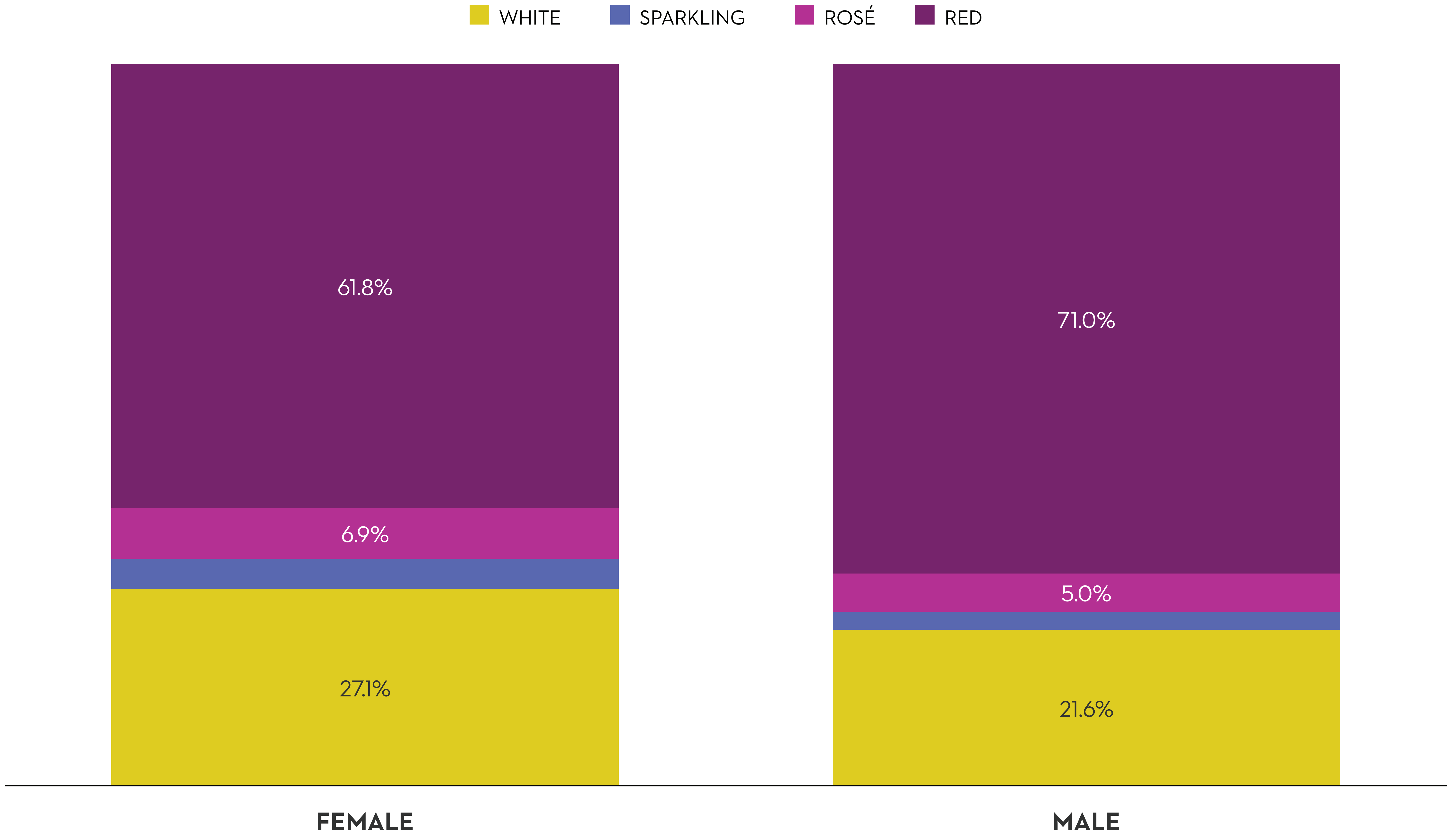
Wine Region Year Over Year Cases Sold Growth (Q1-Q4) - US

	2020	2021	2022	2023
NORTH COAST	12%	12%	-1%	-7%
CENTRAL COAST	25%	13%	-2%	-9%
REST OF CALIFORNIA	35%	12%	4%	-4%
OREGON	28%	28%	1%	-5%
WASHINGTON	36%	17%	3%	5%
EAST COAST	23%	2%	-6%	-6%
NON-COASTAL	22%	2%	1%	-6%

