

Wine Industry Metrics - February 2014

Wines Vines Analytics

Wine Sales Increase; Winery Job Activity Rises 21%

Our Wine Industry Metrics all pointed up in February compared to February 2013. Both off-premise sales and direct-to-consumer sales rose by healthy percentages for the month, and their 12-month averages converged on 7% growth. The Winery Job Index continued to increase rapidly, marking the fourth month of increases measuring 20% or more.

Off-Premise

Sales

IRI Channels »

| | Month | 12 Months |
|---------------|-----------|-------------|
| February 2014 | \$601 mil | \$7,560 mil |
| February 2013 | \$549 mil | \$6,939 mil |

Direct-to-

Consumer

Shipments »

| | Month | 12 Months |
|---------------|-----------|-------------|
| February 2014 | \$126 mil | \$1,598 mil |
| February 2013 | \$113 mil | \$1,489 mil |

Winery Job

Index »

| | Month | 12 Months |
|---------------|-------|-----------|
| February 2014 | 213 | 205 |
| February 2013 | 181 | 161 |

Data sources: IRI, ShipCompliant, winejobs.com

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