Wine Industry Metrics - December 2012

Wines Vines Analytics

Wine Industry Economic Indicators All Green as 2012 Ends

Off-premise sales, direct-to-consumer shipments, flash sales activity and the Winery Job Index all grew in 2012, as confirmed by the December data for each of these metrics. Domestic wine sales in major retail stores reached $5 billion, DtC sales neared $1.5 billion and winery job activity hit an all-time high.

Off-Premise Sales IRI Channels »	Month	12 Months
December 2012	$478 mil	$5,033 mil
December 2011	$462 mil	$4,761 mil

Direct-to-Consumer Shipments »	Month	12 Months
December 2012	$128 mil	$1,466 mil
December 2011	$104 mil	$1,333 mil

Winery Job Index »	Month	12 Months
December 2012	79	158
December 2011	70	136

Data sources: IRI, ShipCompliant, winejobs.com

WINES & VINES

866.453.9701 | 415.453.9700 | Fax: 415.453.2517 | 65 Mitchell Blvd., Ste. A San Rafael, CA 94903
info@winesandvines.com

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