

Wine Industry Metrics - November 2012

Wines Vines Analytics

Wine Sales Continue Positive Trends, Both DtC and Off-Premise; Job Postings Up for the Year

Our sales and job activity metrics all showed growth during the past 12 months. Direct shipments of wine to consumers ended their fall sales season in November with a record-breaking surge to \$224 million. The 12-month growth was 9%. Off-premise sales grew by 6%. The Winery Job Index was up 15% overall despite a dip in November compared to November 2011.

Off-Premise Sales IRI Channels »	Month	12 Months
November 2012	\$389 mil	\$4,996 mil
November 2011	\$372 mil	\$4,701 mil

Direct-to-Consumer Shipments »	Month	12 Months
November 2012	\$224 mil	\$1,442 mil
November 2011	\$200 mil	\$1,327 mil

Winery Job Index »	Month	12 Months
November 2012	88	157
November 2011	108	136

Data sources: IRI, ShipCompliant, winejobs.com

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