



2022

Direct-to-Consumer Impact Report

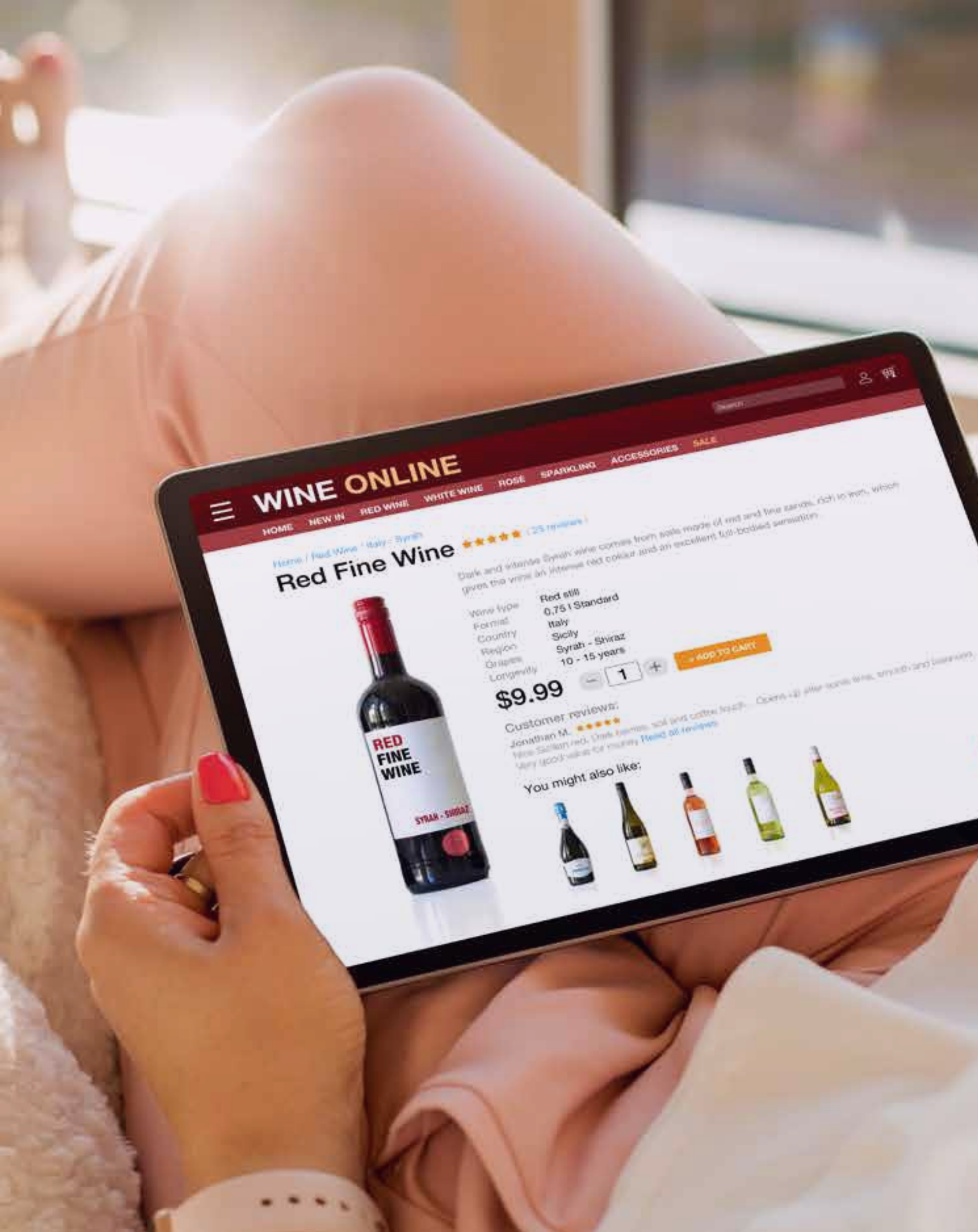
With Key Takeaways for Wine DTC

WINE **DH**RECT x ENOLYTICS

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Executive Summary

The report you're reading right now represents the one year anniversary of WineDirect and Enolytics teams co-creating insights into the DTC landscape for the wine industry. Our initial report from one year ago, the first of its kind at this scale, analyzed 200+ million DTC data records from every sales channel going back to 2017. In that report, and in our quarterly updates since then, we have aimed to deliver careful, level-headed analysis of the data as well as thoughtful and deeply informed suggestions for “what to do today” to put the insights into action at your wineries right now.

We're recommitting to those goals with this update from 2022, with an eye toward recalibrating the general reaction to worrisome prognoses about the future of our industry. We do not see the data through idealistic, rose-colored glasses, and we do indeed share concern over some trends that we'll explore further in this report.

Executive Summary

All data needs perspective and context.

For example, yes, the DTC data for 2022 shows a slowdown in growth. However, the slowdown in 2022 is in relation to a very strong 2021. DTC growth in 2021 was very unique and also, arguably, unsustainable since 2021 was a recovery year from COVID's negative impact on 2020.

To be clear: DTC in 2022 slowed down. It did not take a nosedive.

As we add more layers of perspective, it's important to consider that the growth in 2022 was driven mainly by a strong first quarter, which was essentially a "rollover" or an extension of the COVID recovery year. That makes sense. DTC still showed positive Net Sales during Q2 and Q3, though we started to see slower growth in Q3, and a decline in Q4 of 8% in Net Sales.

Note that Cases Sold were nearly flat during Q2 and Q3 2022. The positive Net Sales, in other words, primarily reflect price increases without showing a significant increase in the volume of wine sold.

Which brings us to pricing, as a big part of the 2022 story. Average Bottle Price was up and, relatedly, Average Order Value (AOV) was up. Average Bottles Per Order was also up, and Discounts were down.

Generational differences are a second area of focus for this report. Much attention has been paid to generational differences, and the wine industry's inability to attract younger consumers. We put that assertion to the test with a closer look at consumer behavior in the 20 to 30 year old bracket, and in the 30 to 40 year old bracket. Two contextual circumstances affect the analysis, namely Channel and

Geography. We see that, rather than cause for alarm, consumer activity of young people is promising in some Channels (especially the Tasting Room) and in some regions (especially East Coast and Non-Coastal area).

Other key takeaways, that we'll contextualize throughout this report, include:

- Wine Club was the star of the show, even more than usual. In 2022, the Club channel grew by more than 20% compared to 2021.
- Tasting Room Net Sales were flat compared to 2021, while Website sales continued to decline at a double-digit pace.
- Average Order Value (AOV) overall continues to be strong, led by the Club channel at more than 6% growth. Overall, AOV grew by 5%, driven mainly by price increases and lower discounts.

Thank you for joining us in this analysis that, we hope, provides a different perspective on current and future trends for our industry. We welcome you to kick the tires and provide feedback so that we can keep improving and refining our work.

The Teams at WineDirect and Enolytics

Methodology

As we approached the analytical component of this report, we envisioned the ideal audience as an average winery that has had a Wine Club, Tasting Room and Online sales for multiple years. We normalized the data according to those criteria, which enables us to see trends that are based purely on organic growth rather than through the addition of new wineries and/or channels.

We've organized the data according to the following Dimensions and Measures. We can apply filters to any of these Measures and Dimensions in order to segment more granularly. We've started with top-line segmentation, and there are clearly many more opportunities.

Measures

- Net Sales Growth
- Cases Sold Growth
- Unique Customers
- Net Sales: Wine
- Net Sales: Non-Wine
- Discounts in %
- AOV (WD)
- Net AOV
- Average Bottles Per Order
- Average List Price Per Bottle
- Average Sold Price Per Bottle
- Orders / Customer
- Net Sales / Customer
- ASF (Average Shipping Fee)
- % Orders Paid Shipping
- Online Sales vs POS Sales Ratio
- Wine % of Net Sales
- Non-Wine % of Net Sales
- % of Unlinked Orders
- Wine Club Membership Growth
- Wine Club Attrition Rates

Dimensions

- Winery Size
- Winery Average Bottle Price
- Winery DTC Revenue Range
- Gender
- Affluence According to Zip Code (based on US Census data)
- Generation
- Age Group (according to decade)
- Club Status
- Winery Country
- Winery State
- Contact state
- Contact Metro Area
- Channel
- Order as a Gift
- \$0 Order
- Wine Type
- Varietal
- Product Type
- Wine Club Status at Time of Order
- Contact Status
- Shipping Status (excluding pick-up orders)

Methodology

Ground-breaking scale and breadth

2,000 +
wineries

5
Years

\$10B in
Transaction

29 Million
Consumers

250 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 $(\text{Net Sales} / \text{Gross Sales}) - 1$. 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.

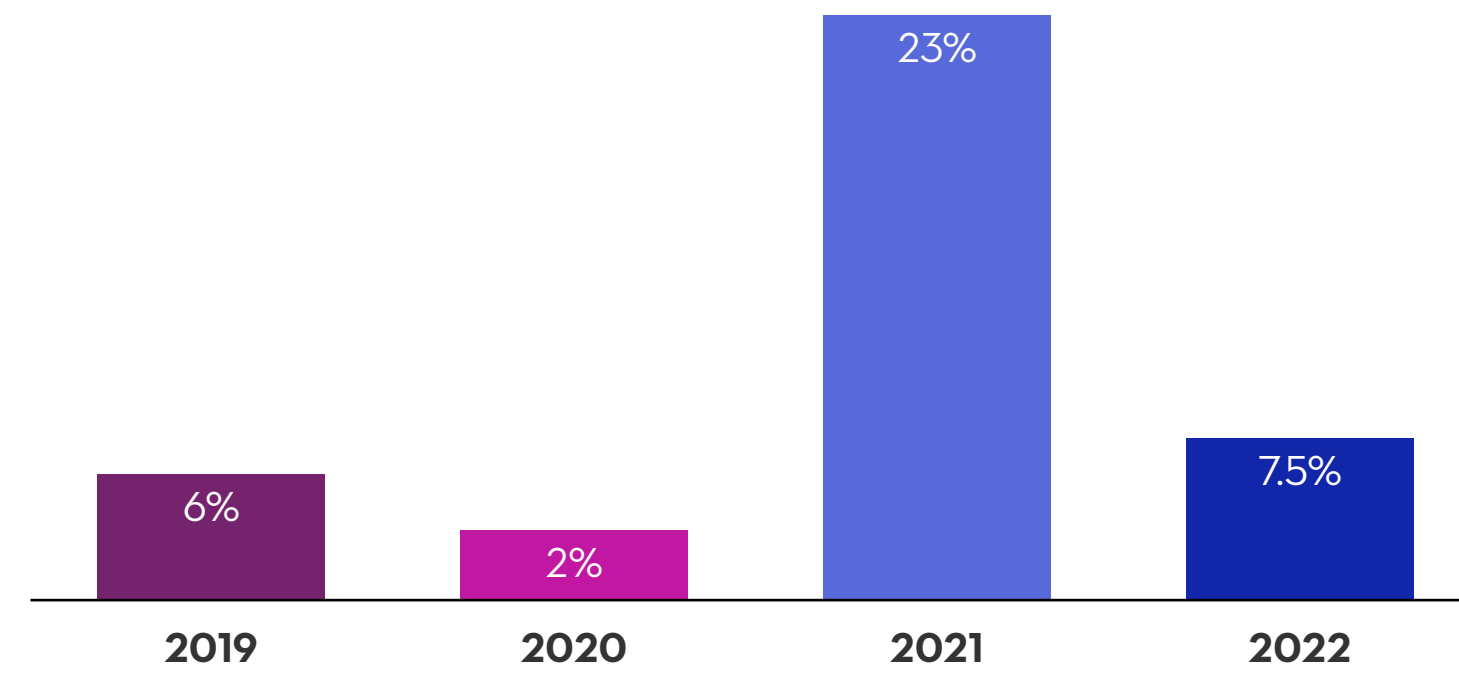
Wine Club Sign up Rate: The average number of membership sign ups per winery divided by the average membership total per winery.

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.

