

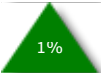
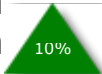
## Wine Industry Metrics - April 2013



Wines Vines Analytics

### Winery Economic Outlook Positive on Three Fronts

The economic outlook for U.S. wineries remained positive on three fronts based on the latest data. All three Wine Industry Metrics pointed up in April. Winery hiring activity set a record again, while direct-to-consumer shipments and off-premise sales both rose in value.

<b>Off-Premise Sales »</b>	<b>Month</b>		<b>12 Months</b>	
April 2013	\$400 million		\$5,128 million	
April 2012	\$386 million		\$4,842 million	

<b>Direct-to-Consumer Shipments »</b>	<b>Month</b>		<b>12 Months</b>	
April 2013	\$142 million		\$1,484 million	
April 2012	\$141 million		\$1,347 million	

<b>Winery Job Index »</b>	<b>Month</b>		<b>12 Months</b>	
April 2013	275		174	
April 2012	173		147	

Data sources: IRI, ShipCompliant, winejobs.com

# WINES & VINES

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