

# Wine Industry Metrics - March 2017

## Wines Vines Analytics

### Spring Brings Strong Hiring, Steady Growth in Wine Sales

Spring brought steady growth to wineries, with U.S. wine sales gains holding firm at 5% growth in March 2017. Chicago, Ill. market research firm IRI reported off-premise sales through multiple-outlet and convenience stores rose 2% for the month. Direct-to-consumer shipments logged 10% growth in March 2017 versus a year earlier, Wine Vines Analytics /ShipCompliant stated. Hiring activity rose 11% in March as wineries sought winemaking and vineyard workers.

Total U.S. Wine Sales »	Month	12 Months
March 2017	\$3,525 mil	\$40,890 mil
March 2016	\$3,222 mil	\$37,930 mil

Off-Premise Sales IRI Channels »	Month	12 Months
March 2017	\$654 mil	\$8,651 mil
March 2016	\$639 mil	\$8,360 mil

Direct-to-Consumer Shipments »	Month	12 Months
March 2017	\$311 mil	\$2,436 mil
March 2016	\$283 mil	\$2,052 mil

Winery Job Index »	Month	12 Months
March 2017	476	302
March 2016	382	276

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



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