

# Wine Industry Metrics - April 2013

Wines Vines Analytics

## Winery Economic Outlook Positive on Three Fronts

The economic outlook for U.S. wineries remained positive on three fronts based on the latest data. All three Wine Industry Metrics pointed up in April. Winery hiring activity set a record again, while direct-to-consumer shipments and off-premise sales both rose in value.

Off-Premise Sales IRI Channels »	Month	
	12 Months	
April 2013	\$400 mil	\$5,128 mil
April 2012	\$386 mil	\$4,842 mil

Direct-to- Consumer Shipments »	Month	
	12 Months	
April 2013	\$142 mil	\$1,484 mil
April 2012	\$141 mil	\$1,347 mil

Winery Job Index »	Month	
	12 Months	
April 2013	275	174
April 2012	173	147

Data sources: IRI, ShipCompliant, winejobs.com



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