

# Wine Industry Metrics - May 2015

Wines Vines Analytics

## Winery Jobs, Off-Premise Sales Lead Growth

With a 15% jump in winery hiring activity, 4% jump in DtC shipments and off-premise sales climbing 7% to \$607 million, the wine industry recorded another month of solid gains. All of the industry metrics tracked by Wines Vines Analytics grew in May, the fourth consecutive month when all were positive.

Off-Premise Sales IRI Channels »	Month	
	12 Months	
May 2015	\$614 mil	\$8,142 mil
May 2014	\$569 mil	\$7,651 mil

Direct-to- Consumer Shipments »	Month	
	12 Months	
May 2015	\$141 mil	\$1,896 mil
May 2014	\$135 mil	\$1,657 mil

Winery Job Index »	Month	
	12 Months	
May 2015	351	253
May 2014	302	211

Data sources: IRI, ShipCompliant, winejobs.com

# WINES&VINES

866.453.9701 | 415.453.9700 | Fax: 415.453.2517 | 65 Mitchell Blvd., Ste. A San Rafael, CA 94903

[info@winesandvines.com](mailto:info@winesandvines.com)

Copyright © 2001-2024 by Wine Communications Group, Inc. All Rights Reserved.  
No material may be reproduced without written permission of the Publisher.