

Wine Industry Metrics - March 2017

Wines Vines Analytics

Spring Brings Strong Hiring, Steady Growth in Wine Sales

Spring brought steady growth to wineries, with U.S. wine sales gains holding firm at 5% growth in March 2017. Chicago, Ill. market research firm IRI reported off-premise sales through multiple-outlet and convenience stores rose 2% for the month. Direct-to-consumer shipments logged 10% growth in March 2017 versus a year earlier, Wine Vines Analytics /ShipCompliant stated. Hiring activity rose 11% in March as wineries sought winemaking and vineyard workers.

| Total U.S. Wine Sales » | Month | 12 Months |
|-------------------------|-------------|--------------|
| March 2017 | \$3,525 mil | \$40,890 mil |
| March 2016 | \$3,222 mil | \$37,930 mil |

| Off-Premise Sales IRI Channels » | Month | 12 Months |
|----------------------------------|-----------|-------------|
| March 2017 | \$654 mil | \$8,651 mil |
| March 2016 | \$639 mil | \$8,360 mil |

| Direct-to-Consumer Shipments » | Month | 12 Months |
|--------------------------------|-----------|-------------|
| March 2017 | \$311 mil | \$2,436 mil |
| March 2016 | \$283 mil | \$2,052 mil |

| Winery Job Index » | Month | 12 Months |
|--------------------|-------|-----------|
| March 2017 | 476 | 302 |
| March 2016 | 382 | 276 |

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



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