2023 Price Range % Net Sales by Gender (Q1-Q4) - US

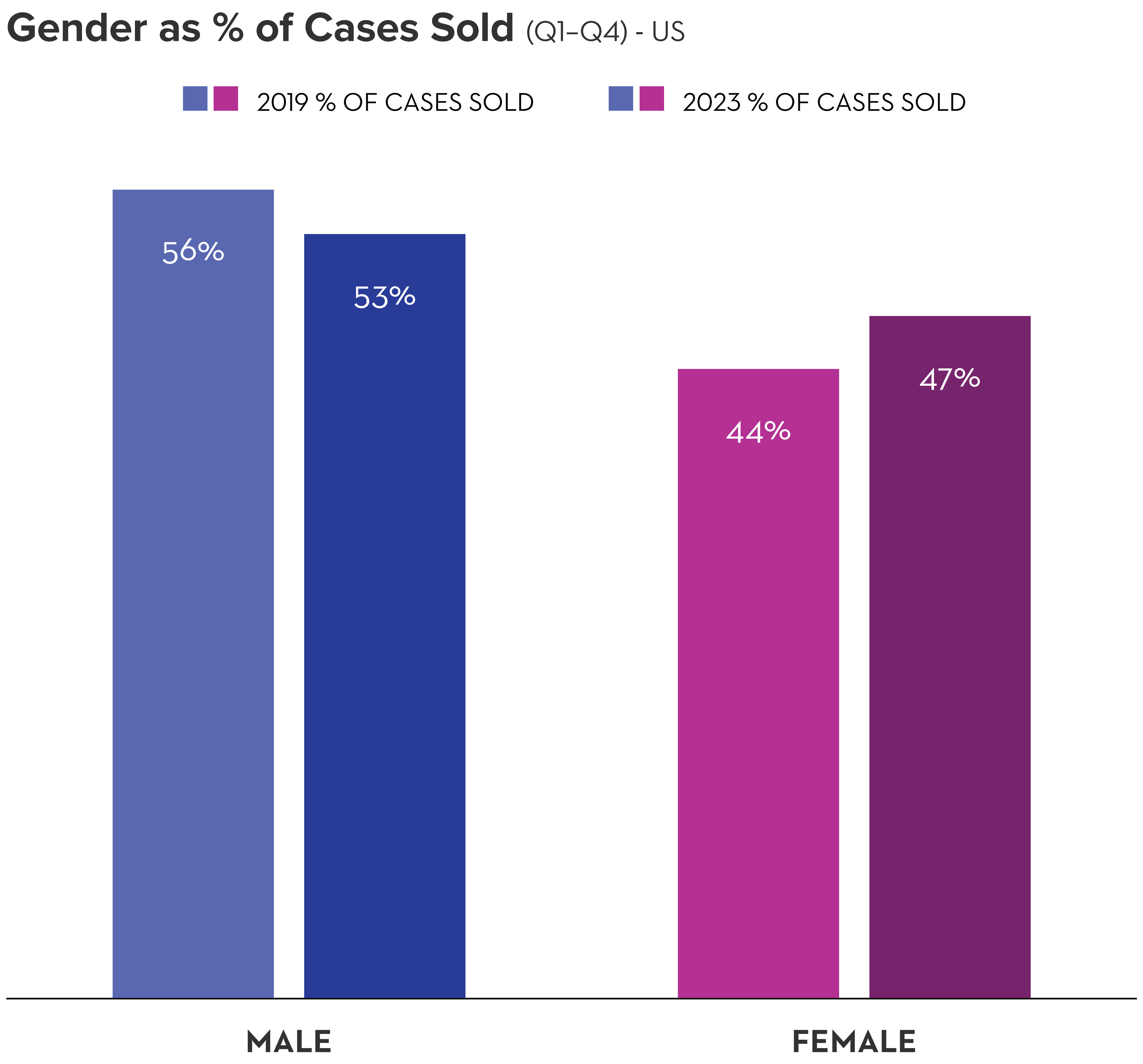


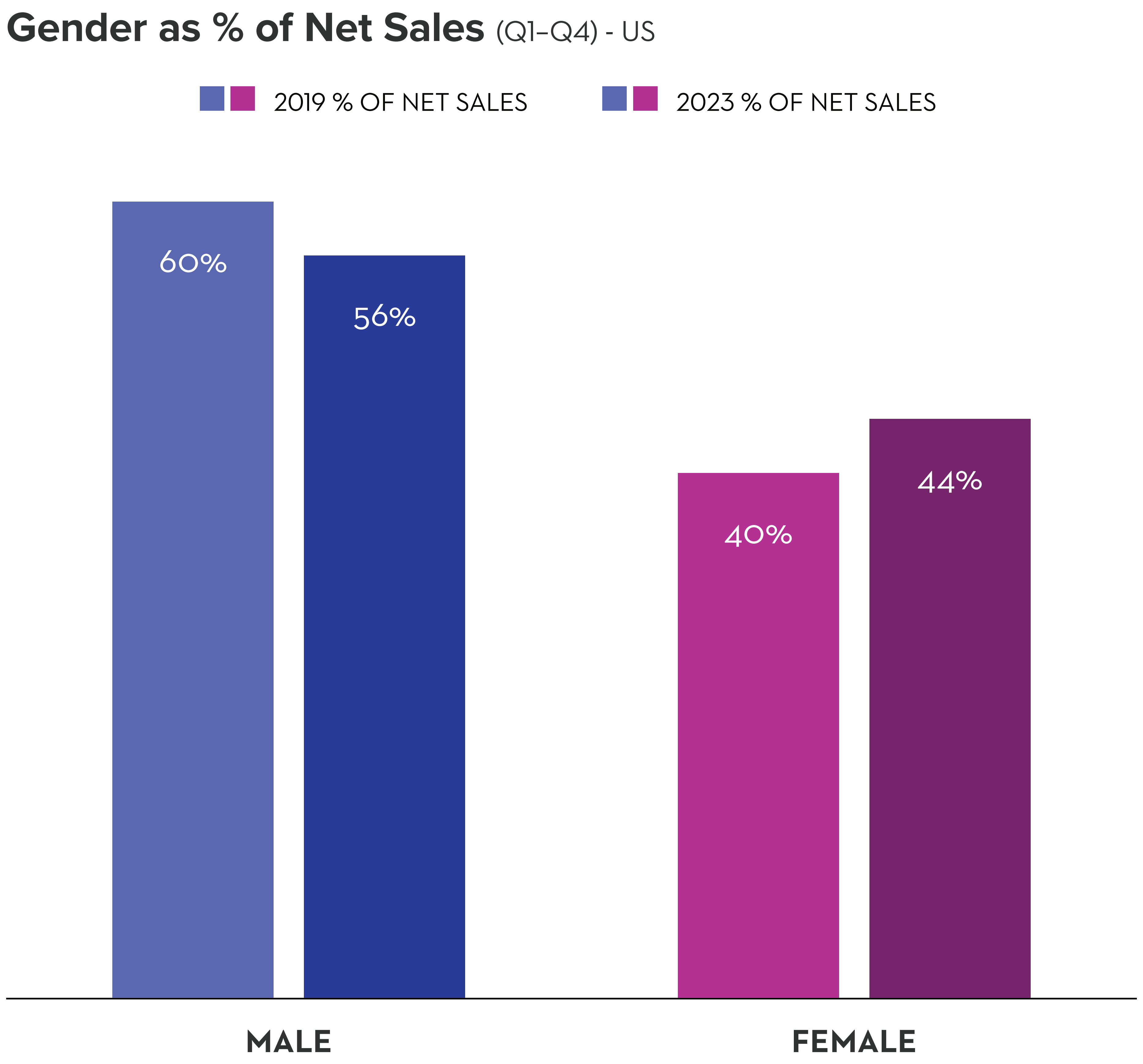
2023 Year to Date Cases Sold Wine Color by Gender (Q1-Q4) - US



2023 Average Order Value by Gender and Generation (Q1-Q4) - US

	GEN Z	MILLENNIALS	GEN X	BOOMERS	SILENT
MALE	$167	$239	$292	$282	$239
FEMALE	$133	$177	$191	$183	$170


Gender as % of Cases Sold (Q1–Q4) - US
2019 % OF CASES SOLD
2023 % OF CASES SOLD
56%
53%
44%
47%
MALE
FEMALE


