

Wine Industry Metrics - November 2014

Wines Vines Analytics

Domestic Wine Sales Up; Winery Sales Jobs Slow

November was another good month for domestic wine, as off-premise sales rose by 5% and direct-to-consumer shipment values rose by 21% compared to November 2013. The Winery Job Index, however, dipped 5% in November due to slower hiring activity than in November 2013, when the job index had unusually strong growth.

Off-Premise Sales IRI Channels »	Month	12 Months
November 2014	\$709 mil	\$7,859 mil
November 2013	\$673 mil	\$7,428 mil

Direct-to-Consumer Shipments »	Month	12 Months
November 2014	\$274 mil	\$1,799 mil
November 2013	\$225 mil	\$1,558 mil

Winery Job Index »	Month	12 Months
November 2014	129	222
November 2013	134	196

Data sources: IRI, ShipCompliant, winejobs.com



866.453.9701 | 415.453.9700 | Fax: 415.453.2517 | 65 Mitchell Blvd., Ste. A San Rafael, CA 94903
info@winesandvines.com

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