

Wine Industry Metrics - July 2013

Wines Vines Analytics

Winery Jobs, DtC Shipments Increase by Double Digits

A dramatically higher pace of winery hiring and a substantial increase in direct-to-consumer shipments highlighted the Wine Industry Metrics for July. Wineries boosted their hiring activity by 29% from the July 2012 level to staff tasting rooms and prepare for harvest. DtC shipments reached their low point of the year so far, but that point was still 15% higher than July 2012. In off-premise sales, domestic wine gained 6% in value.

Off-Premise Sales IRI Channels »	Month	12 Months
July 2013	\$533 mil	\$7,128 mil
July 2012	\$501 mil	\$6,657 mil

Direct-to-Consumer Shipments »	Month	12 Months
July 2013	\$56 mil	\$1,517 mil
July 2012	\$49 mil	\$1,355 mil

Winery Job Index »	Month	12 Months
July 2013	283	187
July 2012	220	157

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

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