Gender as % of Net Sales (Q1–Q4) - US
2019 % OF NET SALES
2023 % OF NET SALES
60%
56%
40%
44%
MALE
FEMALE

2023 US Growth Compared to 2022 by Major Channel (Q1-Q4) - US

MAJOR CHANNEL	NET SALES	WINE SHARE	NON-WINE SHARE	NET SALES: WINE	NET SALES: NON-WINE	CASES SOLD	UNIQUE CUSTOMERS	AVG ORDER VALUE	DISCOUNT %	AVG BOTTLE SOLD PRICE	AVG BOTTLES PER ORDER	AVG ORDERS PER CUSTOMER
TOTALS	**-2.1%**	**84.3%**	**15.7%**	**-2.6%**	**1.8%**	**-6.3%**	**-3.9%**	**1.2%**	**-2.3%**	**4.3%**	**-1.5%**	**-0.9%**
CLUB	1.8% ▲	97.1%	2.9%	1.9% ▲	14.8% ▲	-0.5% ▼	-1.0% ▼	2.4% ▲	0.2% ▲	3.1% ▲	-0.9% ▼	1.2% ▲
POS	-4.4% ▼	73.5%	26.5%	-6.1% ▼	1.4% ▲	-10.4% ▼	-5.4% ▼	-0.2% ▼	-7.7% ▼	3.7% ▲	-2.6% ▼	-2.3% ▼
WEBSITE	-10.4% ▼	91.4%	8.6%	-11.2% ▼	-4.0% ▼	-12.8% ▼	-11.8% ▼	3.8% ▲	8.0% ▲	2.1% ▲	3.5% ▲	-3.9% ▼
OTHER	-3.1% ▼	71.0%	29.0%	-5.2% ▼	2.3% ▲	-9.9% ▼	-0.1% ▼	-2.4% ▼	-5.2% ▼	7.2% ▲	-4.8% ▼	-5.7% ▼

2023 US Growth Compared to 2022 by Wine Region (Q1-Q4) - US

WINE REGION	NET SALES	NET SALES AGGR	NET SALES: WINE	NET SALES: NON-WINE	CASES SOLD	UNIQUE CUSTOMERS	AVG ORDER VALUE	DISCOUNT %	AVG BOTTLE SOLD PRICE	AVG BOTTLES PER ORDER	AVG ORDERS PER CUSTOMER
TOTALS	**-2.1%**	**1.8%**	**-2.6%**	**1.8%**	**-6.3%**	**-3.9%**	**1.2%**	**-2.3%**	**4.3%**	**-1.5%**	**-0.9%**
NORTH COAST	-4.9% ▼	-1.1%	-5.5% ▼	0.5% ▲	-8.5% ▼	-6.5% ▼	3.0% ▲	-0.3% ▼	4.0% ▲	-0.5% ▼	-1.4% ▼
CENTRAL COAST	-1.8% ▼	-0.1%	-2.3% ▼	3.2% ▲	-8.9% ▼	-5.4% ▼	2.0% ▲	1.6% ▲	7.1% ▲	-4.0% ▼	0.4% ▲
REST OF CALI.	0.6% ▲	1.7%	0.8% ▲	3.7% ▲	-4.3% ▼	-1.2% ▼	1.1% ▲	-6.3% ▼	7.6% ▲	-3.4% ▼	0.1% ▲
OREGON	1.8% ▲	9.4%	0.4% ▲	9.1% ▲	-3.6% ▼	-4.6% ▼	3.0% ▲	-2.6% ▼	5.0% ▲	0.1% ▲	-0.2% ▼
WASHINGTON	2.5% ▲	6.0%	2.2% ▲	4.4% ▲	-0.7% ▼	-5.4% ▼	3.9% ▲	2.1% ▲	2.3% ▲	4.1% ▲	2.2% ▲
EAST COAST	-2.2% ▼	1.0%	-0.9% ▼	-5.8% ▼	-4.9% ▼	-1.9% ▼	1.9% ▲	-27.9% ▼	3.7% ▲	-0.4% ▼	-1.9% ▼
NON-COASTAL	-1.3% ▼	2.8%	-2.1% ▼	1.7% ▲	-6.0% ▼	0.7% ▲	0.0% ▼	3.7% ▲	2.0% ▲	0.0% ▼	-6.4% ▼