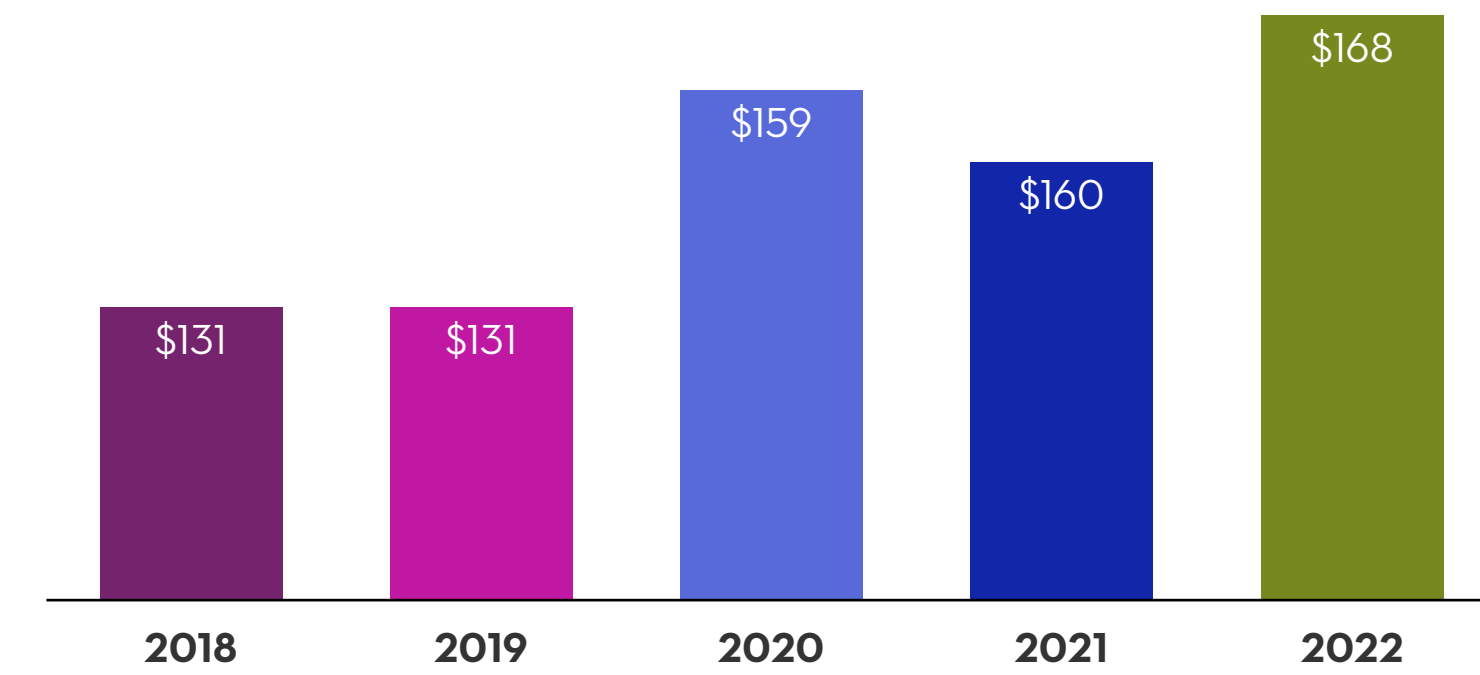
2022 Overview

2022 At-A-Glance

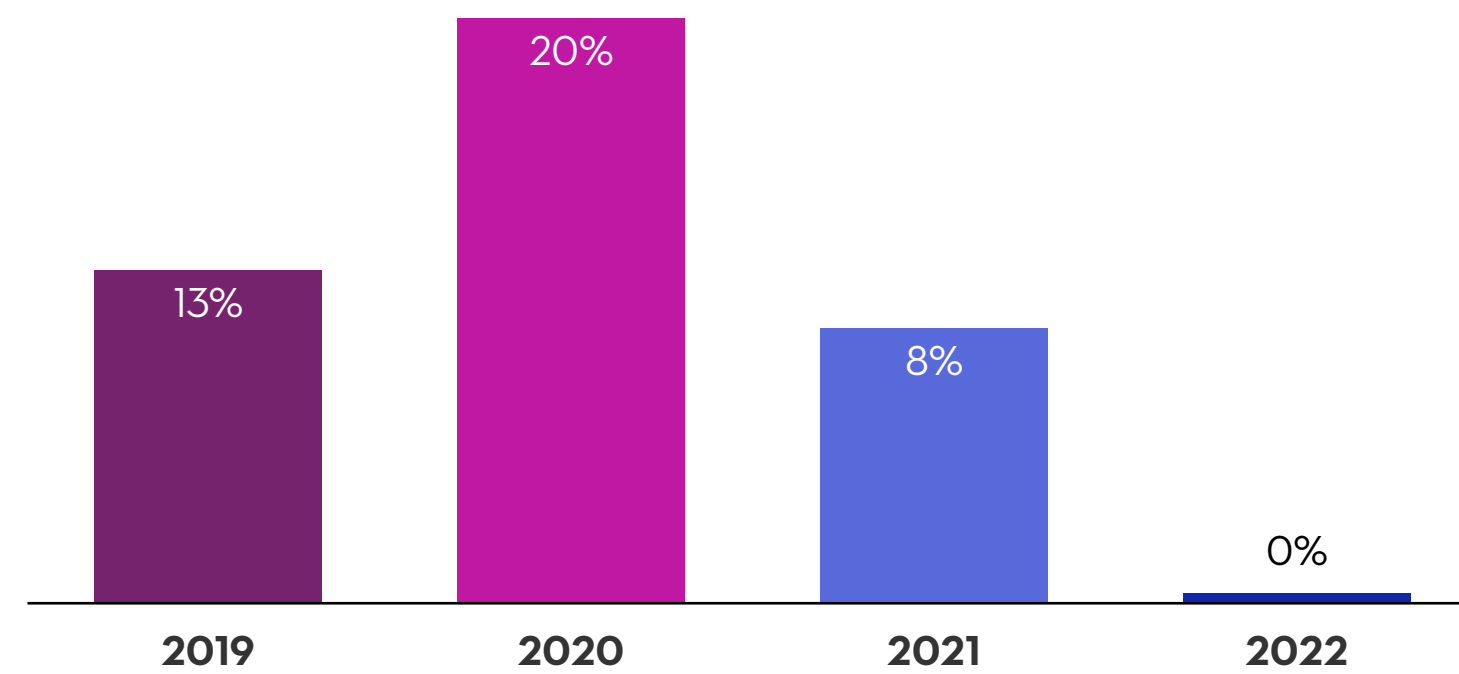
Net Sales Growth vs Previous Year (2018 – 2022)



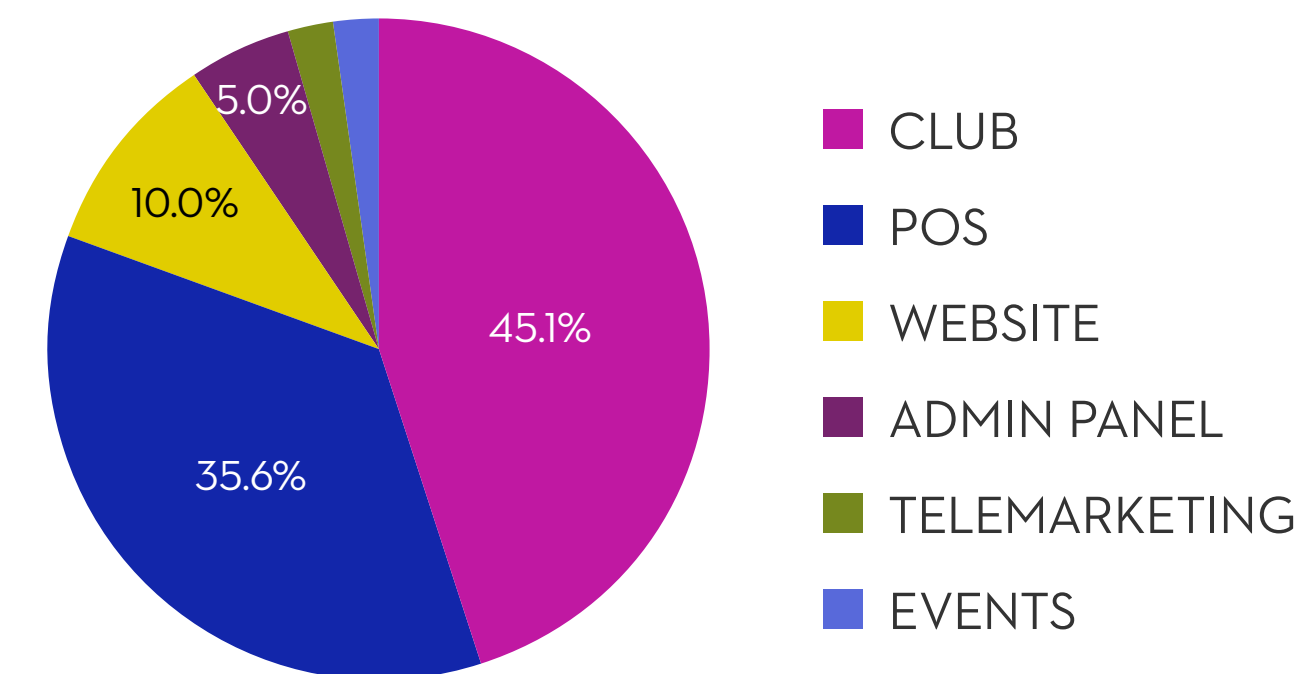
Average Order Value (2018 – 2022)



Case Sold Growth vs Previous Year (2018 – 2022)



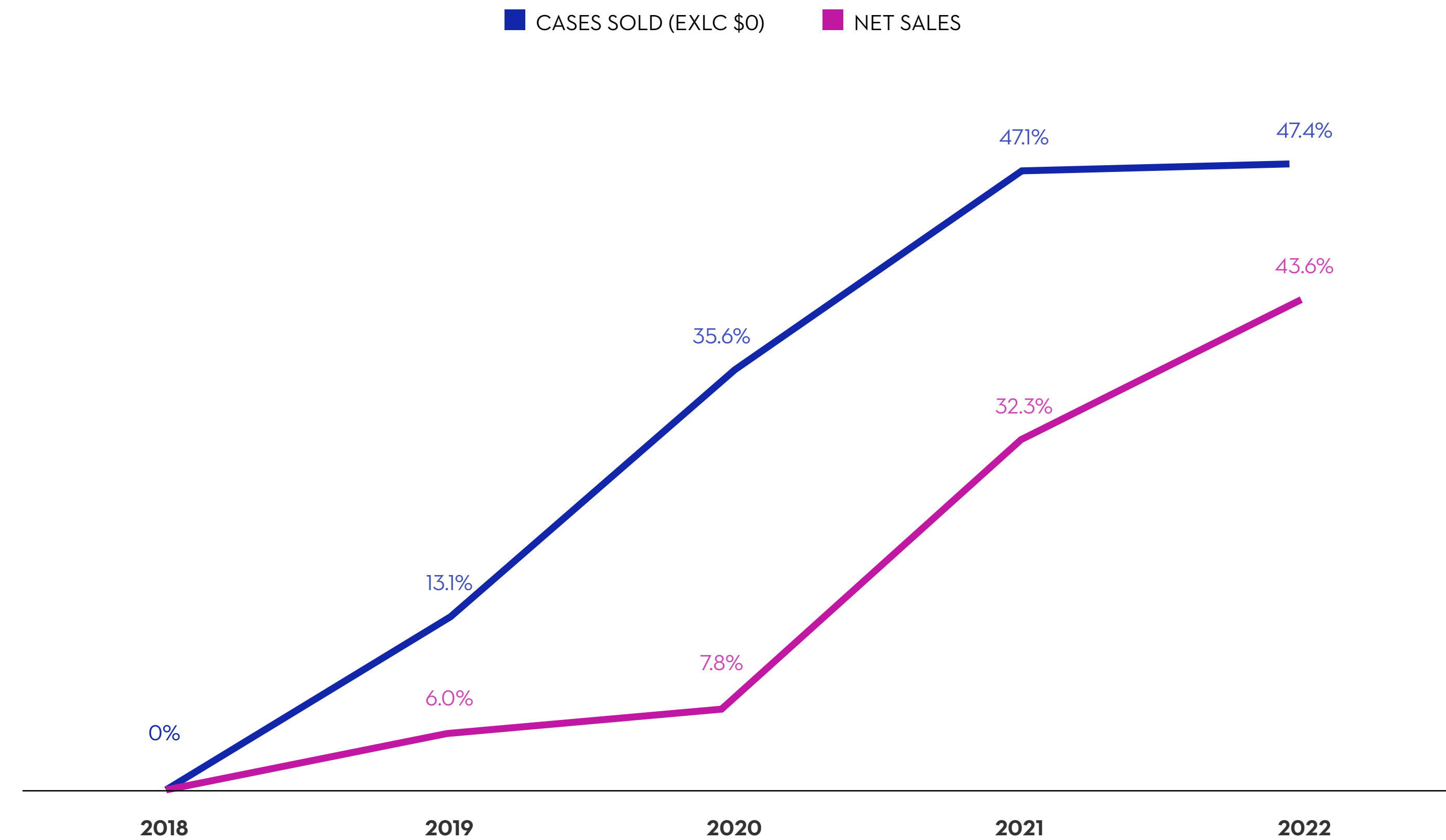
2022 % of Sales by DTC channel



2022 Overview

Wine DTC sales have grown significantly over the past five years in both Net Sales and Cases Sold. In 2022 we saw a significant slowdown in growth of Cases Sold, however, while Net Sales were driven by price increases and lower discounts.

