

# Wine Industry Metrics - April 2014

Wines Vines Analytics

## Wine Industry Metrics All Positive for 13th Consecutive Month

The three major metrics of wine industry economic health stayed in the green during April, stretching the current growth streak to 13 months. Direct-to-consumer shipments in April rose 11% over April 2013. The Winery Job Index grew 10%. Off-premise sales increased by 6%.

Off-Premise Sales IRI Channels »	Month	
	12 Months	
April 2014	\$595 mil	\$7,623 mil
April 2013	\$550 mil	\$7,022 mil

Direct-to- Consumer Shipments »	Month	
	12 Months	
April 2014	\$157 mil	\$1,649 mil
April 2013	\$142 mil	\$1,484 mil

Winery Job Index »	Month	
	12 Months	
April 2014	294	210
April 2013	275	174

Data sources: IRI, ShipCompliant, winejobs.com



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