

Wine Industry Metrics - September 2013

Wines Vines Analytics

All Three Wine Industry Metrics Positive for September

Analysis of September data showed that off-premise sales, direct-to-consumer shipments and the Winery Job Index all increased in September compared to September 2012. It marked the sixth consecutive month in which the three metrics were positive. Each of these three metrics also saw positive increases for their averages over the past 12 months. The most positive metric in September was the Winery Job Index. It showed 33% growth in winery hiring activity from September 2012.

Off-Premise Sales IRI Channels »	Month	12 Months
September 2013	\$550 mil	\$7,311 mil
September 2012	\$510 mil	\$6,736 mil

Direct-to-Consumer Shipments »	Month	12 Months
September 2013	\$141 mil	\$1,538 mil
September 2012	\$133 mil	\$1,394 mil

Winery Job Index »	Month	12 Months
September 2013	145	192
September 2012	109	157

Data sources: IRI, ShipCompliant, winejobs.com

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