

Wine Industry Metrics - December 2012



Wines Vines Analytics

Wine Industry Economic Indicators All Green as 2012 Ends

Off-premise sales, direct-to-consumer shipments, flash sales activity and the Winery Job Index all grew in 2012, as confirmed by the December data for each of these metrics. Domestic wine sales in major retail stores reached \$5 billion, DtC sales neared \$1.5 billion and winery job activity hit an all-time high.

Off-Premise Sales »	Month	12 Months
December 2012	\$478 million	\$5,033 million
December 2011	\$462 million 	\$4,761 million 

Direct-to-Consumer Shipments »	Month	12 Months
December 2012	\$128 million	\$1,466 million
December 2011	\$104 million 	\$1,333 million 

Winery Job Index »	Month	12 Months
December 2012	79	158
December 2011	70 	136 

Data sources: IRI, ShipCompliant, winejobs.com

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