

Wine Industry Metrics - Winery Job Index - July 2014

Wines Vines Analytics

Winery Hiring Activity Continues to Grow in July

Winery hiring remained very bullish in July. The Winery Job Index grew by 10% from last July, and the 12-month growth rate for winery job activity measured 19%. Wineries pushed to add more winemaking help just in time for the harvest, when the most labor is needed. Many areas of California began harvesting in early August.

Winery Job Index »	Month	12 Months
July 2014	308	219
July 2013	283	187



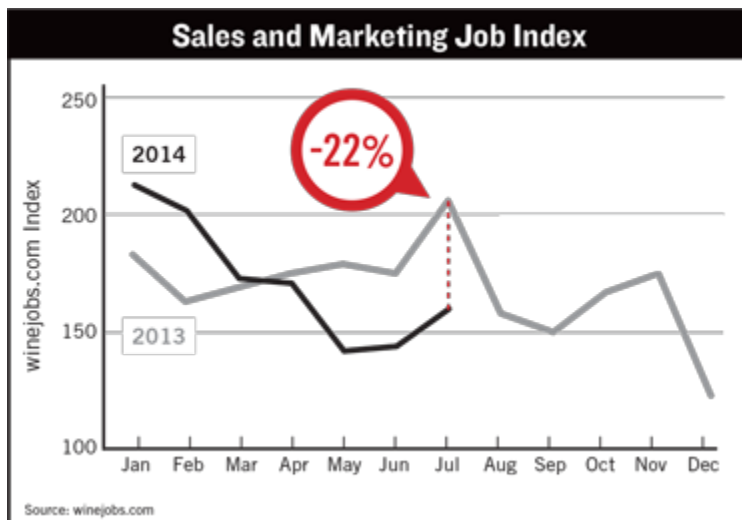
The following indices show a break out of the Winery Job Index by three sub categories.



It's easy to see the July peak in hiring activity for jobs directly related to winemaking. The rate was 15% higher than last July and the highest point this year to date.



Activity in winery hospitality jobs in the middle of the tourism season grew even faster than winemaking jobs. While the rate typically slows after summer begins, it still measured 21% higher than last July.



The one category of winery jobs that slowed in July compared to 2013 was sales and marketing jobs. While this activity was more robust than in May or June, the index shows a 22% drop from last July.

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