

# Wine Industry Metrics - December 2014

## Wines Vines Analytics

### Key Wine Industry Economic Indicators Finish 2014 Higher

Single-digit growth in off-premise sales and double-digit growth in both direct-to-consumer sales and the Winery Job Index characterized the 2014 year-end metrics. DtC shipments experienced a 2014 rate of growth of 15% and passed \$1.8 billion in value. The Winery Job Index rose by 14%, a difficult feat after growing by 27% in 2013. Off-premise sales rose, too, but their rate of growth has slowed.

Off-Premise Sales IRI Channels »		
	Month	12 Months
December 2014	\$782 mil	\$7,877 mil
December 2013	\$755 mil	\$7,470 mil

Direct-to-Consumer Shipments »		
	Month	12 Months
December 2014	\$166 mil	\$1,820 mil
December 2013	\$145 mil	\$1,576 mil

Winery Job Index »		
	Month	12 Months
December 2014	156	225
December 2013	122	200

Data sources: IRI, ShipCompliant, winejobs.com



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