Cumulative Net Sales Growth Since 2018 - US

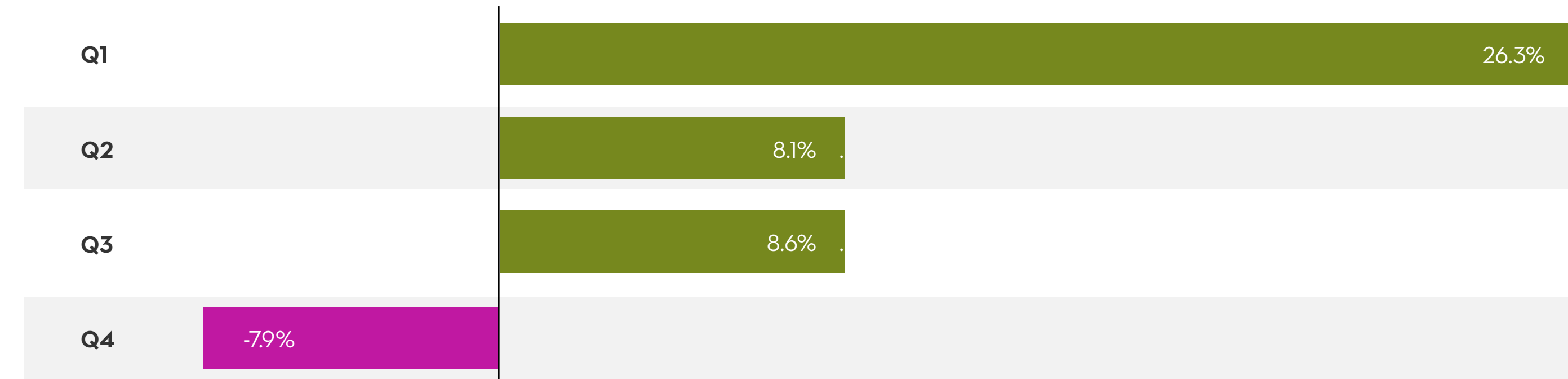


2022 Overview

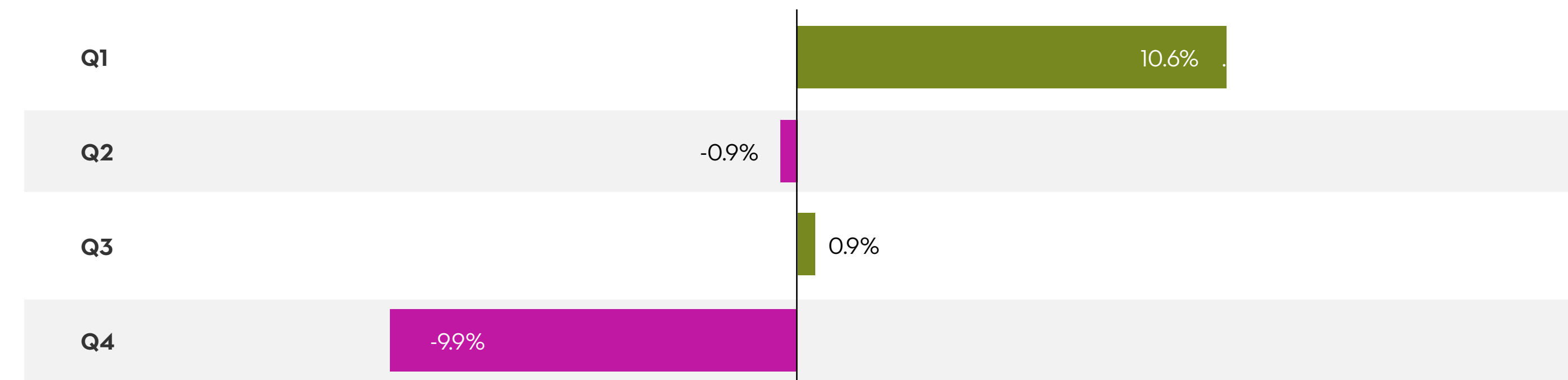
Growth in 2022 was driven by a very strong Q1 as the post-COVID “bounce back” continued. In Q1 through Q3 we saw the impact of higher prices/lower discounts as growth in Net Sales vastly outpaced growth in Cases Sold.

Negative growth trends began to emerge in Q4 and pricing also settled down as we saw a return to discounting.

2022 vs 2021 Quarterly Net Sales Growth



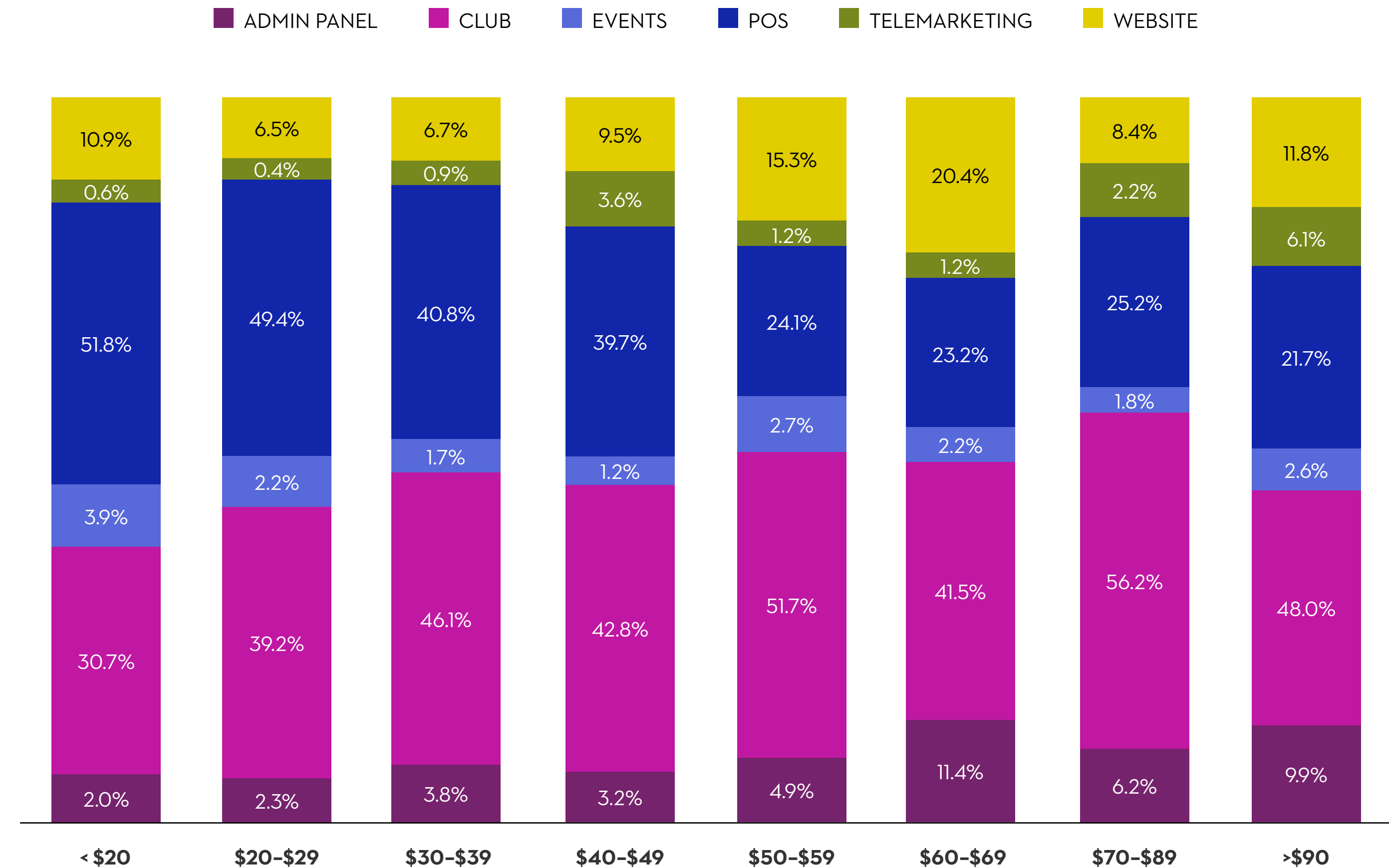
2022 vs 2021 Quarterly Cases Sold (9L) Growth



2022 Overview

Wine Club was the key driver of sales for wines over \$30, while the POS channel drove sales of lower-priced wines.

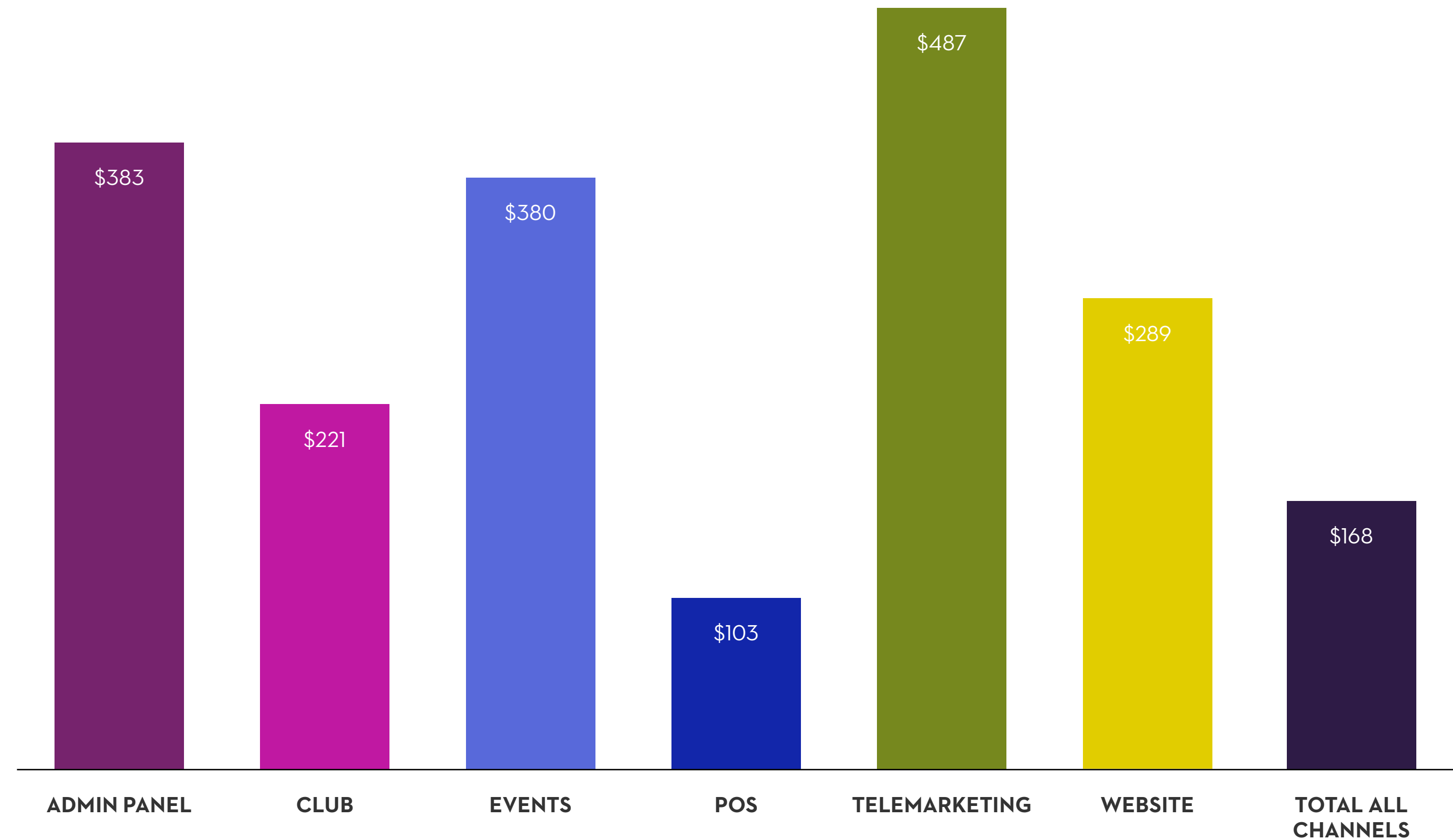
2022 Sales by Price Point and Channel - US



2022 Overview

While relatively small, Events, Telemarketing and Admin Panel (call-in and corporate orders), tend to have the highest AOV. Multi-bottle purchases drive AOV in the Website and Club channels, while sales through on-site POS have the lowest AOV.

