

Wine Industry Metrics - January 2013

Wines Vines Analytics

Steady Wine Sales Growth Continued in January for Off-Premise and DTC Shipments

January is a notoriously slow month for wine sales, yet the numbers analyzed by WinesVinesDATA show good gains versus a year ago. January and March tend to be the slowest months for off-premise sales but these still grew 7%. Direct-to-consumer shipments gained 4% during what is typically their third slowest month of the year. The Winery Job Index dipped below the level of January 2012, but that was an unusually active month when the wine industry was gearing up for growth.

Off-Premise Sales IRI Channels »	Month	12 Months
January 2013	\$376 mil	\$5,060 mil
January 2012	\$351 mil	\$4,776 mil

Direct-to-Consumer Shipments »	Month	12 Months
January 2013	\$68 mil	\$1,468 mil
January 2012	\$66 mil	\$1,335 mil

Winery Job Index »	Month	12 Months
January 2013	163	158
January 2012	168	141

Data sources: IRI, ShipCompliant, winejobs.com

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