

# Wine Industry Metrics - April 2017

Wines Vines Analytics

## Steady Sales Growth Underpins Winemaking, DtC Hiring

U.S. wine sales continued to post steady growth in April. Domestic wine sales as a whole increased 4% versus April 2016, topping \$3 billion, while off-premise sales tracked by market research firm IRI rose 3%. Direct-to-consumer shipments increased 13% versus a year earlier. Strong demand for winemaking and direct-to-consumer (DtC) staff defined winery hiring, with winemaking hiring in particular up 18%.

Total U.S. Wine Sales »	Month	12 Months
April 2017	\$2,853 mil	\$41,387 mil
April 2016	\$3,020 mil	\$38,447 mil

Off-Premise Sales IRI Channels »	Month	12 Months
April 2017	\$664 mil	\$8,696 mil
April 2016	\$647 mil	\$8,390 mil

Direct-to-Consumer Shipments »	Month	12 Months
April 2017	\$227 mil	\$2,462 mil
April 2016	\$202 mil	\$2,069 mil

Winery Job Index »	Month	12 Months
April 2017	414	303
April 2016	397	276

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



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