2022 Average Order Value by Channel - US



Gender & Generation



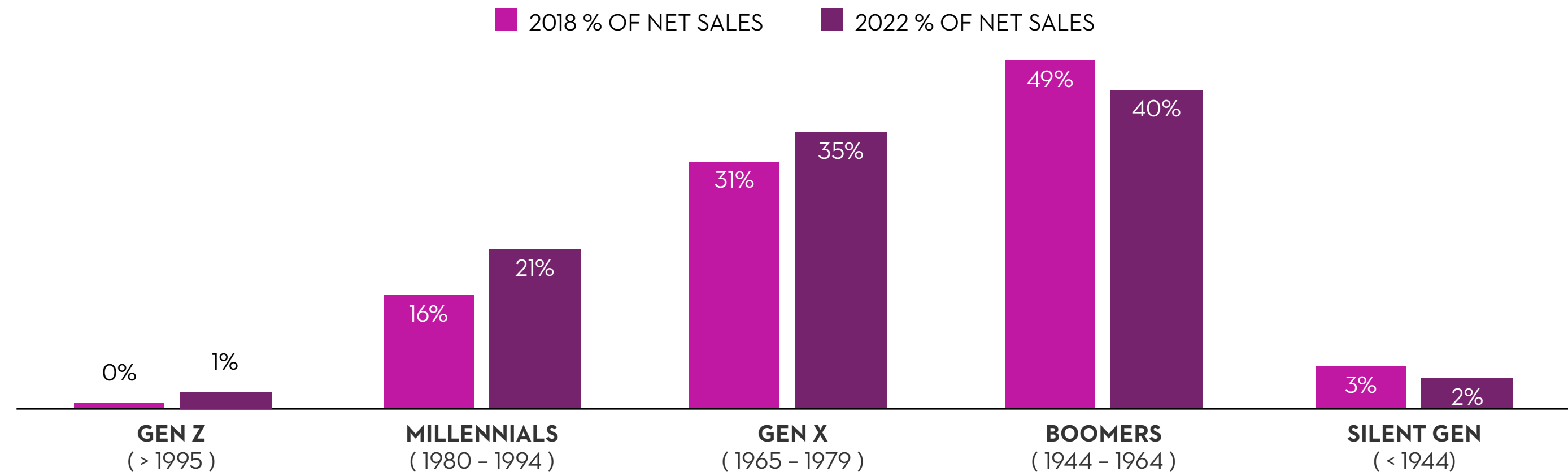
Gender & Generation

The younger generations have increased their consumption of wine since 2018, while Boomers and the Silent Generation have decreased.

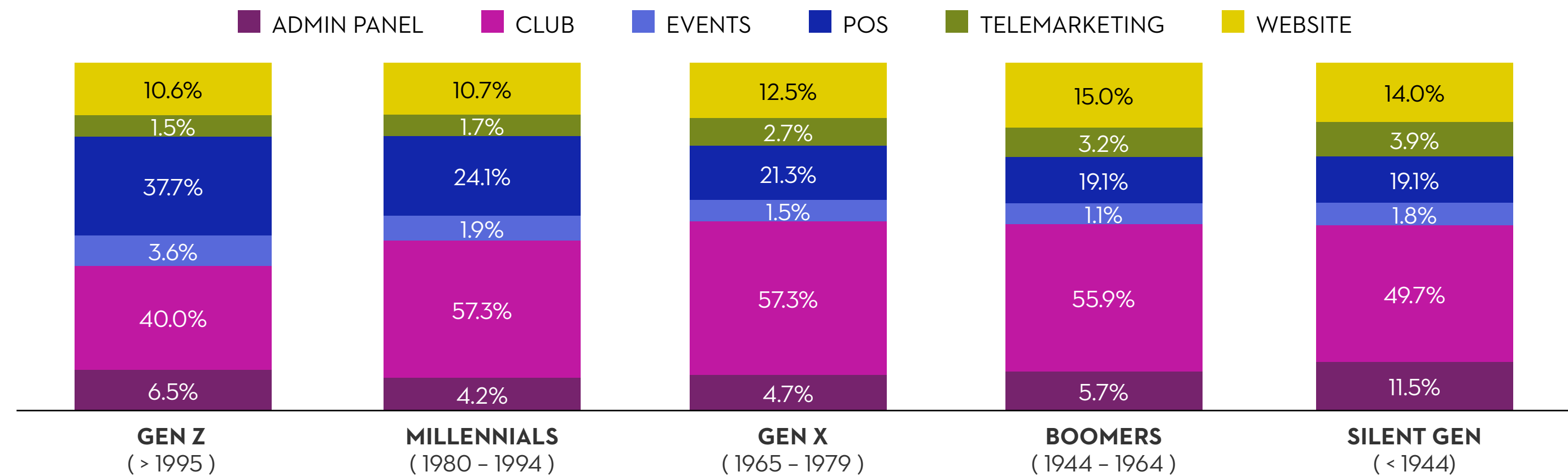
While all generations spend across DTC channels, the younger groups tend to skew more heavily towards Tasting Room (POS) sales compared to the older generations.

Wine Club remains the dominant channel for all, and importantly, online isn't just for young people: Website sales are actually stronger for those aged 60+ compared with younger consumers.

Net Sales by Generation 2018 vs 2022 - US



2022 YTD Net Sales by Channel by Generation - US

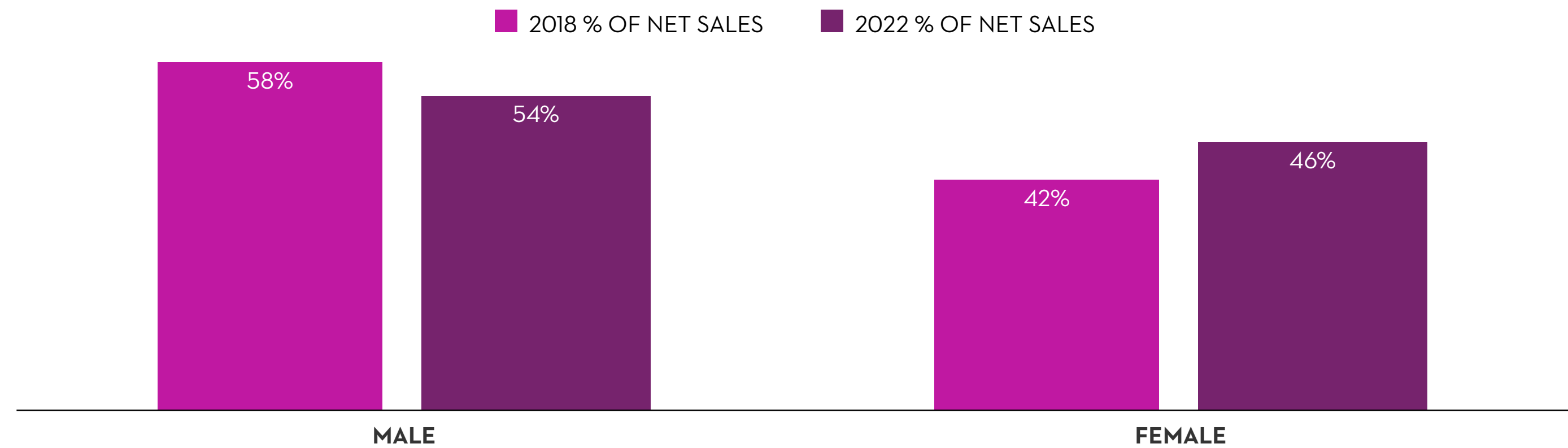


Gender & Generation

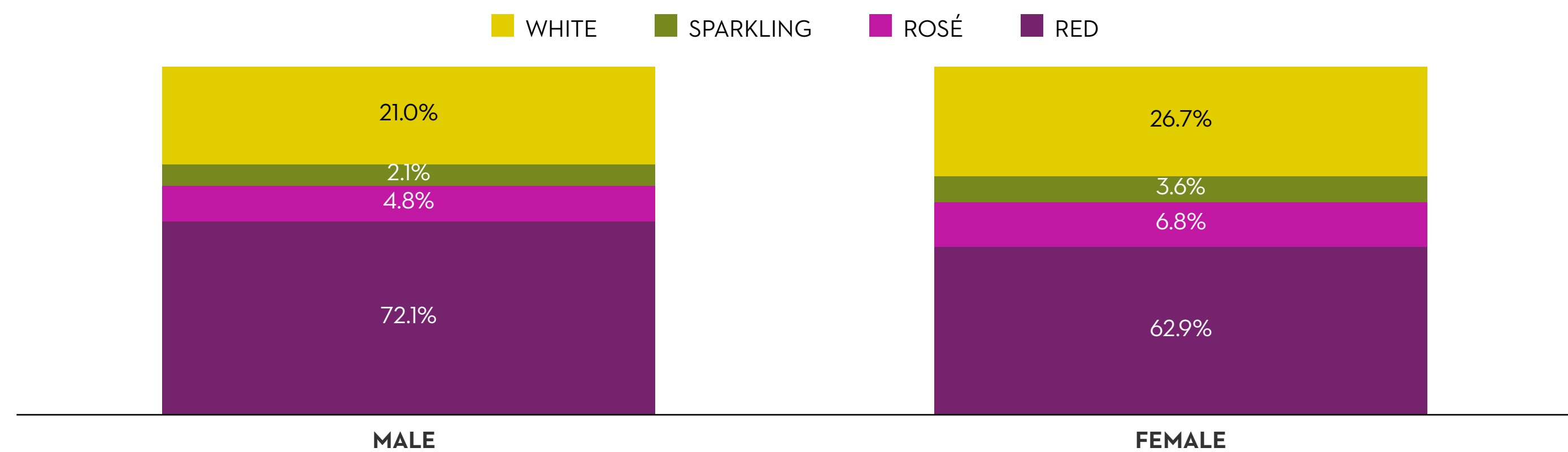
As the younger generations increase their consumption of wine, women are also growing as a percentage of cases sold.

Women generally skew higher than men in purchase of White, Sparkling and Rosé wines.

Gender as % of Cases Sold - US



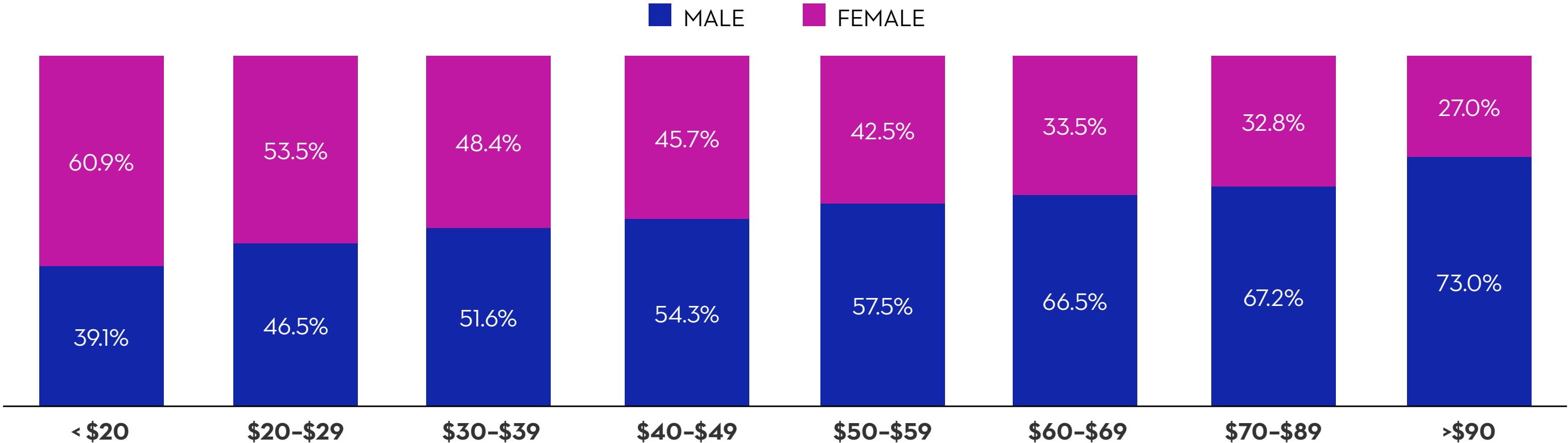
2022 YTD Cases Sold by Gender - US



Gender & Generation

Women tend to dominate sales at the lower end of the price range, so it's no surprise that the AOV for women is lower when compared to men.

