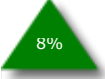



## Wine Industry Metrics - December 2013



Wines Vines Analytics

### 2013 Saw 7% Wine Sales Gains and 27% Higher Hiring Activity

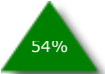

The Wine Industry Metrics for 2013 were all in the green. Domestic wine sales enjoyed 7% gains in both the off-premise and direct-to-consumer channels. More dramatic was the 27% growth seen in the Winery Job Index, reflecting a growing and confident U.S. wine industry.

| <b>Off-Premise Sales »</b> | <b>Month</b>  |   | <b>12 Months</b> |   |
|----------------------------|---------------|---|------------------|---|
| December 2013              | \$755 million |  | \$7,470 million  |  |
| December 2012              | \$702 million |   | \$6,841 million  |   |

| <b>Direct-to-Consumer Shipments »</b> | <b>Month</b>  |   | <b>12 Months</b> |   |
|---------------------------------------|---------------|---|------------------|---|
| December 2013                         | \$145 million |  | \$1,576 million  |  |
| December 2012                         | \$128 million |   | \$1,466 million  |   |

| <b>Winery Job Index »</b> | <b>Month</b> |   | <b>12 Months</b> |   |
|---------------------------|--------------|---|------------------|---|
| December 2013             | 122          |  | 200              |  |
| December 2012             | 79           |   | 158              |   |

Data sources: IRI, ShipCompliant, winejobs.com

# WINES & VINES

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