

Wine Industry Metrics - Winery Job Index - December 2014

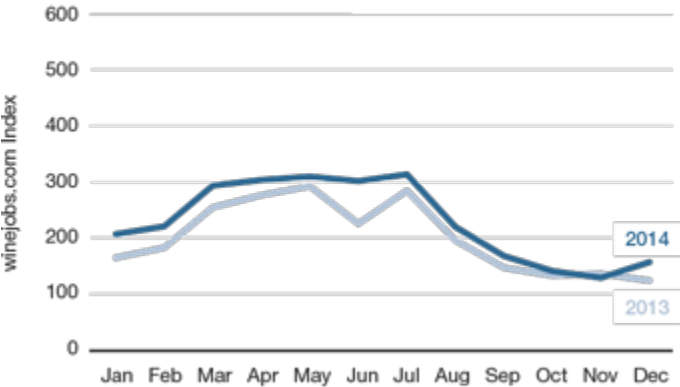
Wines Vines Analytics

Hiring Activity in 2014 Beat 2013 by 14%

2014 was a good year to be looking for a job in the U.S. wine industry, especially for winemakers. The year ended with 12-month growth in hiring activity of 14% compared to 2013, according to Winejobs.com. In December alone the Winery Job Index rose 27% from December 2013, more than making up for a temporary dip in November of 5%. The subcategory of winemaking jobs grew the most.

Winery Job Index »		
	Month	12 Months
December 2014	156	225
December 2013	122	200

WINERY JOB INDEX

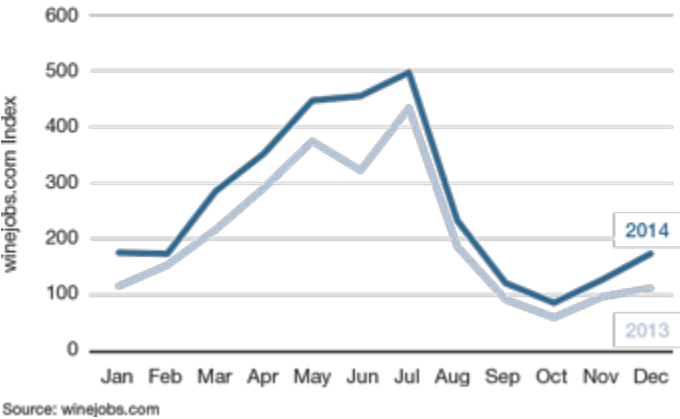


Source: winejobs.com

The Winery Job Index in December rose higher than the previous December, finishing the year with 11 months of higher hiring activity than in 2013.

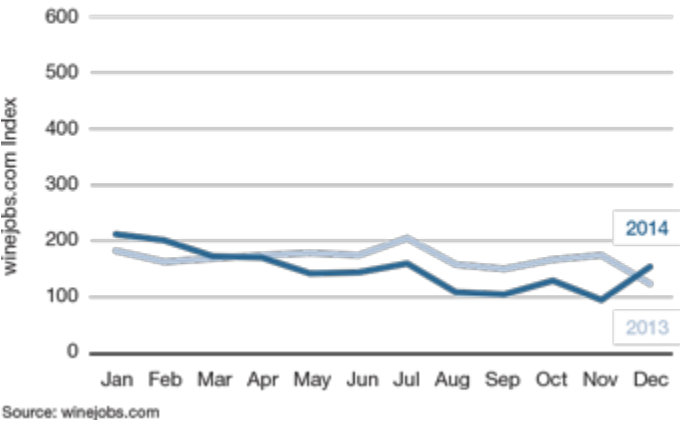
The following indices show a breakout of the Winery Job Index by three subcategories.

WINEMAKING JOB SUBCATEGORY



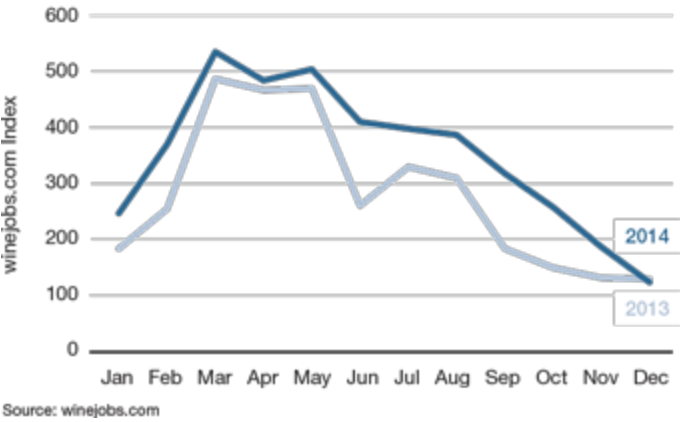
Winemaking job activity grew by 27% during 2014 as a whole, and finished the year with 54% growth in November.

SALES AND MARKETING JOB SUBCATEGORY



Sales and marketing job activity in December was 25% higher than in December 2013, after an 8-month slump.

HOSPITALITY JOB SUBCATEGORY



Hiring activity in direct-to-consumer sales, winery tasting and retail rooms decreased 4% in December compared to December 2013 but increased 25% for the past 12-month period.



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