

Wine Industry Metrics - August 2013

Wines Vines Analytics

DtC Shipments Are Brightest Spot in Positive August Metrics

The sharply rising value of direct-to-consumer shipments highlighted the all-positive Wine Industry Metrics in August. DtC shipments rose 23% in value from August 2012, totaling \$67 million, according to the Wines & Vines/ShipCompliant Model. Off-premise sales stayed on their steady growth track, with 7% monthly growth in value, and the Winery Job Index also rose 7%.

Off-Premise Sales IRI Channels »	Month	12 Months
August 2013	\$531 mil	\$7,167 mil
August 2012	\$497 mil	\$6,696 mil

Direct-to-Consumer Shipments »	Month	12 Months
August 2013	\$67 mil	\$1,530 mil
August 2012	\$55 mil	\$1,358 mil

Winery Job Index »	Month	12 Months
August 2013	194	189
August 2012	181	160

Data sources: IRI, ShipCompliant, winejobs.com

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