

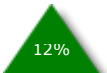

Wine Industry Metrics - November 2012



Wines Vines Analytics

Wine Sales Continue Positive Trends, Both DtC and Off-Premise; Job Postings Up for the Year

Our sales and job activity metrics all showed growth during the past 12 months. Direct shipments of wine to consumers ended their fall sales season in November with a record-breaking surge to \$224 million. The 12-month growth was 9%. Off-premise sales grew by 6%. The Winery Job Index was up 15% overall despite a dip in November compared to November 2011.

Off-Premise Sales »	Month		12 Months	
November 2012	\$389 million		\$4,996 million	
November 2011	\$372 million		\$4,701 million	

Direct-to-Consumer Shipments »	Month		12 Months	
November 2012	\$224 million		\$1,442 million	
November 2011	\$200 million		\$1,327 million	

Winery Job Index »	Month		12 Months	
November 2012	88		157	
November 2011	108		136	

Data sources: IRI, ShipCompliant, winejobs.com

WINES & VINES

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