

# Wine Industry Metrics - January 2018

Wines Vines Analytics

## Barefoot Remains Top Brand as Wine Sales Rise 3%

U.S. wine sales increased 3% to \$2.8 billion in January 2018, bw166 reported. Sales through multiple-outlet and convenience stores tracked by IRI also gained 3%, led by table wines and the Barefoot brand in particular. Direct-to-consumer (DtC) shipments approached \$126 million in January 2018, up 25% from a year ago. Winery hiring increased 18% for the month as wineries prepared for the coming year.

| Total U.S. Wine Sales » | Month       | 12 Months    |
|-------------------------|-------------|--------------|
| January 2018            | \$2,790 mil | \$41,606 mil |
| January 2017            | \$2,715 mil | \$40,872 mil |

| Off-Premise Sales IRI Channels » | Month     | 12 Months   |
|----------------------------------|-----------|-------------|
| January 2018                     | \$657 mil | \$8,852 mil |
| January 2017                     | \$635 mil | \$8,629 mil |

| Direct-to-Consumer Shipments » | Month     | 12 Months   |
|--------------------------------|-----------|-------------|
| January 2018                   | \$126 mil | \$2,717 mil |
| January 2017                   | \$100 mil | \$2,345 mil |

| Winery Job Index » | Month | 12 Months |
|--------------------|-------|-----------|
| January 2018       | 329   | 321       |
| January 2017       | 279   | 294       |

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



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