

Wine Industry Metrics - October 2013

Wines Vines Analytics

Metrics Grow 6-8% in October as DtC Shipments Break Record

October performance was nearly consistent across the three major metrics of U.S. wine industry health. Off-premise sales grew by 6% from October 2012; direct-to-consumer shipments grew by 8%, and winery hiring activity increased 7%. DtC shipments were especially noteworthy, reaching a record single-month high of \$240 million.

Off-Premise Sales IRI Channels »	Month	12 Months
October 2013	\$539 mil	\$7,342 mil
October 2012	\$499 mil	\$6,768 mil

Direct-to-Consumer Shipments »	Month	12 Months
October 2013	\$240 mil	\$1,556 mil
October 2012	\$222 mil	\$1,418 mil

Winery Job Index »	Month	12 Months
October 2013	131	192
October 2012	122	159

Data sources: IRI, ShipCompliant, winejobs.com

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