

## Wine Industry Metrics - August 2016

Wines Vines Analytics

### Direct-to-Consumer Shipments Lead Domestic Wine Sales

Growth continued in the sales of U.S. wine in August, rising 4% to \$2.8 billion. Direct-to-consumer shipments showed the strongest growth, while IRI off-premise channels posted steady gains. Wine industry hiring activity remained strong, with job listings increasing 10%.

#### Total U.S. Wine Sales »

	Month	12 Months
August 2016	\$2,704 mil	\$38,969 mil
August 2015	\$2,702 mil	\$37,894 mil

#### Off-Premise Sales IRI Channels »

	Month	12 Months
August 2016	\$620 mil	\$8,464 mil
August 2015	\$591 mil	\$8,044 mil

#### Direct-to-Consumer Shipments »

	Month	12 Months
August 2016	\$112 mil	\$2,167 mil
August 2015	\$80 mil	\$1,908 mil

#### Winery Job Index »

	Month	12 Months
August 2016	279	284
August 2015	260	263

Data sources: BW166.com, IRI, ShipCompliant, winejobs.com

# WINES & VINES

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