

Wine Industry Metrics - April 2014

Wines Vines Analytics

Wine Industry Metrics All Positive for 13th Consecutive Month

The three major metrics of wine industry economic health stayed in the green during April, stretching the current growth streak to 13 months. Direct-to-consumer shipments in April rose 11% over April 2013. The Winery Job Index grew 10%. Off-premise sales increased by 6%.

| Off-Premise Sales IRI Channels » | Month | |
|--|-----------|-------------|
| | 12 Months | |
| April 2014 | \$595 mil | \$7,623 mil |
| April 2013 | \$550 mil | \$7,022 mil |

| Direct-to- Consumer Shipments » | Month | |
|---------------------------------------|-----------|-------------|
| | 12 Months | |
| April 2014 | \$157 mil | \$1,649 mil |
| April 2013 | \$142 mil | \$1,484 mil |

| Winery Job Index » | Month | |
|-----------------------|-----------|-----|
| | 12 Months | |
| April 2014 | 294 | 210 |
| April 2013 | 275 | 174 |

Data sources: IRI, ShipCompliant, winejobs.com



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