

Wine Industry Metrics - October 2014

Wines Vines Analytics

October Up for Off-Premise, DtC Shipments and Winery Jobs

The wine industry economy looked healthy again in October as the major metrics were all positive. The fastest growing metric for the month was direct-to-consumer shipments, the value of which rose 18% from October 2013. The Winery Job Index and off-premise sales both grew 6% in October.

Off-Premise

Sales

IRI Channels »

	Month	12 Months
October 2014	\$572 mil	\$7,790 mil
October 2013	\$539 mil	\$7,342 mil

Direct-to-

Consumer

Shipments »

	Month	12 Months
October 2014	\$284 mil	\$1,751 mil
October 2013	\$240 mil	\$1,556 mil

Winery Job

Index »

	Month	12 Months
October 2014	137	223
October 2013	131	192

Data sources: IRI, ShipCompliant, winejobs.com

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