

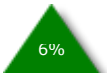

## Wine Industry Metrics - September 2013

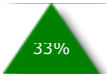

Wines Vines Analytics

### All Three Wine Industry Metrics Positive for September

Analysis of September data showed that off-premise sales, direct-to-consumer shipments and the Winery Job Index all increased in September compared to September 2012. It marked the sixth consecutive month in which the three metrics were positive. Each of these three metrics also saw positive increases for their averages over the past 12 months. The most positive metric in September was the Winery Job Index. It showed 33% growth in winery hiring activity from September 2012.

<b>Off-Premise Sales »</b>	<b>Month</b>	<b>12 Months</b>
September 2013	\$550 million	\$7,311 million
September 2012	\$510 million 	\$6,736 million 

<b>Direct-to-Consumer Shipments »</b>	<b>Month</b>	<b>12 Months</b>
September 2013	\$141 million	\$1,538 million
September 2012	\$133 million 	\$1,394 million 

<b>Winery Job Index »</b>	<b>Month</b>	<b>12 Months</b>
September 2013	145	192
September 2012	109 	157 

Data sources: IRI, ShipCompliant, winejobs.com

# WINES & VINES

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