



## Wine Industry Metrics - October 2013



Wines Vines Analytics

### Metrics Grow 6-8% in October as DtC Shipments Break Record

October performance was nearly consistent across the three major metrics of U.S. wine industry health. Off-premise sales grew by 6% from October 2012; direct-to-consumer shipments grew by 8%, and winery hiring activity increased 7%. DtC shipments were especially noteworthy, reaching a record single-month high of \$240 million.

<b>Off-Premise Sales »</b>	<b>Month</b>	<b>12 Months</b>
October 2013	\$539 million	\$7,342 million
October 2012	\$499 million 	\$6,768 million 

<b>Direct-to-Consumer Shipments »</b>	<b>Month</b>	<b>12 Months</b>
October 2013	\$240 million	\$1,556 million
October 2012	\$222 million 	\$1,418 million 

<b>Winery Job Index »</b>	<b>Month</b>	<b>12 Months</b>
October 2013	131	192
October 2012	122 	159 

Data sources: IRI, ShipCompliant, winejobs.com

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