

# Wine Industry Metrics - September 2012

Wines Vines Analytics

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

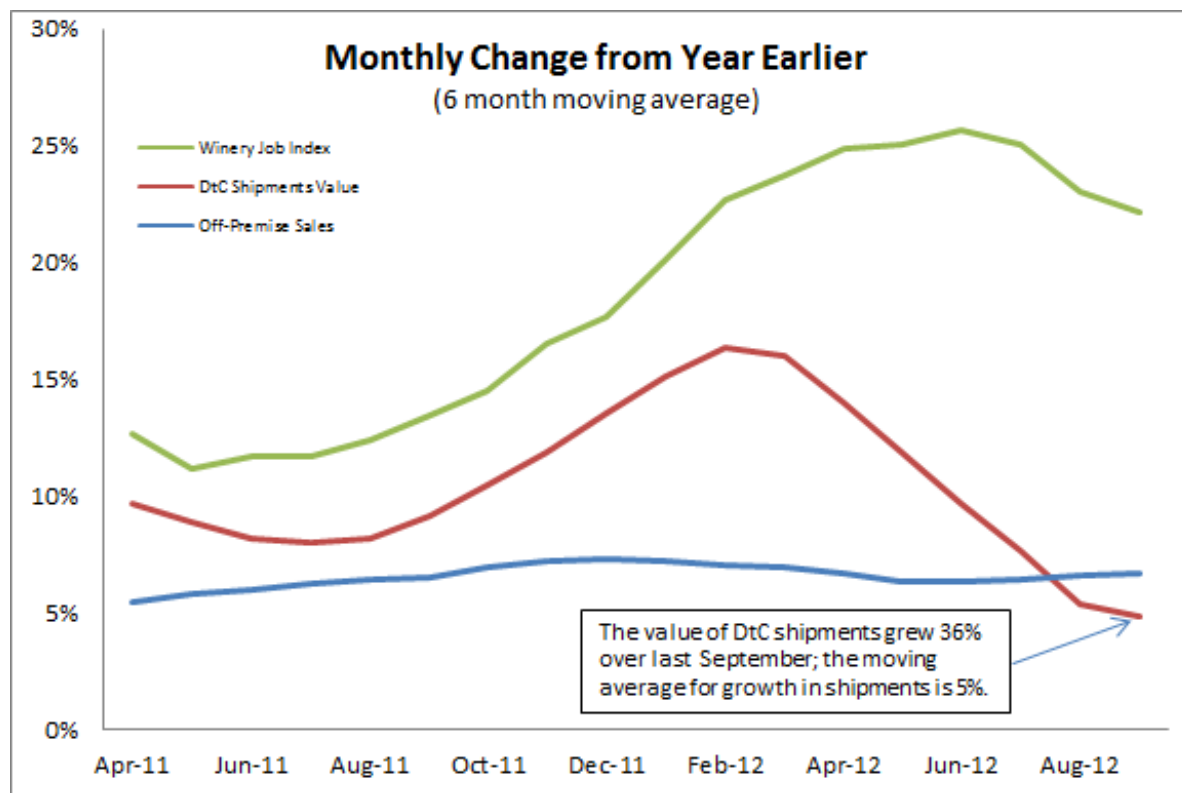
Direct-to-consumer shipments enjoyed a month of swiftly increasing sales as the most popular time of year for wineries to ship arrived. Sales made their seasonal leap and they also improved on September 2011 by 36%. The news for U.S. wine sales in stores was good, too, growing 7% from a year ago. A substantial 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.

<b>Off-Premise Sales »</b>	<b>Month</b>		<b>12 Months</b>	
September 2012	\$377 million		\$4,954 million	
September 2011	\$354 million	▲ 7%	\$4,647 million	▲ 7%

<b>Direct-to-Consumer Shipments »</b>	<b>Month</b>		<b>12 Months</b>	
September 2012	\$133 million		\$1,394 million	
September 2011	\$97 million	▲ 36%	\$1,259 million	▲ 11%

<b>Winery Job Index »</b>	<b>Month</b>		<b>12 Months</b>	
September 2012	109		157	
September 2011	136	▼ -20%	133	▲ 18%

Data sources: IRI, ShipCompliant, winejobs.com



# WINES & VINES

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