

# Wine Industry Metrics - July 2014

Wines Vines Analytics

## Metrics Show Steady Growth as Harvest 2014 Arrives

Healthy growth rates prevailed in the Wine Industry Metrics through July, as off-premise sales increased 6% in the past year, and both direct-to-consumer shipments and the Winery Job Index grew by double digits. The growth rates of off-premise sales for the month and the past year shrank by 1% each since January, but the rate of DtC sales grew by 2%. Perhaps the most immediate sign of winery optimism was the 12-month growth rate of 19% for winery job activity, according to Winejobs.com.

<b>Off-Premise Sales IRI Channels »</b>	<b>Month</b>	<b>12 Months</b>
July 2014	\$568 mil	\$7,701 mil
July 2013	\$533 mil	\$7,128 mil

<b>Direct-to-Consumer Shipments »</b>	<b>Month</b>	<b>12 Months</b>
July 2014	\$61 mil	\$1,674 mil
July 2013	\$56 mil	\$1,517 mil

<b>Winery Job Index »</b>	<b>Month</b>	<b>12 Months</b>
July 2014	308	219
July 2013	283	187

Data sources: IRI, ShipCompliant, winejobs.com

# WINES & VINES

866.453.9701 | 415.453.9700 | Fax: 415.453.2517 | 65 Mitchell Blvd., Ste. A San Rafael, CA 94903

[info@winesandvines.com](mailto:info@winesandvines.com)

Copyright © 2001-2017 by Wine Communications Group, Inc. All Rights Reserved.  
No material may be reproduced without written permission of the Publisher.