2022 Net Sales by Gender by Price Range - US



2022 AOV by Gender and Generation - US

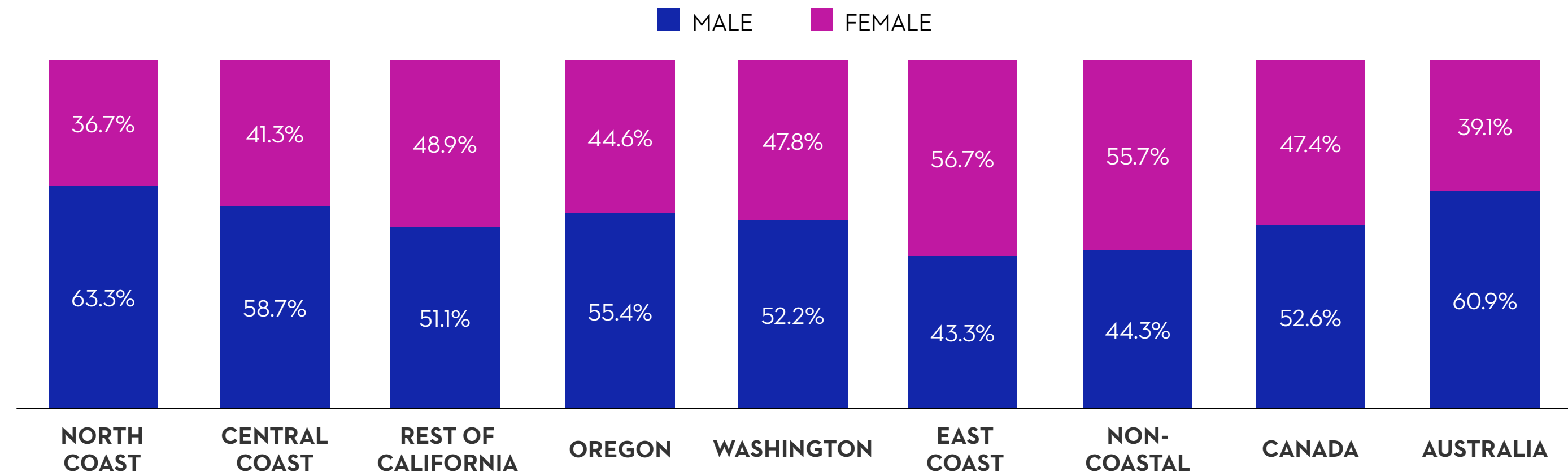
	GEN Z	MILLENNIALS	GEN X	BOOMERS	SILENT GEN
MALE	\$139	\$230	\$291	\$297	\$238
FEMALE	\$111	\$167	\$187	\$181	\$175

Gender & Generation

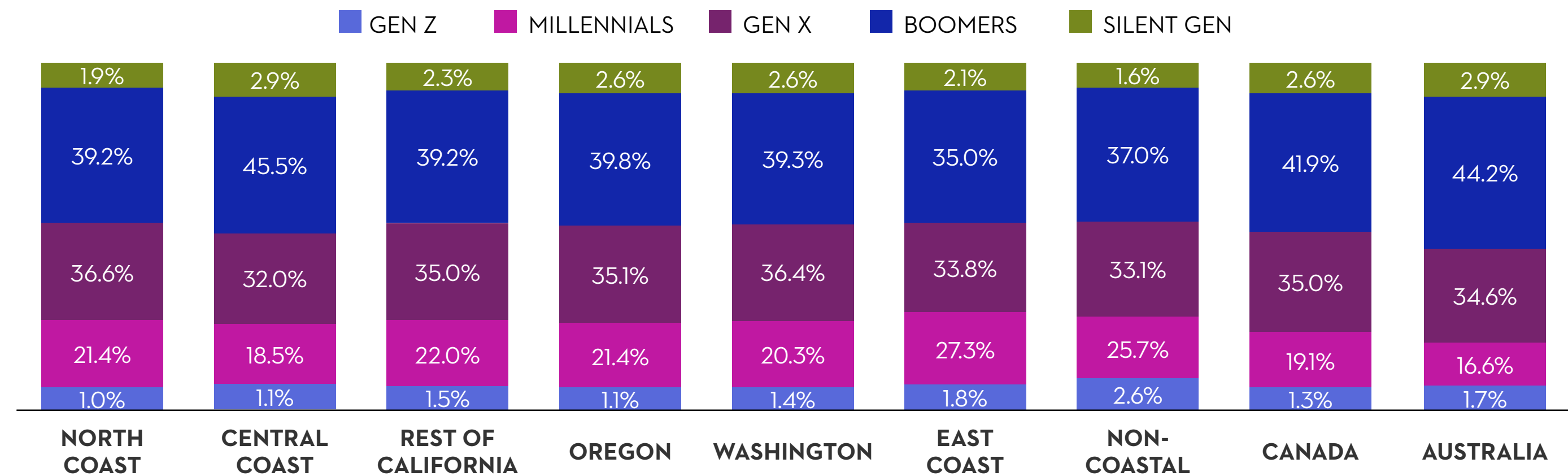
When we look at the data regionally, we can see that, in the U.S., women are driving more than half of wine sales outside of the west.

Not surprisingly, the same areas also skew higher for the younger generations.

2022 Net Sales by Gender by Wine Region - ALL COUNTRIES



2022 Net Sales by Generation by Wine Region - ALL COUNTRIES



What to do today?

Beyond supplying the data, we aim to provide a deep understanding of the data, and share suggested actions, inspiring wineries to reflect, explore their own data, and continue to implement plans to grow their DTC sales.

1

Develop an Omnichannel strategy.

2

Consider how you will target younger and more diverse consumers.

3

Focus on retaining your wine club members.

What to do today?

1

Develop an Omnichannel strategy.

2

Consider how you will target younger and more diverse consumers.

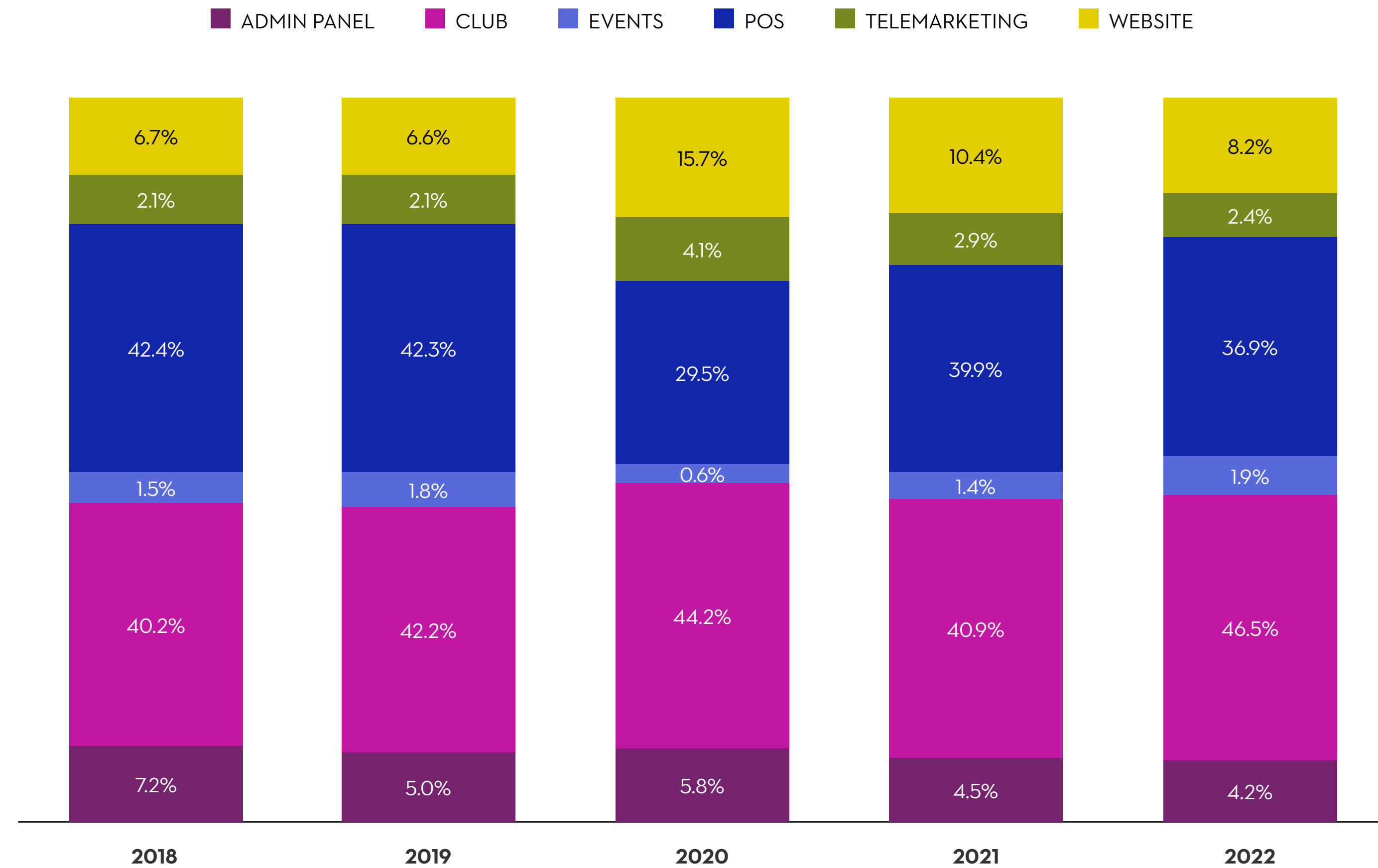
3

Focus on retaining your wine club members.

1: Develop an Omnichannel strategy

The wine industry is great at **multichannel** - being present in all channels. We have an opportunity though, to develop strong **omnichannel** strategies to truly engage our target consumers.

