

Wine Industry Metrics - January 2015

Wines Vines Analytics

Off-Premise Sales and Wine Job Index Rise in January

The January metrics rose by considerably better-than-average rates in off-premise sales of domestic wine and in the Winery Job Index compared to January 2014. The pace of direct-to-consumer shipments, however, dipped into negative numbers as lower-priced wines entered this channel in January. DtC shipments value was 15% higher for the past 12 months.

| Off-Premise Sales IRI Channels » | | |
|--|-----------|-------------|
| | Month | 12 Months |
| January 2015 | \$628 mil | \$7,983 mil |
| January 2014 | \$583 mil | \$7,514 mil |

| Direct-to- Consumer Shipments » | | |
|---------------------------------------|----------|-------------|
| | Month | 12 Months |
| January 2015 | \$75 mil | \$1,818 mil |
| January 2014 | \$77 mil | \$1,584 mil |

| Winery Job Index » | | |
|-----------------------|-------|-----------|
| | Month | 12 Months |
| January 2015 | 257 | 230 |
| January 2014 | 200 | 203 |

Data sources: IRI, ShipCompliant, winejobs.com

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