Wine Industry Metrics - August 2012

Wines Vines Analytics

August Data Show Strong Wine Economy

A strong domestic wine economy is reflected in retail sales, direct-to-consumer sales and winery hiring activity. Retail sales rose 8% over August 2011 while DtC sales grew 6%. Winery hiring activity was up 19% as the 2012 crush began.

Off-Premise Sales IRI Channels »	Month	12 Months
August 2012	$363 mil	$4,885 mil
August 2011	$338 mil	$4,557 mil

Direct-to-Consumer Shipments »	Month	12 Months
August 2012	$55 mil	$1,358 mil
August 2011	$52 mil	$1,235 mil

Winery Job Index »	Month	12 Months
August 2012	181	160
August 2011	152	129

Data sources: IRI, ShipCompliant, winejobs.com

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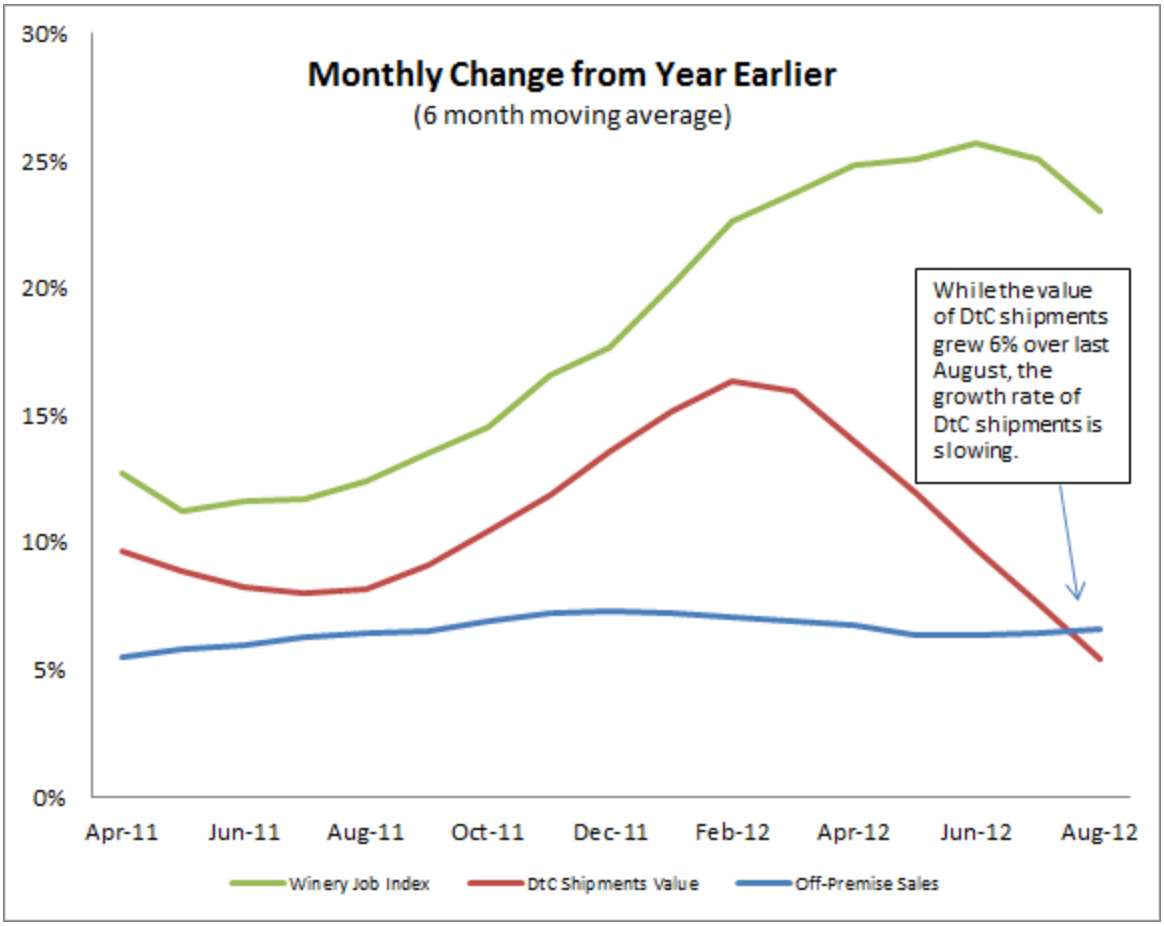

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