DTC Sales by Channel Last 5 Years - US

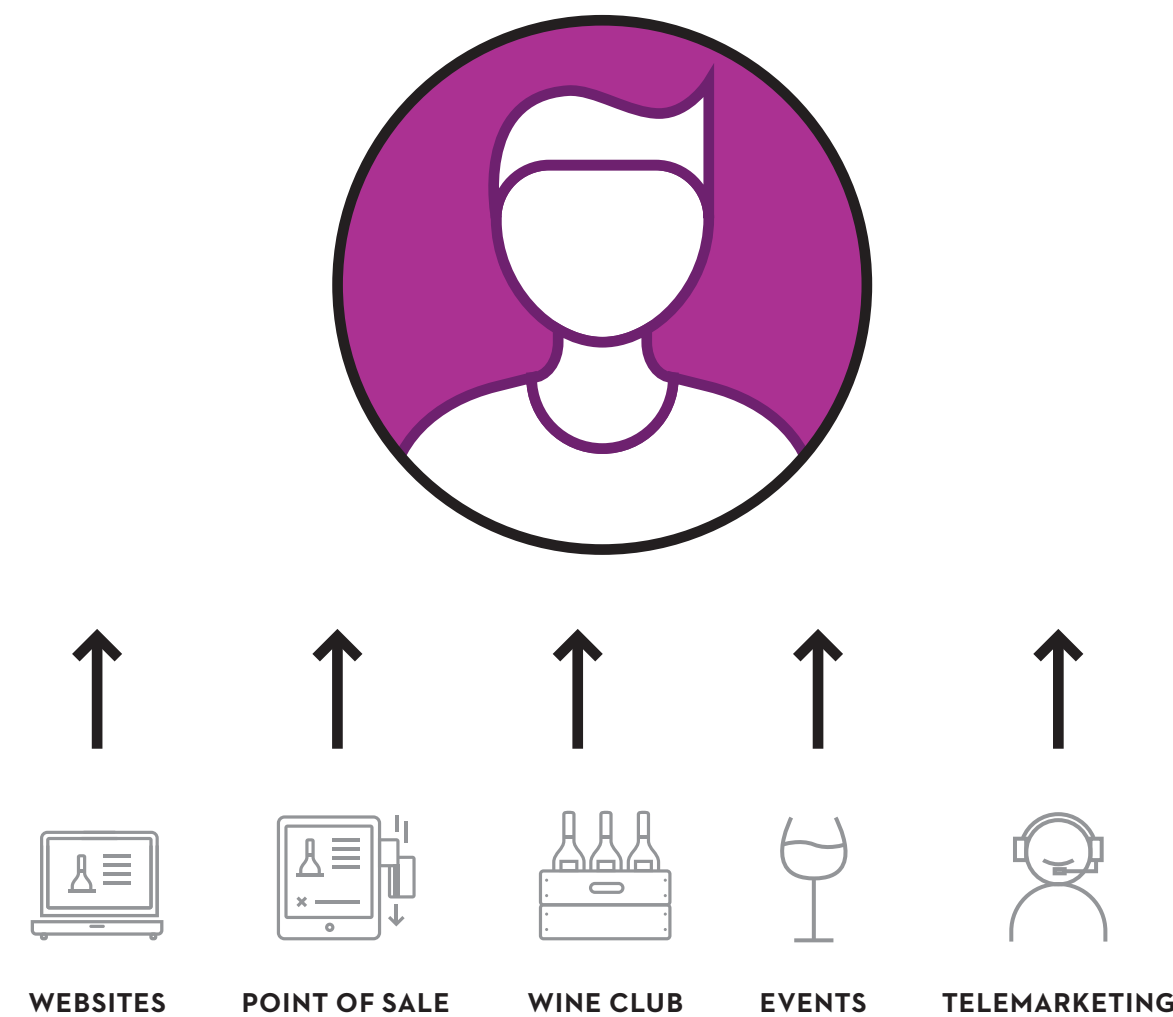


1: Develop an Omnichannel strategy

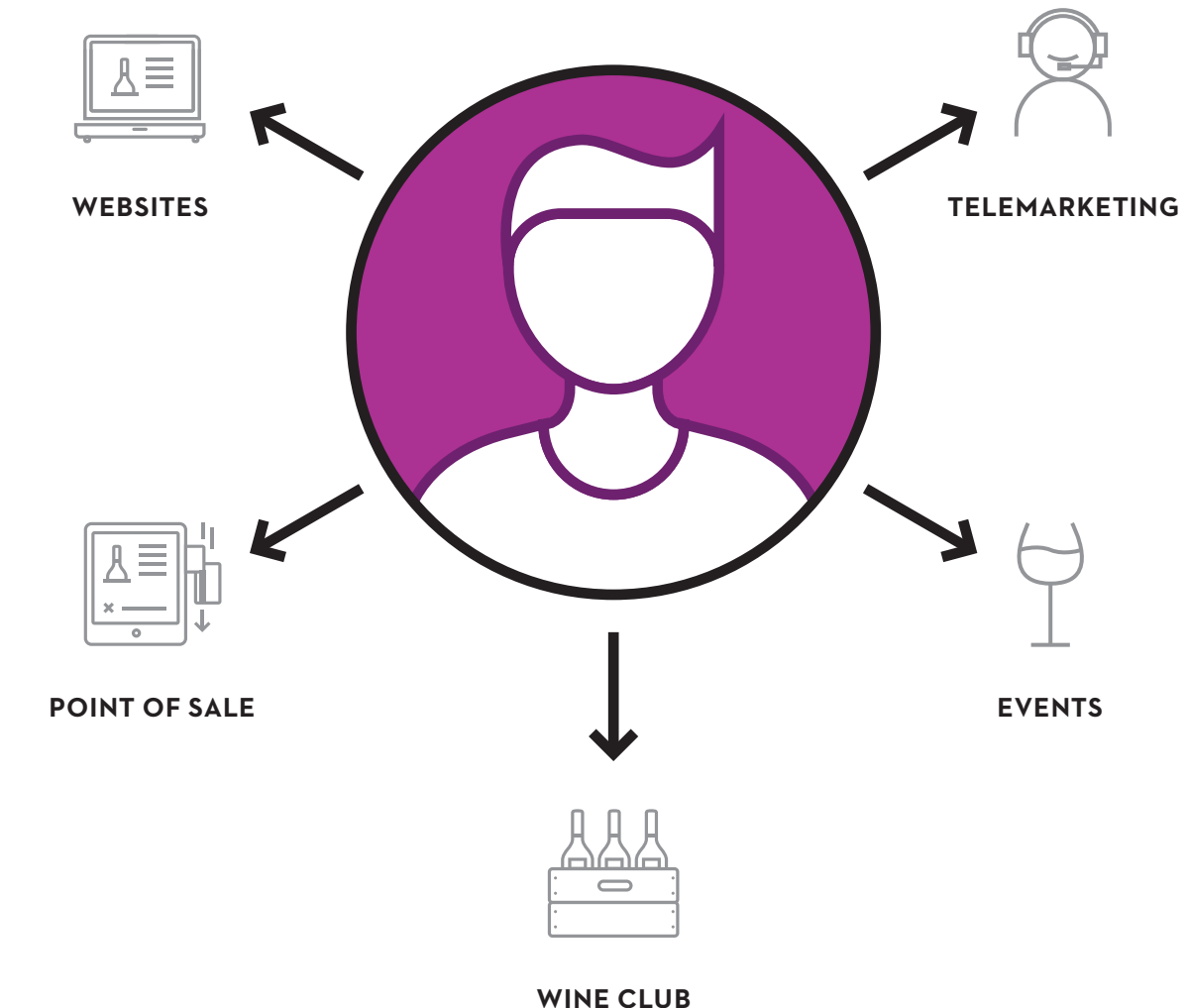
An omnichannel strategy means not just being present in all channels, but also outlining strategies to ensure that all channels work together to provide consumers with a seamless shopping experience. Some tips include:

- [Use data to segment your consumers.](#) Go as deep as possible in segmentation - beyond how much they've spent and what they've purchased. Really get to know your consumers and tag them for meaningful segments in your CRM.
- For each segment, map their journey - consider where and how they are interacting with you?
- Adopt consumer-first strategies. [Plan your omnichannel touchpoints](#), meeting your consumers where they are and targeting them with relevant content and offers.
- As always, ensure your brand messaging is ownable and use it consistently across all channels.

Multichannel Marketing



Omnichannel Marketing



1: Develop an Omnichannel strategy

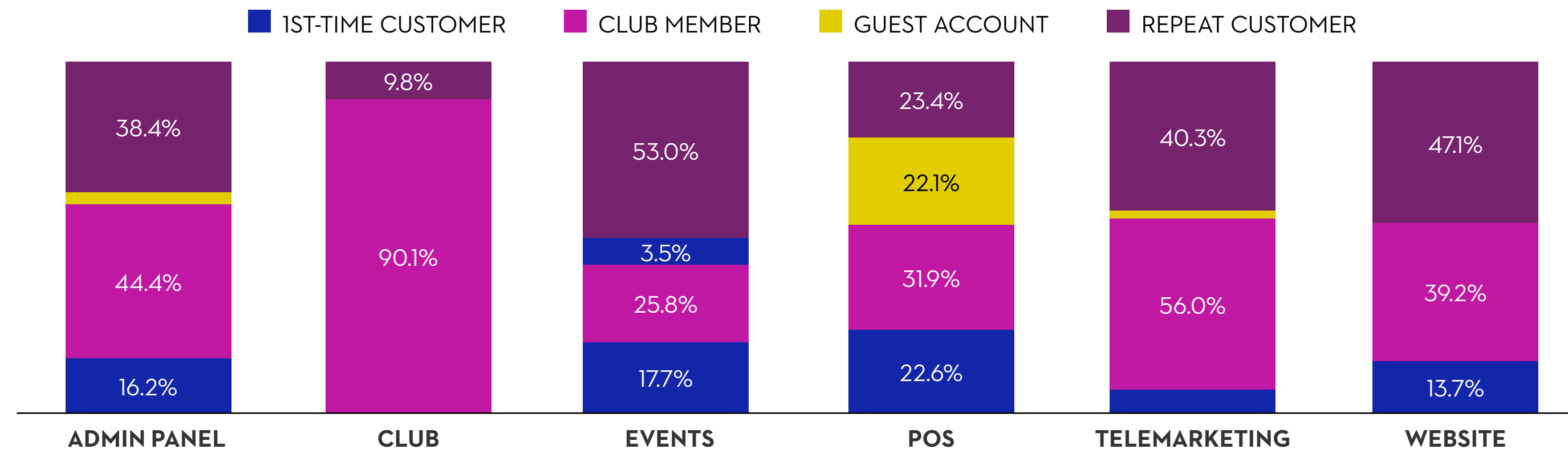
Collect consumer data and keep it clean!

We're going to keep highlighting this:

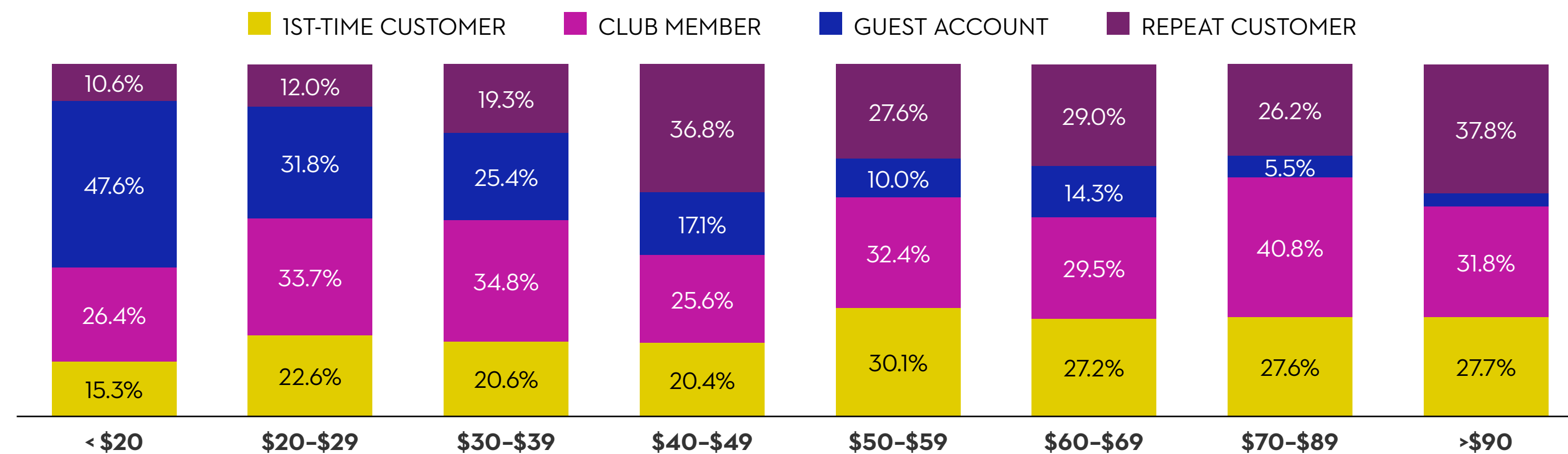
Nearly a quarter of POS transactions are being completed without an account, meaning there is no way to track and communicate with these consumers in the future.

- Nearly half of purchases under \$20 are being completed without an account and we can surmise that this means that many new-to-wine and possibly younger consumers are not creating accounts, which makes it impossible to engage them in the future.
- The importance of gathering consumer data (emails at least) makes it worth incentivizing your tasting room employees to gather this information. Create a program, a competition even, and *train your teams to effectively communicate to guests* why they should want to provide contact information.
- Learn more about how to collect data in the tasting and use it for remarketing [in this blog](#).

Channel % Net Sales by Contact Source 2022 - US



Price Range % Net Sales by Contact Source 2022 - US



Want to know more about your consumers? Use your data to track their engagement and purchase behavior, but also - Ask them!

- Give consumers an opportunity to provide information about themselves - their preferences, lifestyle, purchase habits - anything that will help you tailor a more personalized omnichannel experience for them.
- 89% of consumers are willing to share information if it means a more personalized interaction.
- Once you have this information, it is imperative that you put it to use. Consumers will be turned off if your attempts at personalization are off the mark.
- Leverage technology platforms such as Enolytics to segment your data in every imaginable way to uncover specific segments.



What to do today?

1

Develop an Omnichannel strategy.

2

Consider how you will target younger and more diverse consumers.

3

Focus on retaining your wine club members.

2: Target younger & more diverse consumers

The consumer landscape is changing and we need to consider how we engage with the newer generations of wine-drinkers. We are able to dive into some demographic data which tells us a little about wine consumers. For example our data tells us that younger consumers skew more heavily towards onsite purchases, lower priced wines and drink a variety of wines including White wines and Rosés. This is a great first step, as this information helps us start to see who our consumers are.

