

# Wine Industry Metrics - September 2014

## Wines Vines Analytics

### Positive Metrics in September Reflect Rising Demand

Wine sales and winery job activity continued to grow in September and for the most recent 12-month period, painting a positive picture for the U.S. wine industry. The Winery Job Index's 18% annual growth rate was the highest metric, reflecting wineries' continuing need for more employees to meet rising wine demand. Direct-to-consumer shipments began to reflect the seasonal sales spike, and off-premise sales grew steadily.

Off-Premise Sales		
IRI Channels »		
	Month	12 Months
September 2014	\$578 mil	\$7,757 mil
September 2013	\$550 mil	\$7,311 mil

Direct-to-Consumer Shipments »		
	Month	12 Months
September 2014	\$163 mil	\$1,708 mil
September 2013	\$141 mil	\$1,538 mil

Winery Job Index »		
	Month	12 Months
September 2014	165	222
September 2013	145	192

Data sources: IRI, ShipCompliant, winejobs.com



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