

Wine Industry Metrics - April 2015

Wines Vines Analytics

Winery Jobs, DtC Shipments and Off-Premise Sales Up

April became the third month in a row that the key indicators of wine industry financial health were all positive compared to the same month a year previously. The Winery Job Index rose 34%, direct-to-consumer shipments grew by 17% in value and off-premise sales of domestic wine increased by 5%.

Off-Premise Sales IRI Channels »	Month	
	12 Months	
April 2015	\$633 mil	\$8,102 mil
April 2014	\$595 mil	\$7,623 mil

Direct-to-Consumer Shipments »	Month	
	12 Months	
April 2015	\$184 mil	\$1,890 mil
April 2014	\$157 mil	\$1,649 mil

Winery Job Index »	Month	
	12 Months	
April 2015	402	249
April 2014	294	210

Data sources: IRI, ShipCompliant, winejobs.com



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