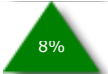



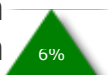

Wine Industry Metrics - August 2012

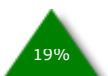

Wines Vines Analytics

August Data Show Strong Wine Economy

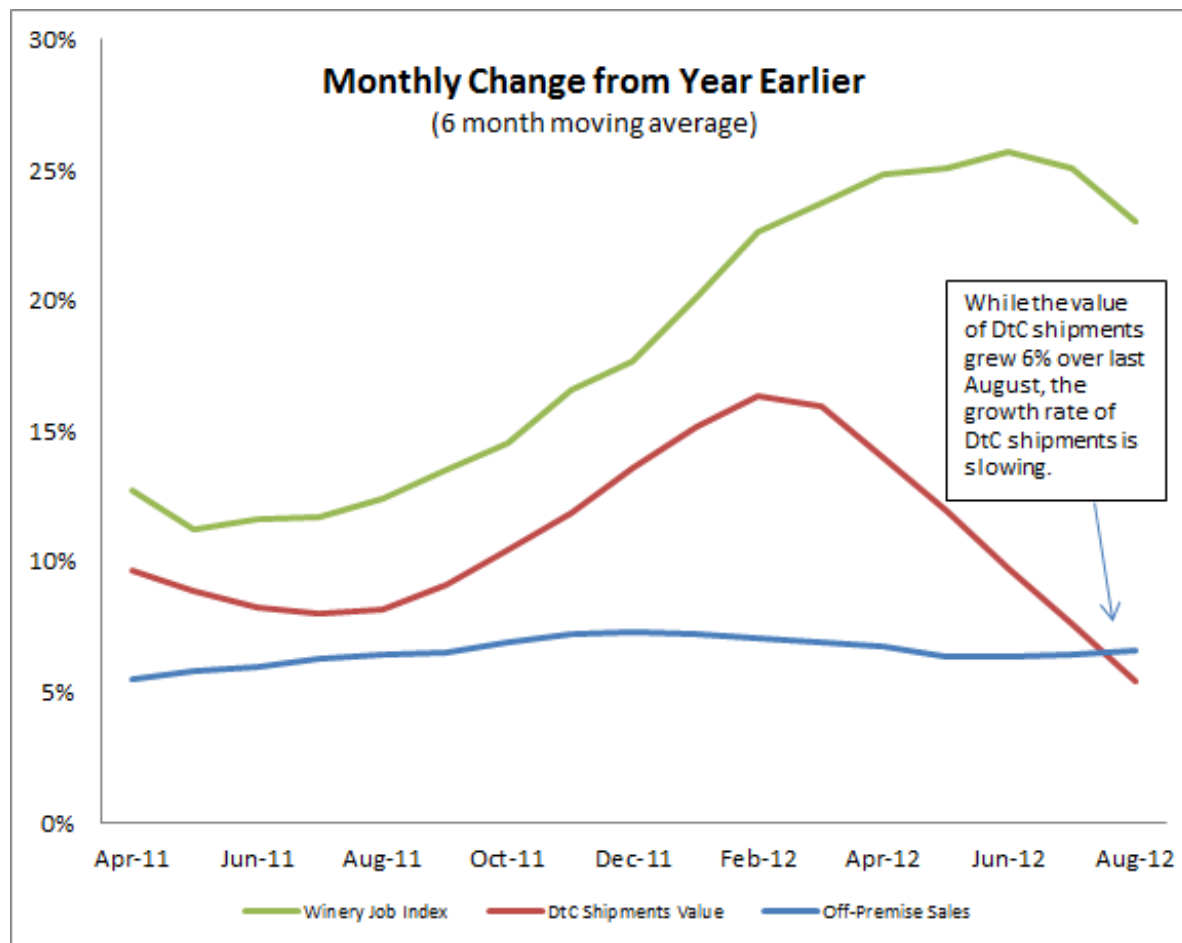
A strong domestic wine economy is reflected in retail sales, direct-to-consumer sales and winery hiring activity. Retail sales rose 8% over August 2011 while DtC sales grew 6%. Winery hiring activity was up 19% as the 2012 crush began.

Off-Premise Sales »	Month	12 Months
August 2012	\$363 million	\$4,885 million
August 2011	\$338 million 	\$4,557 million 

Direct-to-Consumer Shipments »	Month	12 Months
August 2012	\$55 million	\$1,358 million
August 2011	\$52 million 	\$1,235 million 

Winery Job Index »	Month	12 Months
August 2012	181	160
August 2011	152 	129 

Data sources: IRI, ShipCompliant, winejobs.com



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