

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.

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

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

Winery Job Index »	Month	12 Months
July 2014	308	219
July 2013	283	187

Data sources: IRI, ShipCompliant, winejobs.com

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