

Wine Industry Metrics - December 2013

Wines Vines Analytics

2013 Saw 7% Wine Sales Gains and 27% Higher Hiring Activity

The Wine Industry Metrics for 2013 were all in the green. Domestic wine sales enjoyed 7% gains in both the off-premise and direct-to-consumer channels. More dramatic was the 27% growth seen in the Winery Job Index, reflecting a growing and confident U.S. wine industry.

Off-Premise Sales IRI Channels »	Month	12 Months
December 2013	\$755 mil	\$7,470 mil
December 2012	\$702 mil	\$6,841 mil

Direct-to-Consumer Shipments »	Month	12 Months
December 2013	\$145 mil	\$1,576 mil
December 2012	\$128 mil	\$1,466 mil

Winery Job Index »	Month	12 Months
December 2013	122	200
December 2012	79	158

Data sources: IRI, ShipCompliant, winejobs.com

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