

# Wine Industry Metrics - February 2015

Wines Vines Analytics

## Wine Industry Metrics Grow in February

The wine industry economy looked very positive in February, when off-premise sales, direct-to-consumer shipments and the Winery Job Index all rose compared to a year ago. The Winery Job Index was the most promising metric, showing 26% growth in February and 16% growth over the past 12 months. February off-premise sales also beat their 12-month average.

Off-Premise Sales IRI Channels »		
	Month	12 Months
February 2015	\$649 mil	\$8,027 mil
February 2014	\$601 mil	\$7,560 mil

Direct-to-Consumer Shipments »	Month	12 Months
February 2015	\$132 mil	\$1,823 mil
February 2014	\$126 mil	\$1,598 mil

Winery Job Index »		
	Month	12 Months
February 2015	273	235
February 2014	213	205

Data sources: IRI, ShipCompliant, winejobs.com



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