

Wine Industry Metrics - April 2013

Wines Vines Analytics

Winery Economic Outlook Positive on Three Fronts

The economic outlook for U.S. wineries remained positive on three fronts based on the latest data. All three Wine Industry Metrics pointed up in April. Winery hiring activity set a record again, while direct-to-consumer shipments and off-premise sales both rose in value.

| Off-Premise Sales IRI Channels » | Month | 12 Months |
|---|--------------|----------------------|
| April 2013 | \$400 mil | \$5,128 mil |
| April 2012 | \$386 mil | \$4,842 mil |

| Direct-to-Consumer Shipments » | Month | 12 Months |
|---|--------------|----------------------|
| April 2013 | \$142 mil | \$1,484 mil |
| April 2012 | \$141 mil | \$1,347 mil |

| Winery Job Index » | Month | 12 Months |
|---------------------------|--------------|----------------------|
| April 2013 | 275 | 174 |
| April 2012 | 173 | 147 |

Data sources: IRI, ShipCompliant, winejobs.com

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