

Wine Industry Metrics - August 2014

Wines Vines Analytics

August Sees Continued Growth in Wine Sales and Winery Hiring

August was a healthy month for the wine industry. Off-premise sales, direct-to-consumer shipments and the Winery Job Index all increased from last August's levels. The off-premise sales growth rate for domestic wine stayed at 5% for the fourth month in a row, DtC shipments increased by 17% and winery hiring activity grew by 12% even after the 2014 harvest had started.

Off-Premise Sales IRI Channels »		
	Month	12 Months
August 2014	\$568 mil	\$7,729 mil
August 2013	\$531 mil	\$7,167 mil

Direct-to-Consumer Shipments »		
	Month	12 Months
August 2014	\$78 mil	\$1,686 mil
August 2013	\$67 mil	\$1,530 mil

Winery Job Index »		
	Month	12 Months
August 2014	218	221
August 2013	194	189

Data sources: IRI, ShipCompliant, winejobs.com



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