

Wine Industry Metrics - Winery Job Index - November 2014

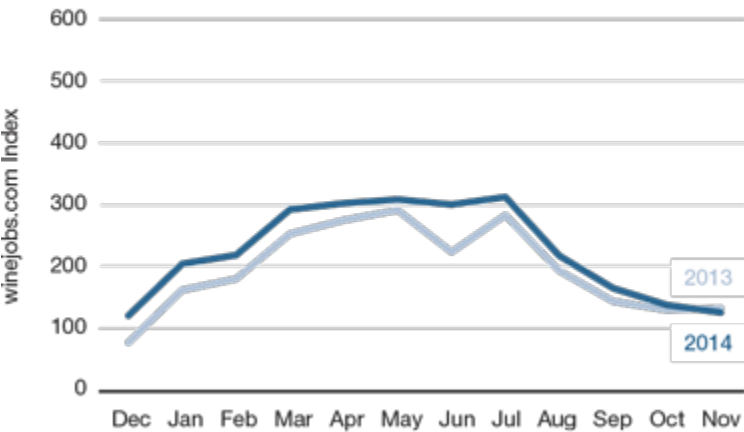
Wines Vines Analytics

Winery Job Index Drops 5% in November

The Winery Job Index in November failed to increase from the same month a year ago largely due to an unusually large increase in November 2013. It was a small drop of 5% at nearly the slowest time of year for winery hiring. The 12-month index still showed a 15% gain over the previous period, according to Winejobs.com.

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

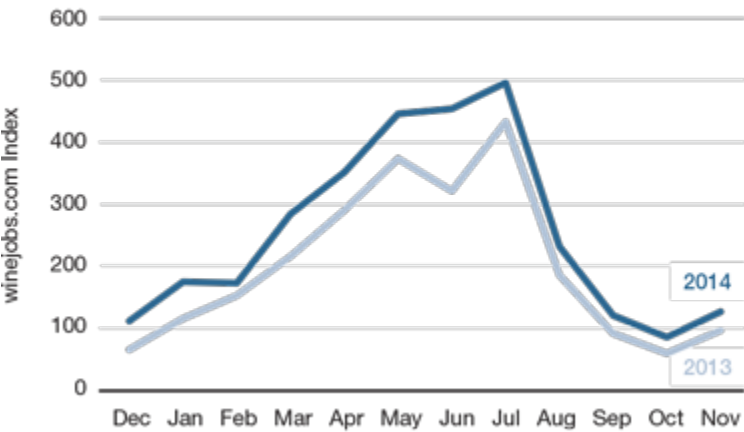
WINERY JOB INDEX



Source: winejobs.com

The following indices show a breakout of the Winery Job Index by three subcategories.

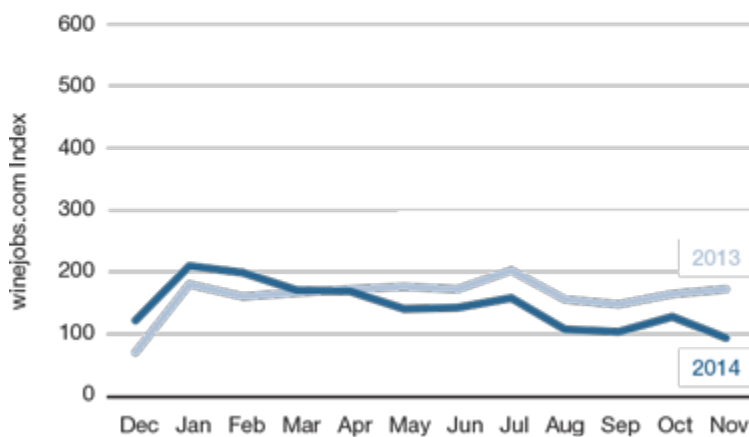
WINEMAKING JOB SUBCATEGORY



Source: winejobs.com

Winemaking job activity grew by 31% in November compared to a year ago as the third consecutive large wine grape crush came to a close.

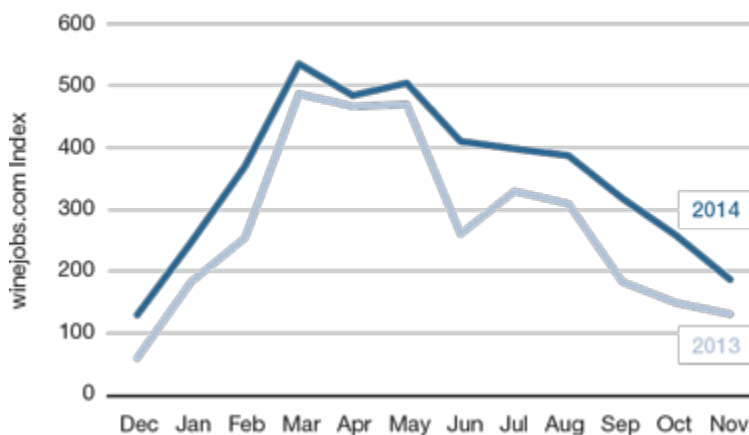
SALES AND MARKETING JOB SUBCATEGORY



Source: winejobs.com

Hiring activity in November for winery sales and marketing jobs lagged last year by 46%, making it the eighth month in a row of slower activity in this subcategory.

HOSPITALITY JOB SUBCATEGORY



Source: winejobs.com

Winery hospitality job postings grew by 41% in November compared to a year ago. These jobs relate to direct-to-consumer sales in tasting rooms and winery retail.

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