

# 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.

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

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

Winery Job Index »	Month	12 Months
March 2013	253	166
March 2012	194	146

Data sources: IRI, ShipCompliant, winejobs.com



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