

# Wine Industry Metrics - October 2018

Wines Vines Analytics

## October Sees Stronger Growth Patterns in Sales, Hiring

U.S. wine sales rose 5% to \$4.3 billion in October versus a year ago, pointing to stronger growth patterns. Off-premise sales at multiple-outlet and convenience stores IRI tracks totaled \$650 million in the four weeks ended Oct. 7, up 1%. Direct-to-consumer (DtC) shipments rose 22% to \$481 million, reflecting five Mondays in the month and the absence of wildfires that disrupted shipments a year ago. Strong demand for DtC and winemaking positions lifted Winejobs.com's Winery Job Index 14% to 196.

Total U.S. Wine Sales »	Month	
	12 Months	
October 2018	\$4,298 mil	\$47,742 mil
October 2017	\$4,081 mil	\$45,916 mil

Off-Premise Sales IRI Channels »	Month	
	12 Months	
October 2018	\$650 mil	\$8,990 mil
October 2017	\$642 mil	\$8,840 mil

Direct-to-Consumer Shipments »	Month	
	12 Months	
October 2018	\$481 mil	\$2,982 mil
October 2017	\$395 mil	\$2,574 mil

Winery Job Index »	Month	
	12 Months	
October 2018	196	338
October 2017	172	314

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

# WINES & VINES

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