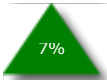



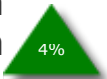

Wine Industry Metrics - January 2013



Wines Vines Analytics

Steady Wine Sales Growth Continued in January for Off-Premise and DTC Shipments

January is a notoriously slow month for wine sales, yet the numbers analyzed by WinesVinesDATA show good gains versus a year ago. January and March tend to be the slowest months for off-premise sales but these still grew 7%. Direct-to-consumer shipments gained 4% during what is typically their third slowest month of the year. The Winery Job Index dipped below the level of January 2012, but that was an unusually active month when the wine industry was gearing up for growth.

Off-Premise Sales »	Month	12 Months
January 2013	\$376 million	\$5,060 million
January 2012	\$351 million 	\$4,776 million 

Direct-to-Consumer Shipments »	Month	12 Months
January 2013	\$68 million	\$1,468 million
January 2012	\$66 million 	\$1,335 million 

Winery Job Index »	Month	12 Months
January 2013	163	158
January 2012	168 	141 

Data sources: IRI, ShipCompliant, winejobs.com

WINES & VINES

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