

Wine Industry Metrics - February 2018

Wines Vines Analytics

Growth Eases but Winery Hiring Stays Strong

U.S. wine sales remained flat at \$2.8 billion in February, bw166 reported, but modest gains in off-premise and direct-to-consumer shipments activity buoyed hiring. Sales through multiple-outlet and convenience stores tracked by IRI rose 1% to \$682 million led by \$25+ wines. DtC shipments rose 4% to \$249 million for the month, led by medium and limited production wineries. Winery hiring increased 18% for the second straight month on strong demand for winemaking positions.

Total U.S. Wine Sales »	Month	12 Months
February 2018	\$2,758 mil	\$40,818 mil
February 2017	\$2,773 mil	\$40,522 mil

Off-Premise Sales IRI Channels »	Month	12 Months
February 2018	\$682 mil	\$8,861 mil
February 2017	\$673 mil	\$8,648 mil

Direct-to-Consumer Shipments »	Month	12 Months
February 2018	\$249 mil	\$2,726 mil
February 2017	\$239 mil	\$2,409 mil

Winery Job Index »	Month	12 Months
February 2018	378	325
February 2017	321	294

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

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