

Wine Industry Metrics - August 2015

Wines Vines Analytics

August Brings Continued Growth, Especially in Jobs

The three major metrics of US wine industry health all rose in August, but the most notable performance was the continuing increase in the Winery Job Index even as the harvest season arrived. The August growth rate of 7% for off-premise sales data beat the most recent 12-month performance. Cabernet Sauvignon is the focus on individual pages for Off-Premise Sales, DtC Shipments and Flash Resellers.

Off-Premise Sales IRI Channels »	Month	12 Months
	August 2015	\$591 mil
August 2014	\$568 mil	\$7,729 mil

Direct-to-Consumer Shipments »	Month	12 Months
	August 2015	\$80 mil
August 2014	\$78 mil	\$1,686 mil

Winery Job Index »	Month	12 Months
	August 2015	260
August 2014	218	221

Data sources: IRI, ShipCompliant, winejobs.com

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