

# Wine Industry Metrics - August 2017

Wines Vines Analytics

## Double-digit Sales Growth Supports Winemaking Jobs

Double-digit growth in U.S. wine sales, direct-to-consumer (DtC) shipments and hiring for winemaking positions made for a strong August. BW166 reported 14% growth in U.S. wine sales in August 2017 versus August 2016, while DtC shipments increased 16% in the period. Off-premise sales in August 2017 rose 2% to \$630 million. Cabernet Sauvignon, this month's focus, remained the top varietal in both off-premise and DtC channels. The growth supported a 17% increase in hiring for winemaking positions.

Total U.S. Wine Sales »	Month	12 Months
August 2017	\$3,521 mil	\$44,773 mil
August 2016	\$2,704 mil	\$38,969 mil

Off-Premise Sales IRI Channels »	Month	12 Months
August 2017	\$634 mil	\$8,772 mil
August 2016	\$620 mil	\$8,464 mil

Direct-to-Consumer Shipments »	Month	12 Months
August 2017	\$130 mil	\$2,546 mil
August 2016	\$112 mil	\$2,167 mil

Winery Job Index »	Month	12 Months
August 2017	295	314
August 2016	290	287

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

# WINES & VINES

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