Wine Industry Metrics - July 2016

Wines Vines Analytics

Domestic Wine Sales and Winery Hiring Up in July

Growth in domestic wine sales and in winery hiring activity was solid in July. Total U.S. wine sales rose 3% and the IRI off-premise channel grew 6% while the smaller base of direct-to-consumer shipments spiked 23%. Winery hiring activity during a traditionally slow month still increased by 3% from last July.

Total U.S. Wine Sales »	Month	12 Months
July 2016	$2,699 mil	$39,122 mil
July 2015	$2,869 mil	$37,800 mil

Off-Premise Sales IRI Channels »	Month	12 Months
July 2016	$626 mil	$8,452 mil
July 2015	$595 mil	$8,012 mil

Direct-to-Consumer Shipments »	Month	12 Months
July 2016	$82 mil	$2,136 mil
July 2015	$66 mil	$1,906 mil

Winery Job Index »	Month	12 Months
July 2016	338	284
July 2015	321	260

Data sources: BW166.com, IRI, ShipCompliant, winejobs.com

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