

Wine Industry Metrics - September 2018

Wines Vines Analytics

U.S. Wine Sales Rise 3% as Consumers Trade Up

U.S. wine sales rose 3% to \$3.8 billion in September versus a year ago. Off-premise sales at multiple-outlet and convenience stores IRI tracks fell 1% to \$659 million in the four weeks ended Sept. 9, but were strong relative to volume. Good shipping weather boosted direct-to-consumer (DtC) shipments 14% to \$252 million, with average bottle price increasing 5% to \$39. Strong demand for winemaking positions lifted Winejobs.com's Winery Job Index 1% to 218.

Total U.S. Wine Sales »	Month	12 Months
September 2018	\$3,797 mil	\$47,024 mil
September 2017	\$3,698 mil	\$44,901 mil

Off-Premise Sales IRI Channels »	Month	12 Months
September 2018	\$659 mil	\$8,981 mil
September 2017	\$667 mil	\$8,836 mil

Direct-to-Consumer Shipments »	Month	12 Months
September 2018	\$252 mil	\$2,896 mil
September 2017	\$222 mil	\$2,570 mil

Winery Job Index »	Month	12 Months
September 2018	218	336
September 2017	216	314

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

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