

# Wine Industry Metrics - July 2016

Wines Vines Analytics

## Domestic Wine Sales and Winery Hiring Up in July

Growth in domestic wine sales and in winery hiring activity was solid in July. Total U.S. wine sales rose 3% and the IRI off-premise channel grew 6% while the smaller base of direct-to-consumer shipments spiked 23%. Winery hiring activity during a traditionally slow month still increased by 3% from last July.

Total U.S. Wine Sales »	Month	12 Months
July 2016	\$2,699 mil	\$39,122 mil
July 2015	\$2,869 mil	\$37,800 mil

Off-Premise Sales IRI Channels »	Month	12 Months
July 2016	\$626 mil	\$8,452 mil
July 2015	\$595 mil	\$8,012 mil

Direct-to-Consumer Shipments »	Month	12 Months
July 2016	\$82 mil	\$2,136 mil
July 2015	\$66 mil	\$1,906 mil

Winery Job Index »	Month	12 Months
July 2016	338	284
July 2015	321	260

Data sources: BW166.com, IRI, ShipCompliant, winejobs.com

# WINES & VINES

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