

## Wine Industry Metrics - February 2014



Wines Vines Analytics

### Wine Sales Increase; Winery Job Activity Rises 21%

Our Wine Industry Metrics all pointed up in February compared to February 2013. Both off-premise sales and direct-to-consumer sales rose by healthy percentages for the month, and their 12-month averages converged on 7% growth. The Winery Job Index continued to increase rapidly, marking the fourth month of increases measuring 20% or more.

<b>Off-Premise Sales »</b>	<b>Month</b>		<b>12 Months</b>	
February 2014	\$590 million		\$7,424 million	
February 2013	\$549 million	7%	\$6,939 million	7%

<b>Direct-to-Consumer Shipments »</b>	<b>Month</b>		<b>12 Months</b>	
February 2014	\$126 million		\$1,598 million	
February 2013	\$113 million	12%	\$1,489 million	7%

<b>Winery Job Index »</b>	<b>Month</b>		<b>12 Months</b>	
February 2014	219		206	
February 2013	181	21%	161	28%

Data sources: IRI, ShipCompliant, winejobs.com

# WINES & VINES

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