

# 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.

<b>Off-Premise Sales IRI Channels »</b>	<b>Month</b>	<b>12 Months</b>
	November 2013	\$7,428 mil
	November 2012	\$6,823 mil

<b>Direct-to-Consumer Shipments »</b>	<b>Month</b>	<b>12 Months</b>
	November 2013	\$1,558 mil
	November 2012	\$1,442 mil

<b>Winery Job Index »</b>	<b>Month</b>	<b>12 Months</b>
	November 2013	196
	November 2012	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.

# WINES & VINES

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