

Wine Industry Metrics - November 2013

Wines Vines Analytics

52% Growth in Winery Hiring Activity Leads November Metrics

Wine Industry Metrics for November showed 7% growth in off-premise sales, 1% growth in direct-to-consumer shipments and 52% growth in winery hiring activity. These three metrics were also positive when considering the 12-month period through November compared to the previous 12 months.

Off-Premise Sales IRI Channels »	Month	12 Months
November 2013	\$673 mil	\$7,428 mil
November 2012	\$615 mil	\$6,823 mil

Direct-to-Consumer Shipments »	Month	12 Months
November 2013	\$225 mil	\$1,558 mil
November 2012	\$224 mil	\$1,442 mil

Winery Job Index »	Month	12 Months
November 2013	134	196
November 2012	88	157

Data sources: IRI, ShipCompliant, winejobs.com

The jump in the Winery Job Index calculated by Winejobs.com was especially noteworthy because of its size and timing, coming at the end of the tourism season when winery staffing needs usually tend to decrease.

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