

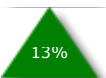

# Wine Industry Metrics - October 2012

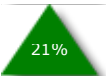

Wines Vines Analytics

## October DtC Shipments Break Monthly Record

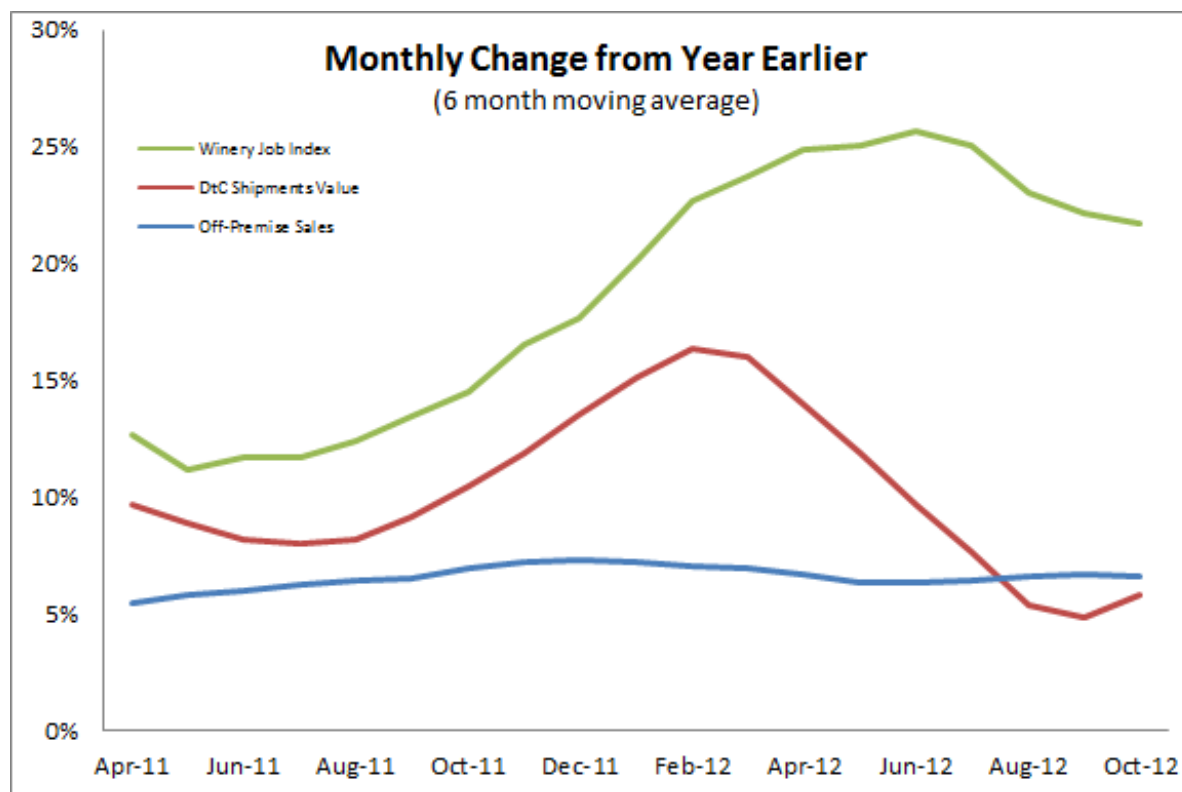
Direct-to-consumer shipments hit a high water mark in October with a value of \$222 million, beating the year-ago number by 13%. The previous monthly record was \$200 million in November 2011. In each of the last two years November sales beat October sales and were the highest of the year, so if that trend continues November will break the record again.

| <b>Off-Premise Sales »</b> | <b>Month</b>  | <b>12 Months</b>  |
|----------------------------|---|---|
| October 2012               | \$370 million   | \$4,977 million   |
| October 2011               | \$348 million  | \$4,668 million  |

| <b>Direct-to-Consumer Shipments »</b> | <b>Month</b>  | <b>12 Months</b>  |
|---------------------------------------|---|---|
| October 2012                          | \$222 million   | \$1,418 million   |
| October 2011                          | \$197 million  | \$1,305 million  |

| <b>Winery Job Index »</b> | <b>Month</b>  | <b>12 Months</b>  |
|---------------------------|---|---|
| October 2012              | 122   | 159   |
| October 2011              | 101  | 133  |

Data sources: IRI, ShipCompliant, winejobs.com



The other Wine Industry Metrics showed that off-premise sales in October grew by 6%, and that winery hiring activity rebounded in October after a dip in September. Winery job postings saw the most active October in the six years that Winejobs.com has been tracking them.

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