

# Wine Industry Metrics - December 2016

Wines Vines Analytics

## December Sales, Hiring Push 2016 to Strong Finish

Year-end data painted a positive picture of the U.S. wine industry, as sales were up in multiple channels and winery hiring also saw healthy growth. A strong December helped annual domestic wine sales grow 5% overall; IRI off-premise channels also grew 5%. Direct-to-consumer shipments rose 18% from 2015 and Winejobs.com reported 2016 hiring activity up by 7%.

Total U.S. Wine Sales »	Month	12 Months
December 2016	\$3,911 mil	\$41,076 mil
December 2015	\$3,688 mil	\$37,894 mil

Off-Premise Sales IRI Channels »	Month	12 Months
December 2016	\$885 mil	\$8,617 mil
December 2015	\$820 mil	\$8,250 mil

Direct-to-Consumer Shipments »	Month	12 Months
December 2016	\$187 mil	\$2,330 mil
December 2015	\$177 mil	\$1,967 mil

Winery Job Index »	Month	12 Months
December 2016	152	292
December 2015	141	270

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



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