

Wine Industry Metrics - Winery Job Index - December 2016

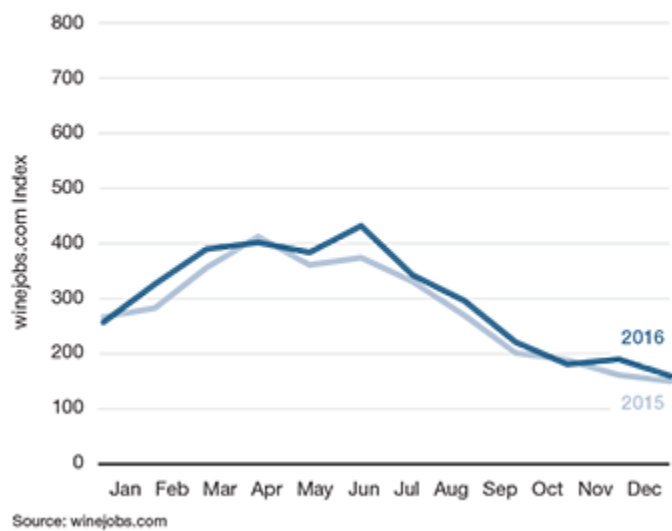
Wines Vines Analytics

Year-End Hiring Stays Strong; Up 7% in 2016

December hiring activity was the strongest in many years, according to winejobs.com, rising 6% versus December 2015 and finishing the year 7% higher on a 12-month basis. Robust demand for direct-to-consumer, retail and tasting room staff was entirely responsible for the December lift.

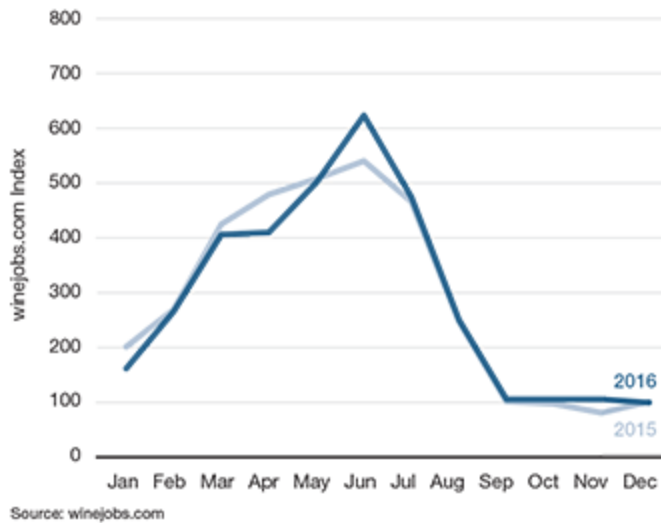
Winery Job Index »	Month	12 Months
	December 2016	292
	December 2015	270

WINERY JOB INDEX



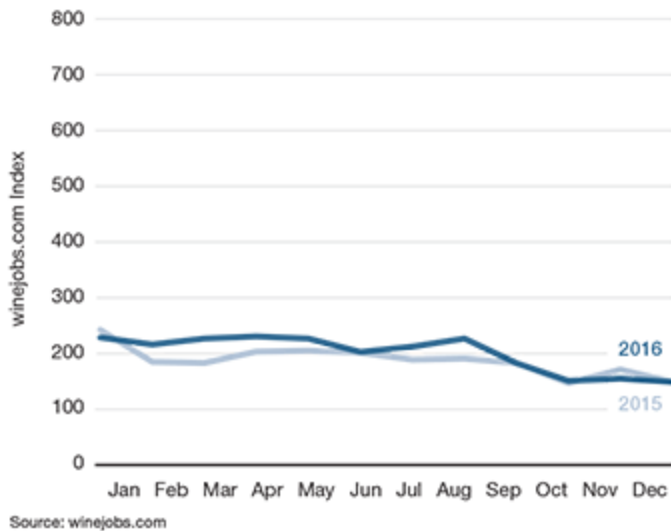
The Winery Job Index rose 6% in December 2016, increasing to 150 from 141 in December 2015. The increase made for the second-strongest December in the past 10 years.

WINEMAKING JOB SUBCATEGORY



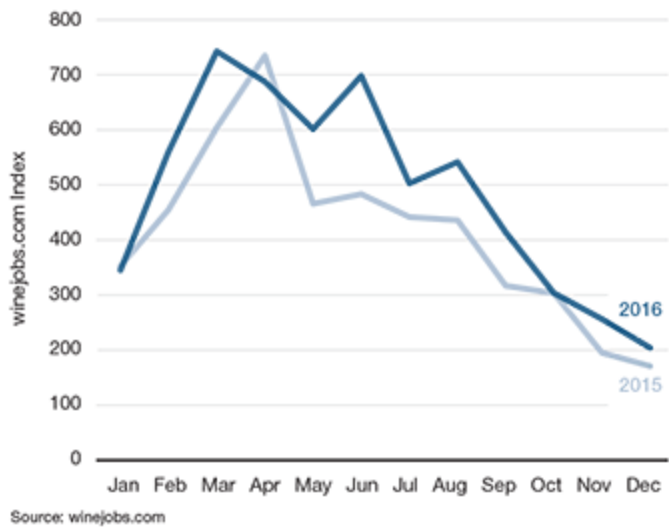
The winemaking job index edged down 2% in December 2016 from a year earlier, hitting 98 – its lightest level since November 2015.

SALES AND MARKETING JOB SUBCATEGORY



Sales and marketing hiring slowed in December 2016, but the index remained unchanged from a year earlier at 142.

DIRECT-TO-CONSUMER JOB SUBCATEGORY



Direct-to-consumer hiring slowed in December, an established seasonal trend, but the index was 21% above December 2015 at 200.



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