

# Wine Industry Metrics - September 2012

## Wines Vines Analytics

### DtC Shipments Soar in September, Store Sales Up, Too

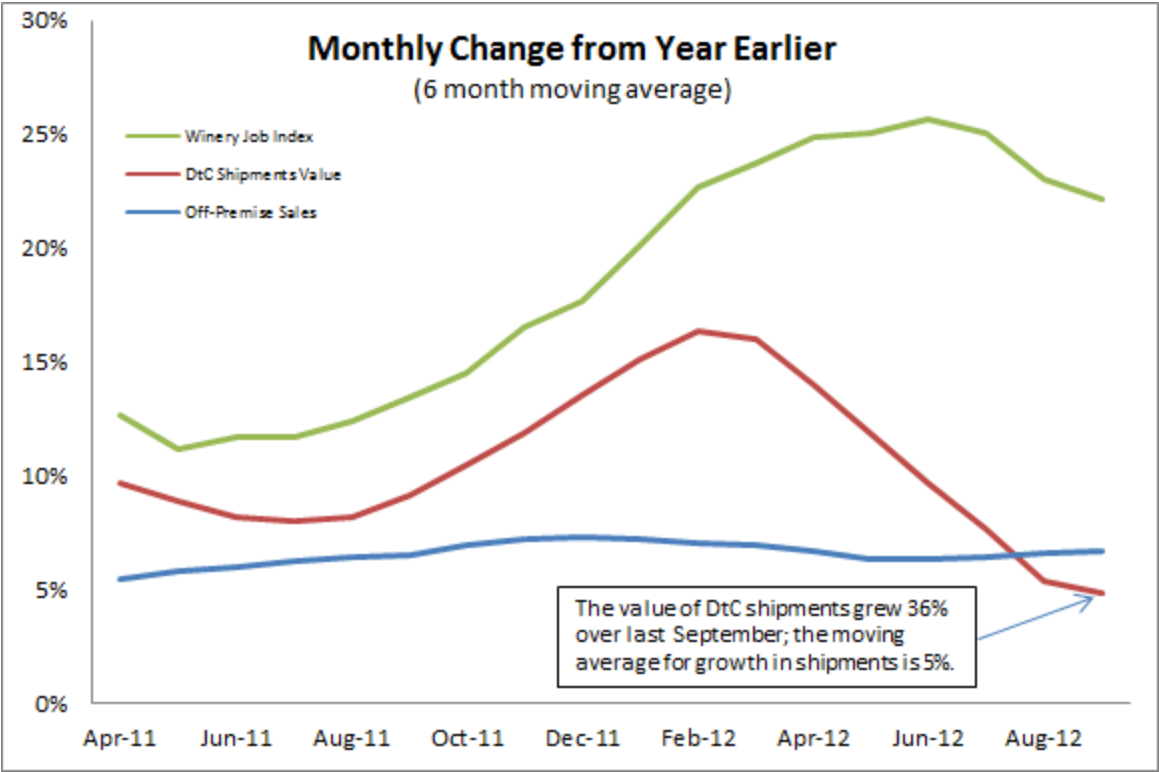
Direct-to-consumer shipments enjoyed a month of swiftly increasing sales as the most popular time of year for wineries to ship arrived. Sales made their seasonal leap and they also improved on September 2011 by 36%. The news for U.S. wine sales in stores was good, too, growing 7% from a year ago. A substantial drop in the Winery Job Index during the short month of 19 business days was the only negative movement in our Wine Industry Metrics for September.

Off-Premise Sales IRI Channels »		
	Month	12 Months
September 2012	\$377 mil	\$4,954 mil
September 2011	\$354 mil	\$4,647 mil

Direct-to- Consumer Shipments »		
	Month	12 Months
September 2012	\$133 mil	\$1,394 mil
September 2011	\$97 mil	\$1,259 mil

Winery Job Index »		
	Month	12 Months
September 2012	109	157
September 2011	136	133

Data sources: IRI, ShipCompliant, winejobs.com



# WINE&VINES

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