Wine Industry Metrics - November 2014

Wines Vines Analytics

Domestic Wine Sales Up; Winery Sales Jobs Slow

November was another good month for domestic wine, as off-premise sales rose by 5% and direct-to-consumer shipment values rose by 21% compared to November 2013. The Winery Job Index, however, dipped 5% in November due to slower hiring activity than in November 2013, when the job index had unusually strong growth.

Off-Premise Sales IRI Channels »	Month	12 Months
November 2014	$709 mil	$7,859 mil
November 2013	$673 mil	$7,428 mil

Direct-to-Consumer Shipments »	Month	12 Months
November 2014	$274 mil	$1,799 mil
November 2013	$225 mil	$1,558 mil

Winery Job Index »	Month	12 Months
November 2014	129	222
November 2013	134	196

Data sources: IRI, ShipCompliant, winejobs.com

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