

# Wine Industry Metrics - May 2013

Wines Vines Analytics

## Strong Growth Across Major Channels

The outlook remained positive for the wine industry in May, as domestic wine sales stayed up 6% over last year, direct-to-consumer shipments rose by 17% in volume and value, and winery hiring activity--led by openings in winery tasting rooms--jumped 32%, continuing its record pace.

Off-Premise Sales IRI Channels »	Wine Sales by Channel	
	Month	12 Months
May 2013	\$386 mil	\$5,149 mil
May 2012	\$365 mil	\$4,866 mil

Direct-to- Consumer Shipments »	Direct-to-Consumer Shipments	
	Month	12 Months
May 2013	\$127 mil	\$1,503 mil
May 2012	\$108 mil	\$1,349 mil

Winery Job Index »	Winery Hiring Activity	
	Month	12 Months
May 2013	291	180
May 2012	220	151

Data sources: IRI, ShipCompliant, winejobs.com



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