

# Wine Industry Metrics - October 2012

Wines Vines Analytics

## October DtC Shipments Break Monthly Record

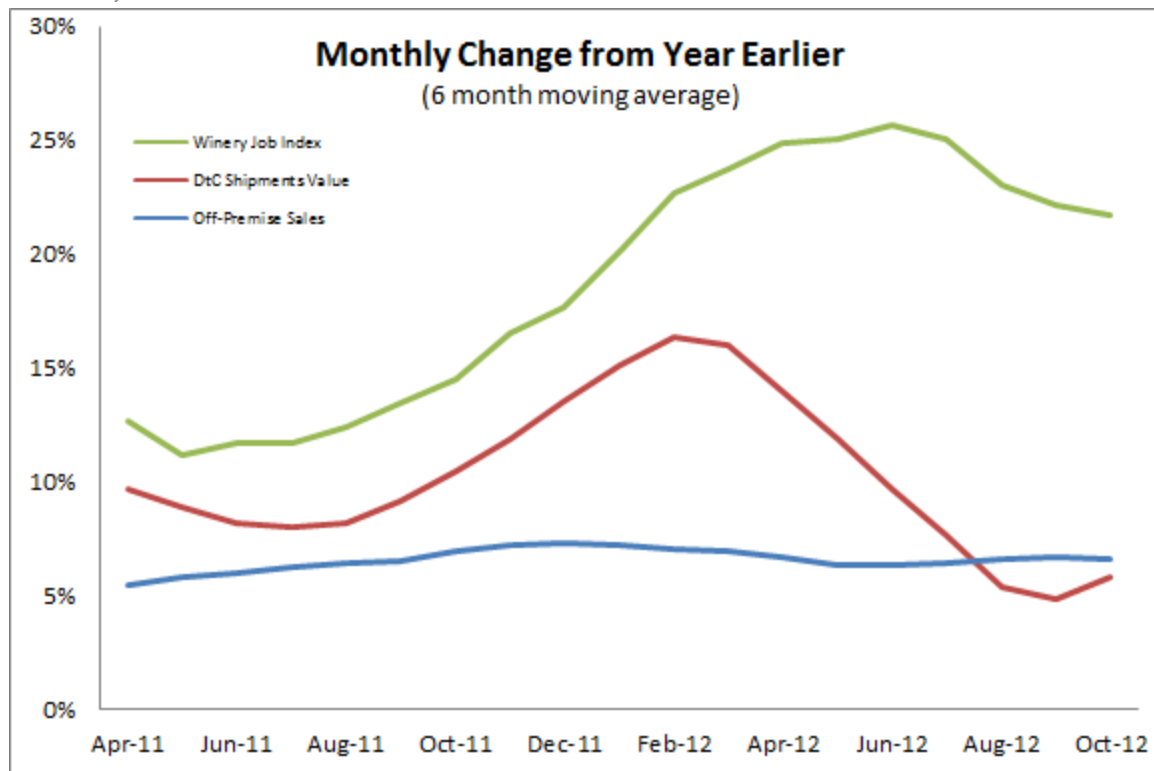
Direct-to-consumer shipments hit a high water mark in October with a value of \$222 million, beating the year-ago number by 13%. The previous monthly record was \$200 million in November 2011. In each of the last two years November sales beat October sales and were the highest of the year, so if that trend continues November will break the record again.

| Off-Premise Sales IRI Channels » | Month     | 12 Months   |
|----------------------------------|-----------|-------------|
| October 2012                     | \$370 mil | \$4,977 mil |
| October 2011                     | \$348 mil | \$4,668 mil |

| Direct-to-Consumer Shipments » | Month     | 12 Months   |
|--------------------------------|-----------|-------------|
| October 2012                   | \$222 mil | \$1,418 mil |
| October 2011                   | \$197 mil | \$1,305 mil |

| Winery Job Index » | Month | 12 Months |
|--------------------|-------|-----------|
| October 2012       | 122   | 159       |
| October 2011       | 101   | 133       |

Data sources: IRI, ShipCompliant, winejobs.com



The other Wine Industry Metrics showed that off-premise sales in October grew by 6%, and that winery hiring activity rebounded in October after a dip in September. Winery job postings saw the most active October in the six years that Winejobs.com has been tracking them.

## WINES&VINES

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