Ideally however, we also want to learn what motivates consumers, why they buy. This necessitates a deeper dive towards psychographics. People are multi-faceted, so rather than segment based solely on the age or gender of your consumers, aim to map journeys based on lifestyle, opinions and interests, among other things. You may have segments of dog lovers, or yoga enthusiasts, or people who love to travel. These segments may span multiple age groups and cross gender, but can lead to specific strategies that will allow you to engage with your consumers more deeply.

Some things to consider:

- Who are you showing in your marketing and who are you hiring to represent your winery? Are you presenting an image that is as diverse as the people you want to attract?
 - [*Learn more about engaging a new group of consumers to fuel your winery's future growth.*](#)
- Are you presenting your wines in an unpretentious, approachable and authentic way?
- While you may have found that consumers were willing to pay high prices for exclusive reservation-only experiences, do you have anything available for guests who may want to drop in for a small tasting? Perhaps a drop-in happy hour?



What to do today?

1

Develop an Omnichannel strategy.

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Consider how you will target younger and more diverse consumers.

3

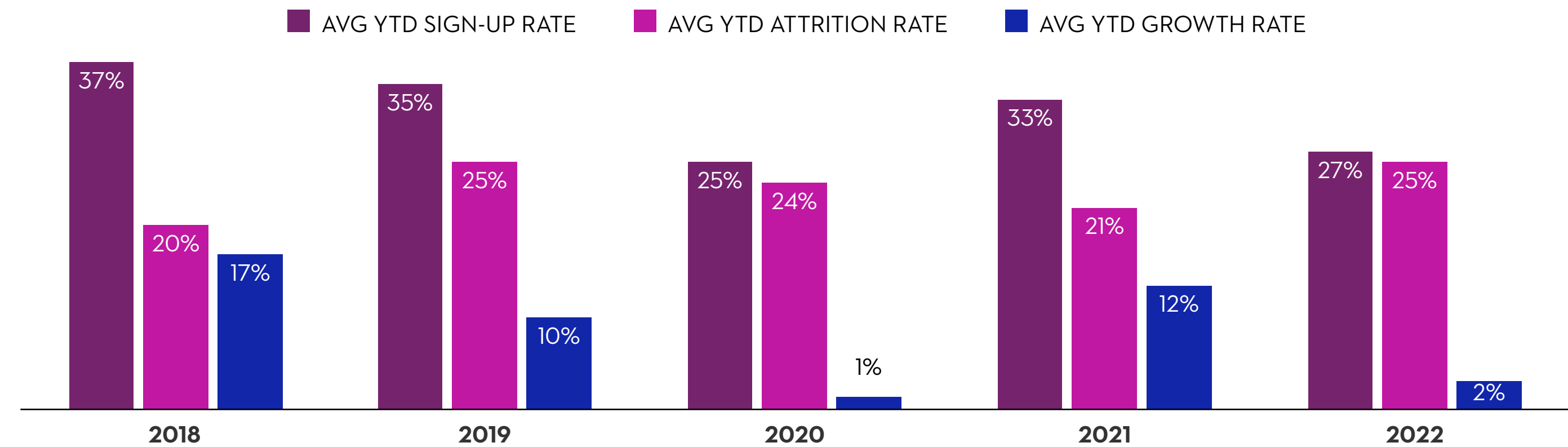
Focus on retaining your wine club members.

3: Focus on retaining your Wine Club members

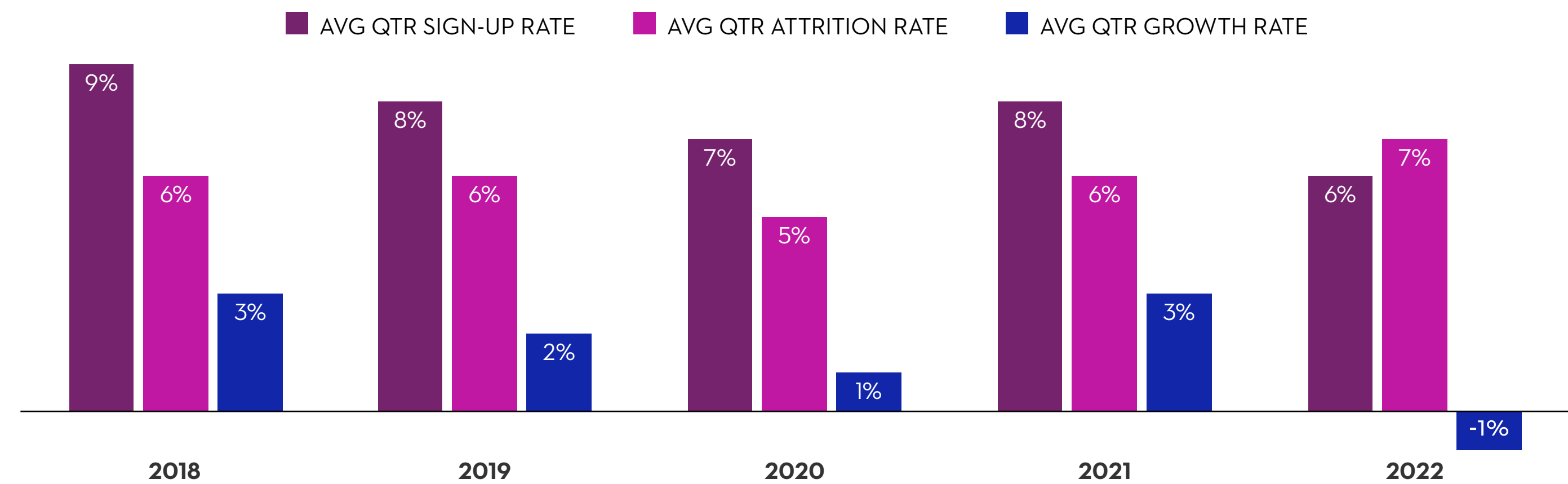
Wine Club sales continue to drive overall DTC results. 2022 Q4 results showed negative net growth rate however, driven by both lower sign up levels and the highest attrition rates we've seen in over five years.

This is likely the result of lower visitation in Q2 2022 versus last year, combined with a challenging economic climate that may have led to consumers making tough financial choices.

Wine Club Memberships Growth Rates Since 2018 - US



Wine Club Memberships Growth Rates Since 2018 (Q4) - US



What to do today?



1

Focus on retention as your number one goal. Keeping current members is a very efficient use of your resources and ultimately less costly than finding new members.

- Review your Club benefits and ensure they are meaningful.
- Ensure you engage regularly with all members but especially those who are at risk.
- Allow flexibility if members just want to skip a shipment or pause their membership.
- When members cancel, track and review their reasons and create strategies to counteract.
- Engage with members across all DTC channels and personalize content as much as possible to keep them engaged.
- Use predictive analytics tools, like Enolytics, to forecast who's most at risk of leaving your club and reach out to them. The lifetime value of Club members makes it worth allocating resources to retain them.

2

To gain new members, don't just rely on tasting room visitation. Develop an omnichannel strategy to find and engage with potential members across all channels.

- Use your data to identify the best candidates to join your Club based on recent buying behavior.
- Consider offering mini-memberships to target consumers, with a lower commitment - perhaps 3 bottles per shipment - along with some very specific benefits designed to get them further engaged.
- Send an offer to those within driving distance who haven't become members to attend a complimentary "Club member for a day" event. Invite them to bring a couple of friends.
- Think of ways to extend membership benefits to those who aren't local. Can you do a roadshow and host events for members across the country? Invite them to bring friends to also get them interested.



ENOLYTICS

In 2022, Enolytics customers:

DTC Net Sales Grew

**50%
MORE***

Wine Clubs Grew

**4x
FASTER***

* than the average US winery

“Enolytics allows us to get the information we need to sell more wine to our customers.”

— Arista Winery

“Powerful and so easy to use.”

— St. Julian

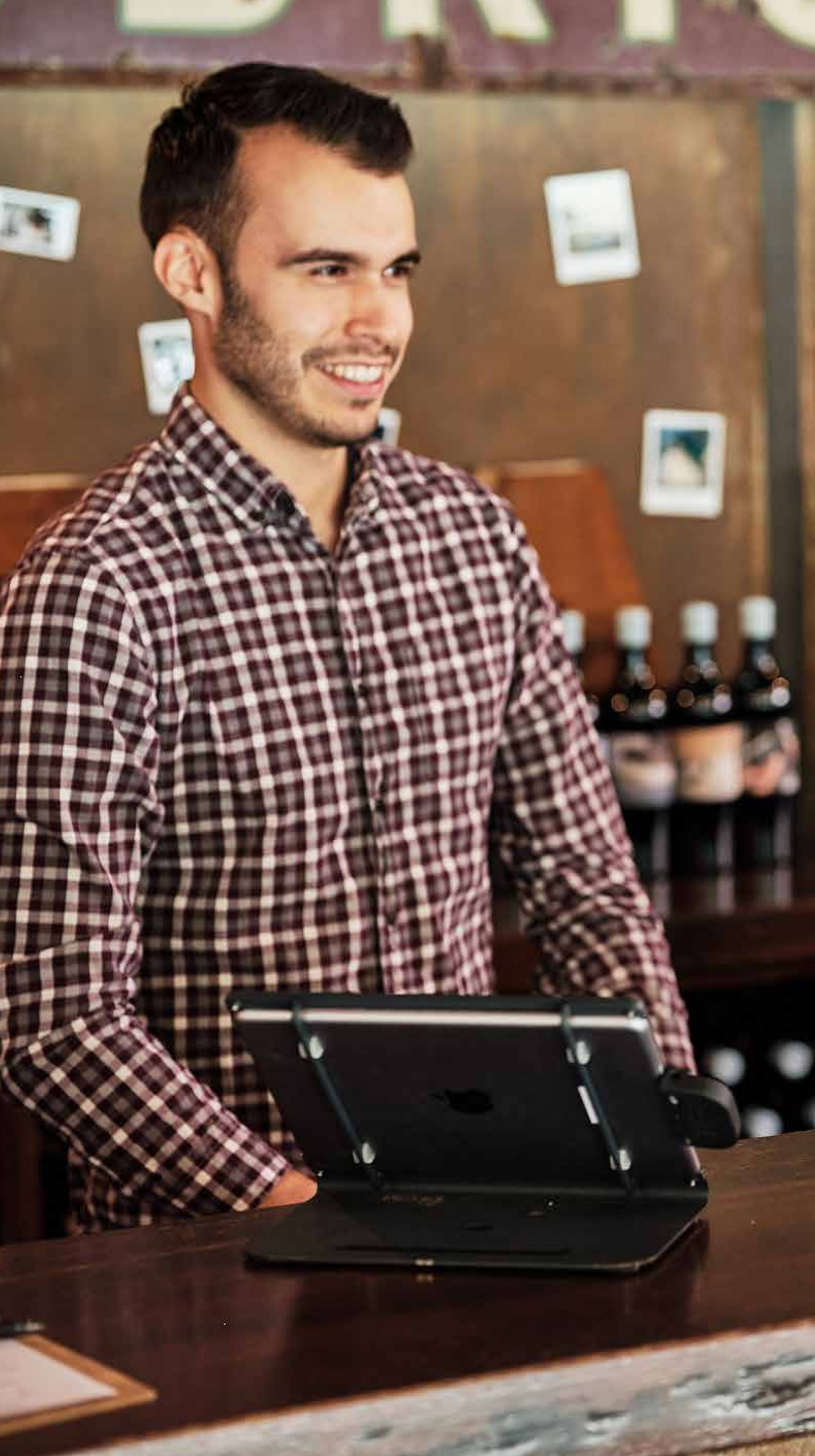
“Enolytics is a remarkable system.”

— Far Niente

“Incredible product, every winery should have this level of data to understand their business.”

— Limerick Lane Cellars

[CLICK HERE TO LEARN MORE ABOUT ENOLYTICS](#)



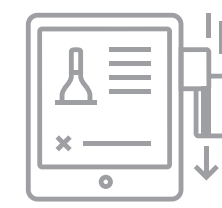
THE WINERY'S CHAMPION

The Future of Wine DTC

The only provider of end-to-end DTC solutions for wineries of every size.



