

Wine Industry Metrics - January 2015

Wines Vines Analytics

Off-Premise Sales and Wine Job Index Rise in January

The January metrics rose by considerably better-than-average rates in off-premise sales of domestic wine and in the Winery Job Index compared to January 2014. The pace of direct-to-consumer shipments, however, dipped into negative numbers as lower-priced wines entered this channel in January. DtC shipments value was 15% higher for the past 12 months.

Off-Premise Sales IRI Channels »		
	Month	12 Months
January 2015	\$628 mil	\$7,983 mil
January 2014	\$583 mil	\$7,514 mil

Direct-to-Consumer Shipments »		
	Month	12 Months
January 2015	\$75 mil	\$1,818 mil
January 2014	\$77 mil	\$1,584 mil

Winery Job Index »		
	Month	12 Months
January 2015	257	230
January 2014	200	203

Data sources: IRI, ShipCompliant, winejobs.com

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