

Wine Industry Metrics - July 2017

Wines Vines Analytics

July Wine Sales Push Through Summer Lows

July is often a slower month for wine sales but not this year, as total U.S. wine sales rose 4% versus a year ago and direct-to-consumer (DtC) shipments increased 23%. DtC activity surpassed January, underscoring the strength of sales. Off-premise sales increased 2% in July 2017 versus July 2016, Chicago market research firm IRI reported. Cabernet Sauvignon and Chardonnay lead red and white varietal sales, respectively. The Winery Jobs Index rose 1% in July, led by a 19% increase in DtC hiring.

Total U.S. Wine Sales »	Month	12 Months
July 2017	\$2,960 mil	\$44,582 mil
July 2016	\$2,699 mil	\$39,122 mil

Off-Premise Sales IRI Channels »	Month	12 Months
July 2017	\$640 mil	\$8,758 mil
July 2016	\$626 mil	\$8,452 mil

Direct-to-Consumer Shipments »	Month	12 Months
July 2017	\$100 mil	\$2,529 mil
July 2016	\$82 mil	\$2,136 mil

Winery Job Index »	Month	12 Months
July 2017	354	314
July 2016	338	284

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



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