

# Wine Industry Metrics - March 2018

## Wines Vines Analytics

### Northwest Growth Strong as March Wine Sales Spring Forward

U.S. wine sales rose 5% to \$3.7 billion in March, bw166 reported, with steady growth of 3% in off-premise sales and 10% growth in direct-to-consumer (DtC) reflecting a firm market. Northwest wineries showed strength in both multiple-outlet and convenience stores IRI tracked as well as DtC. Winery hiring rose 4% for the second straight month, with greater demand for finance positions trumping ongoing demand for winemaking staff.

Total U.S. Wine Sales »	Month	12 Months
March 2018	\$3,686 mil	\$41,236 mil
March 2017	\$3,525 mil	\$40,890 mil

Off-Premise Sales IRI Channels »	Month	12 Months
March 2018	\$680 mil	\$8,896 mil
March 2017	\$654 mil	\$8,651 mil

Direct-to-Consumer Shipments »	Month	12 Months
March 2018	\$342 mil	\$2,758 mil
March 2017	\$311 mil	\$2,436 mil

Winery Job Index »	Month	12 Months
March 2018	497	327
March 2017	476	302

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



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