

Wine Industry Metrics - October 2017

Wines Vines Analytics

October Sees Incremental Growth; Winery Hiring Slips

October saw U.S. wine sales increase 4% to \$3.6 billion from a year ago. Sales in off-premise channels tracked by IRI increased a smidgen to \$637 million, but 52-week sales rose 3% above the previous year to \$8.8 billion. Direct-to-consumer (DtC) shipments set a new monthly benchmark of \$395 million, up 1% from October 2016's strong showing. Winery hiring fell 8%, however, with double-digit growth in demand for vineyard, and sales and marketing positions countering drops in other subcategories.

| Total U.S. Wine Sales » | Month | |
|-------------------------|-------------|--------------|
| | 12 Months | |
| October 2017 | \$4,081 mil | \$45,916 mil |
| October 2016 | \$3,462 mil | \$39,600 mil |

| Off-Premise Sales IRI Channels » | Month | |
|----------------------------------|-----------|-------------|
| | 12 Months | |
| October 2017 | \$642 mil | \$8,840 mil |
| October 2016 | \$635 mil | \$8,536 mil |

| Direct-to-Consumer Shipments » | Month | |
|--------------------------------|-----------|-------------|
| | 12 Months | |
| October 2017 | \$395 mil | \$2,574 mil |
| October 2016 | \$391 mil | \$2,299 mil |

| Winery Job Index » | Month | |
|--------------------|-----------|-----|
| | 12 Months | |
| October 2017 | 172 | 314 |
| October 2016 | 173 | 289 |

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

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