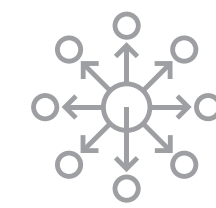
WINE CLUB



POINT OF SALE



E-COMMERCE



MARKETPLACE DISTRIBUTION



FULFILLMENT

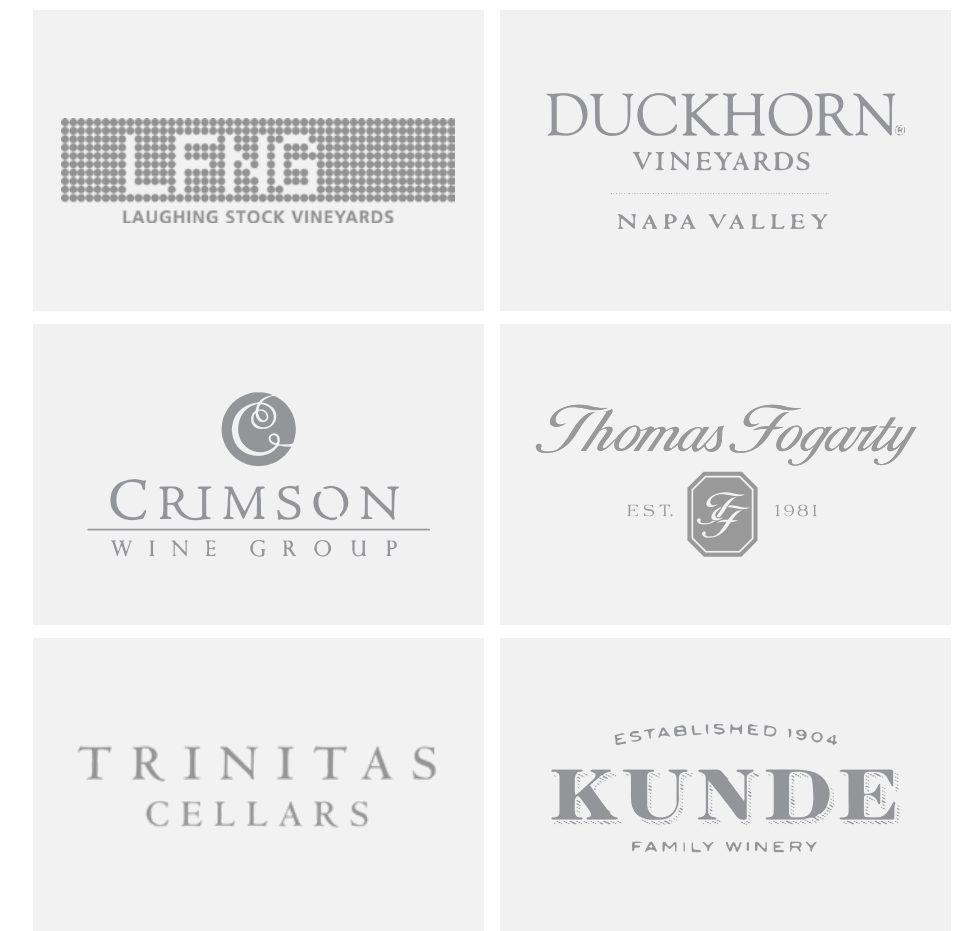
Powering over 2,000 wineries.

WineDirect is proud to work with wineries of all sizes, from small, family-owned vineyards to enterprise-level wineries.

“ WineDirect is an invaluable partner: the strength of the platform, along with their understanding of our needs as a winery, is unmatched. ”



Lauren Rizzolo
One Brick Wines



WINE **DIRECT**

WINEDIRECT.COM
SALES@WINEDIRECT.COM

Appendix

WINE DIRECT

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.

Main Indicators - US

MAIN INDICATORS	2022 VS 2021
NET SALES GROWTH	7.5% ▲
NET SALES WINE GROWTH	6.9% ▲
NET SALES NON-WINE GROWTH	10.9% ▲
CASES SOLD GROWTH	-0.4% ▼
WINE CLUB GROWTH JAN 22 - DEC 22	2.3% ▲
UNIQUE CUSTOMERS	-3.6% ▼

Secondary Indicators - US

SECONDARY INDICATORS	2021	2022	2022 VS 2021
DISCOUNTS IN PERCENTAGE	16.0%	15.7%	-2.1% ▼
AVERAGE ORDER VALUE	\$147.44	\$154.54	4.8% ▲
WINE AOV	\$163.81	\$171.32	4.6% ▲
AVERAGE BOTTLES PER ORDER	3.9	4.1	3.3% ▲
AVERAGE LIST PRICE PER BOTTLE	\$49.32	\$53.60	8.7% ▲
ORDERS/CUSTOMER	2.7	2.7	-0.0% ▼
NET SALES/CUSTOMER	\$505.08	\$563.35	11.5% ▲

YOY Net Sales Growth - US

	2019	2020	2021	2022
ALL	5%	2%	22%	8%

Channel YOY Net Sales Growth - US

	2019	2020	2021	2022
ADMIN PANEL	-26%	18%	-6%	1%
CLUB	11%	7%	13%	23%
EVENTS	23%	-64%	171%	44%
POS	5%	-29%	65%	0%
TELE-MARKETING	5%	99%	-12%	-13%
WEBSITE	5%	141%	-20%	-14%

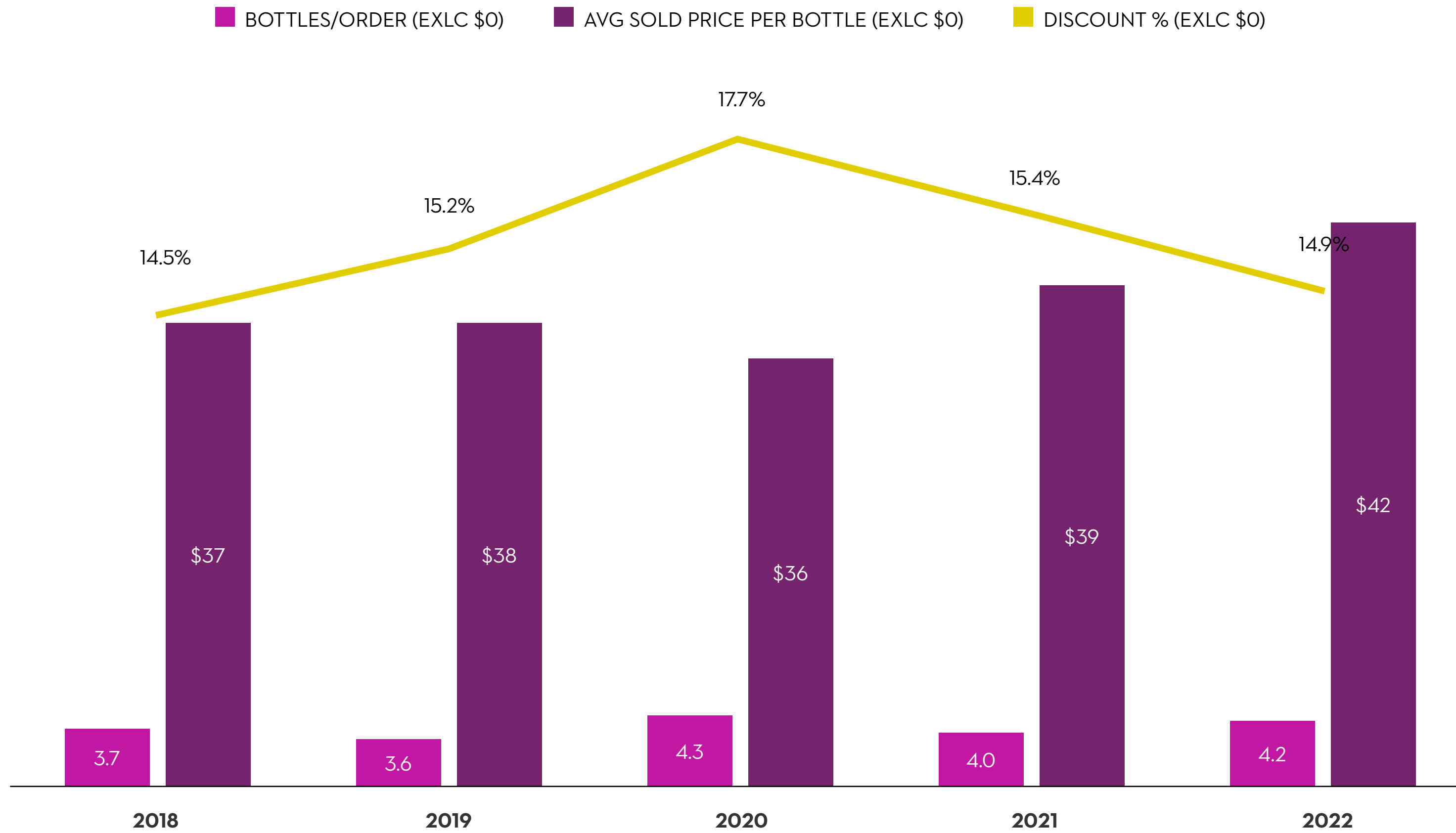
YOY Cases Sold Growth - US

	2019	2020	2021	2022
ALL	13%	21%	8%	0%

Channel YOY Cases Sold Growth - US

	2019	2020	2021	2022
ADMIN PANEL	7%	67%	-18%	-5%
CLUB	14%	13%	11%	13%
EVENTS	37%	-59%	121%	36%
POS	12%	-15%	35%	-8%
TELE-MARKETING	9%	113%	-25%	-15%
WEBSITE	16%	228%	-27%	-20%

Average Sold Price and Discounting Since 2018 - US



YOY Unique Customer Growth - US

	2019	2020	2021	2022
ALL	11%	-2%	28%	-4%

Major Channel YOY Unique Customer Growth - US

	2019	2020	2021	2022
CLUB	6%	-2%	9%	7%
POS	13%	-21%	60%	-5%
WEBSITE	4%	135%	-24%	-19%
OTHER	7%	18%	8%	-3%

2022 Growth Compared to 2021 by Winery DTC Size - US

WINERY DTC SIZE	NET SALES	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	7.5%	6.9%	10.9%	-0.4%	-3.6%	4.8%	-2.1%	8.1%	3.3%	0.0%
1 - 2,500	3.5% ▲	4.1% ▲	-3.6% ▼	-5.3% ▼	-5.8% ▼	3.2% ▲	-5.9% ▼	10.5% ▲	0.5% ▲	0.8% ▲
2,500 - 5,000	4.5% ▲	4.4% ▲	4.6% ▲	-5.3% ▼	-7.2% ▼	5.2% ▲	-3.1% ▼	10.9% ▲	2.5% ▲	-0.1% ▼
5,000 - 10,000	9.3% ▲	10.2% ▲	2.1% ▲	1.7% ▲	-7.1% ▼	6.4% ▲	3.8% ▲	10.2% ▲	5.7% ▲	2.3% ▲
10,000+	9.9% ▲	7.5% ▲	25.8% ▲	3.7% ▲	3.3% ▲	3.7% ▲	-3.5% ▼	3.6% ▲	3.1% ▲	-2.6% ▼

2022 (Q3) Growth Compared to 2021 (Q3) by Winery DTC Size - US

WINERY DTC SIZE	NET SALES	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	-7.9%	-8.1%	-5.0%	-9.9%	-8.0%	1.8%	0.8%	2.8%	0.0%	-1.6%
1 - 2,500	-12.5% ▼	-12.5% ▼	-13.2% ▼	-17.8% ▼	-14.4% ▼	1.8% ▲	-2.5% ▼	6.2% ▲	-3.0% ▼	-1.0% ▼
2,500 - 5,000	-7.6% ▼	-7.3% ▼	-8.7% ▼	-12.2% ▼	-9.4% ▼	4.3% ▲	-4.2% ▼	10.8% ▲	0.8% ▲	-3.4% ▼
5,000 - 10,000	-7.3% ▼	-7.0% ▼	-9.0% ▼	-9.4% ▼	-9.2% ▼	1.8% ▲	5.0% ▲	2.2% ▲	-0.5% ▼	0.6% ▲
10,000+	-6.2% ▼	-6.9% ▼	2.2% ▲	-4.8% ▼	-2.3% ▼	-0.1% ▼	2.2% ▲	-2.8% ▼	0.6% ▲	-2.6% ▼

Comparison Reports



Curious how your winery stacks up to others in your cohort? Comparison Reports provide visibility of your DTC performance through apples-to-apples comparisons on a wide range of indicators.

Comparison Reports are available because of the relationship between WineDirect and Enolytics, and our analysis of DTC data records dating back to 2017. The DTC Impact Report establishes the baseline. Now we'd like to show each winery their "slice" of that massive report, updated with numbers from the year so far.

Complimentary for WineDirect clients.

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