

Wine Industry Metrics - February 2013

Wines Vines Analytics

Winery Hiring Activity and DtC Sales Both Grow 22%

February's Wine Industry Metrics brought very positive news for winery hiring and direct-to-consumer shipments, while off-premise sales continued their growth but at a slightly slower pace. Winery hiring and DtC sales both grew by 22% in February vs. a year ago. Tasting room/hospitality jobs and winemaking jobs were the fastest growing categories.

Off-Premise Sales IRI Channels »	Month	12 Months
February 2013	\$400 mil	\$5,081 mil
February 2012	\$380 mil	\$4,795 mil

Direct-to-Consumer Shipments »	Month	12 Months
February 2013	\$113 mil	\$1,489 mil
February 2012	\$92 mil	\$1,345 mil

Winery Job Index »	Month	12 Months
February 2013	181	161
February 2012	148	144

Data sources: IRI, ShipCompliant, winejobs.com

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