

Wine Industry Metrics - April 2012

Wines Vines Analytics

Wine Industry Metrics Slightly Mixed for April

Off-premise sales and winery hiring activity grew by 11% and 12% respectively in April, but slightly lower revenues for direct-to-consumer shipments muddled the overall economic picture. The numbers for off-premise sales reflected unusually large growth and they were exaggerated by the different dates when Easter was celebrated this year and in 2011. DtC shipments continued to grow in volume, but dipped in value, indicating that average bottle prices were down.
-- J.G.

Off-Premise Sales IRI Channels »		
	Month	12 Months
April 2012	\$386 mil	\$4,842 mil
April 2011	\$345 mil	\$4,451 mil

Direct-to- Consumer Shipments »		
	Month	12 Months
April 2012	\$141 mil	\$1,347 mil
April 2011	\$148 mil	\$1,208 mil

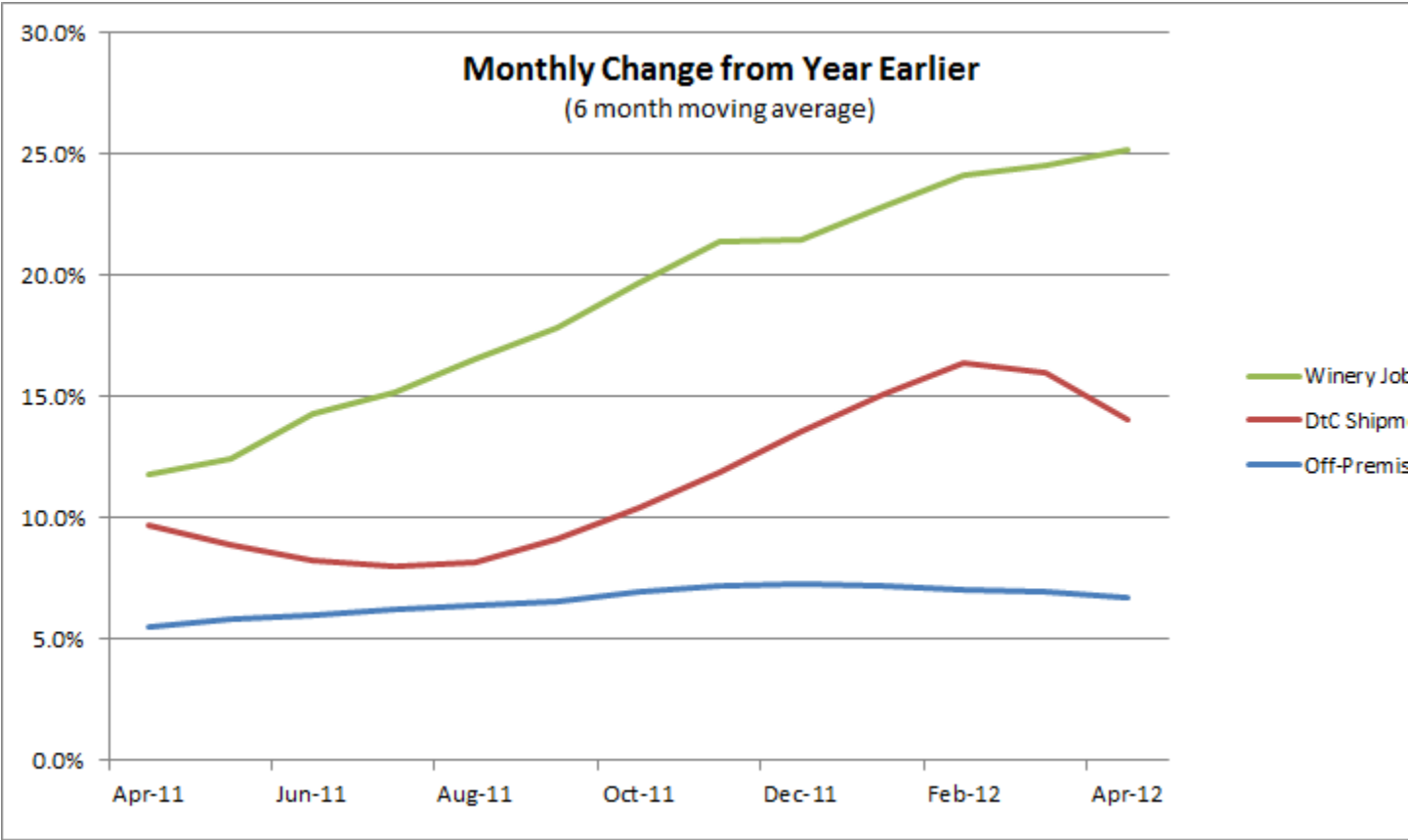
Winery Job Index »		
	Month	12 Months
April 2012	173	147
April 2011	160	122

Data sources: IRI, ShipCompliant, winejobs.com

Domestic table wine sales increased 11% in four weeks ending April 15 vs. a year ago. The hot growth was fueled by Easter holiday sales, including sparkling wine.

Dollar sales for DtC shipments dropped in April by 4% compared to April 2011 while volume rose 12%. The 12-month performance was still up by 12% in dollars.

Winery hiring activity in April rose 12% higher than April 2011, reported Winejobs.com. Hospitality jobs were hottest, followed by winemaking and then sales.



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