

Wine Industry Metrics - July 2015

Wines Vines Analytics

Sales and Hiring Achieve Moderate Growth in a Slow Month

July was a month of moderate growth in domestic wine sales and winery hiring as the monthly data lagged behind the 12-month numbers. July is typically one of the two or three slowest months for wine sales, so it was not an unusual showing. Increases over last July were 6% in off-premise sales, 9% in direct-to-consumer shipments and 4% in winery hiring activity. Syrah/Shiraz was slumping in DtC shipments and flash offers and had the smallest varietal growth in off-premise in the \$20+ segment.

Off-Premise Sales IRI Channels »	Month	12 Months
July 2015	\$595 mil	\$8,012 mil
July 2014	\$568 mil	\$7,701 mil

Direct-to-Consumer Shipments »	Month	12 Months
July 2015	\$66 mil	\$1,906 mil
July 2014	\$61 mil	\$1,674 mil

Winery Job Index »	Month	12 Months
July 2015	321	260
July 2014	308	219

Data sources: IRI, ShipCompliant, winejobs.com



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