

Wine Industry Metrics - June 2014

Wines Vines Analytics

June Brings Steady Growth in Sales, Dramatic Growth in Job Activity

The June Metrics showed steady growth in wine sales at off-premise locations and through direct-to-consumer shipments, plus dramatic growth in the Winery Job Index compared to June 2013. Combined domestic table wine and sparkling wine sales grew 5% in June from their June 2013 level, according to IRI. DtC shipment growth stayed in double digits for 12 months while total sales reached \$1.67 billion. The Winery Job Index for June rose 34% above the June 2013 level and averaged 23% for 12 months.

Off-Premise Sales IRI Channels »	Month	12 Months
June 2014	\$571 mil	\$7,676 mil
June 2013	\$535 mil	\$7,094 mil

Direct-to-Consumer Shipments »	Month	12 Months
June 2014	\$87 mil	\$1,669 mil
June 2013	\$74 mil	\$1,510 mil

Winery Job Index »	Month	12 Months
June 2014	297	217
June 2013	224	182

Data sources: IRI, ShipCompliant, winejobs.com



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