

## Wine Industry Metrics - March 2013

Wines Vines Analytics

### Aggressive Winery Hiring Is Big News in March Metrics

March brought very strong growth in winery jobs, steady growth in retail sales and a slight drop in direct-to-consumer sales. A 30% increase in winery hiring activity was the month's biggest news, spurred largely by wineries searching aggressively for hospitality staff to take care of summer visitors. Click on the black bands below to find much more detail.

<b>Off-Premise Sales IRI Channels »</b>	<b>Month</b>	<b>12 Months</b>
	March 2013	\$403 mil
	March 2012	\$375 mil
		\$5,114 mil
		\$4,819 mil

<b>Direct-to-Consumer Shipments »</b>	<b>Month</b>	<b>12 Months</b>
	March 2013	\$177 mil
	March 2012	\$182 mil
		\$1,483 mil
		\$1,354 mil

<b>Winery Job Index »</b>	<b>Month</b>	<b>12 Months</b>
	March 2013	253
	March 2012	194
		166
		146

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](mailto:info@winesandvines.com)

Copyright © 2001-2017 by Wine Communications Group, Inc. All Rights Reserved.  
No material may be reproduced without written permission of the Publisher.