

Wine Industry Metrics - November 2018

Wines Vines Analytics

Selective Spending Buoy November Sales

U.S. wine sales rose 6% in November versus a year ago to \$4.3 billion, bw166 reported, but the growth masked slack gains in case volumes. Off-premise sales at multiple-outlet and convenience stores IRI tracks totaled \$808 million in the four weeks ended Dec. 2, up 1% from a year ago. Direct-to-consumer (DtC) shipments were flat at \$416 million, after a strong showing last year. Demand for winemaking and DtC positions was steady even as Winejobs.com's Winery Job Index fell 4% to 183.

Total U.S. Wine Sales »	Month	12 Months
November 2018	\$4,350 mil	\$47,621 mil
November 2017	\$4,107 mil	\$45,874 mil

Off-Premise Sales IRI Channels »	Month	12 Months
November 2018	\$808 mil	\$9,026 mil
November 2017	\$782 mil	\$8,871 mil

Direct-to-Consumer Shipments »	Month	12 Months
November 2018	\$416 mil	\$2,981 mil
November 2017	\$417 mil	\$2,659 mil

Winery Job Index »	Month	12 Months
November 2018	183	337
November 2017	190	315

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

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