

# Wine Industry Metrics - October 2015

## Wines Vines Analytics

### October Metrics Indicate a Thriving Wine Industry

The U.S. wine industry was thriving in October, according to the metrics for off-premise sales and direct-to-consumer shipments of domestic wines and the rate of winery hiring. DtC shipments had their best revenue month of the year to date, and the rate of growth of winery hiring was the best since April. Click on the black bars below to see more details, including data on fast-growing red blends.

Off-Premise Sales		
IRI Channels »	Month	12 Months
October 2015	\$595 mil	\$8,116 mil
October 2014	\$572 mil	\$7,790 mil

Direct-to-Consumer Shipments »		
	Month	12 Months
October 2015	\$288 mil	\$1,919 mil
October 2014	\$284 mil	\$1,751 mil

Winery Job Index »		
	Month	12 Months
October 2015	179	269
October 2014	137	223

Data sources: IRI, ShipCompliant, winejobs.com



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