

# Wine Industry Metrics - March 2014

## Wines Vines Analytics

### March Metrics Reflect Thriving Wine Industry; DtC Sales Up 20%

A thriving U.S. wine industry was reflected in the Wine Industry Metrics for March, with a 20% monthly gain in direct-to-consumer sales as the most dramatic indicator. This monthly increase also raised the 12-month growth rate to 10% from 7% in February. Off-premise sales grew 5% for the month and stayed on a steady 12-month track of 7% growth. The Winery Job Index grew by 20% over last March and reached its highest point since it was created by Winejobs.com.

Off-Premise Sales IRI Channels »		
	Month	12 Months
March 2014	\$582 mil	\$7,588 mil
March 2013	\$546 mil	\$6,988 mil

Direct-to- Consumer Shipments »		
	Month	12 Months
March 2014	\$213 mil	\$1,634 mil
March 2013	\$177 mil	\$1,483 mil

Winery Job Index »		
	Month	12 Months
March 2014	286	208
March 2013	253	166

Data sources: IRI, ShipCompliant, winejobs.com



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