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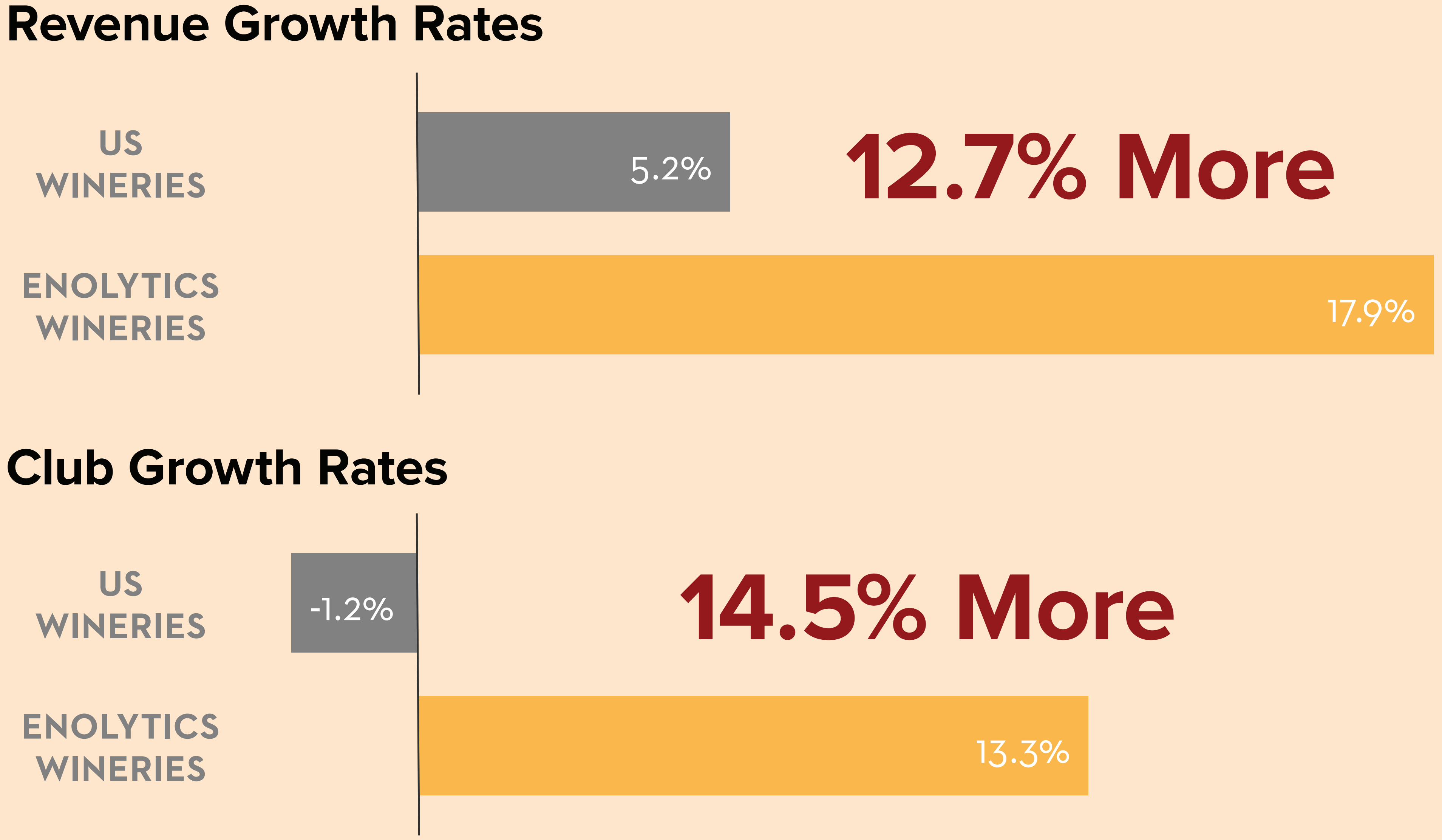

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