

## Wine Industry Metrics - February 2014

Wines Vines Analytics

### Wine Sales Increase; Winery Job Activity Rises 21%

Our Wine Industry Metrics all pointed up in February compared to February 2013. Both off-premise sales and direct-to-consumer sales rose by healthy percentages for the month, and their 12-month averages converged on 7% growth. The Winery Job Index continued to increase rapidly, marking the fourth month of increases measuring 20% or more.

<b>Off-Premise Sales IRI Channels »</b>	<b>Month</b>	<b>12 Months</b>
February 2014	\$601 mil	\$7,560 mil
February 2013	\$549 mil	\$6,939 mil

<b>Direct-to-Consumer Shipments »</b>	<b>Month</b>	<b>12 Months</b>
February 2014	\$126 mil	\$1,598 mil
February 2013	\$113 mil	\$1,489 mil

<b>Winery Job Index »</b>	<b>Month</b>	<b>12 Months</b>
February 2014	213	205
February 2013	181	161

Data sources: IRI, ShipCompliant, winejobs.com

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