

Wine Industry Metrics - Winery Job Index - October 2017

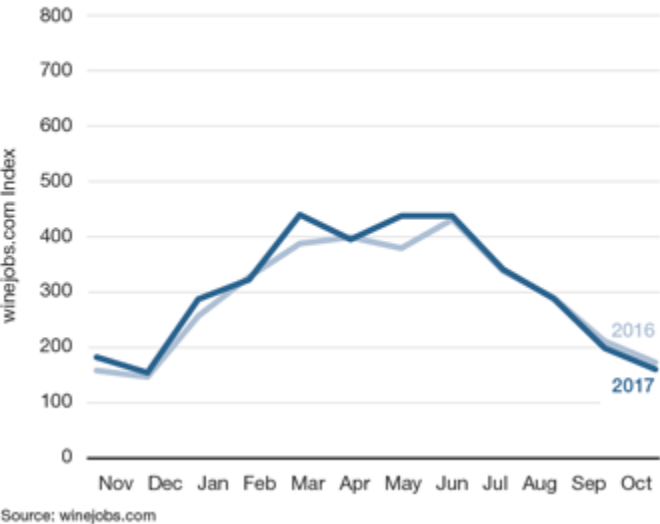
Wines Vines Analytics

Winery Hiring Drops 8% in October

The Winery Jobs Index fell for a third straight month, dropping 8% in October to 153 as fire singed demand. Subcategories making up the index were a study in contrasts. Demand for vineyard and sales and marketing positions saw double-digit increases, rising 83% and 67%, respectively, but every other subcategory posted double-digit declines. Winemaking positions showed the least weakness, dropping just 25%, while general administration and finance hiring dropped 46% and 38%, respectively.

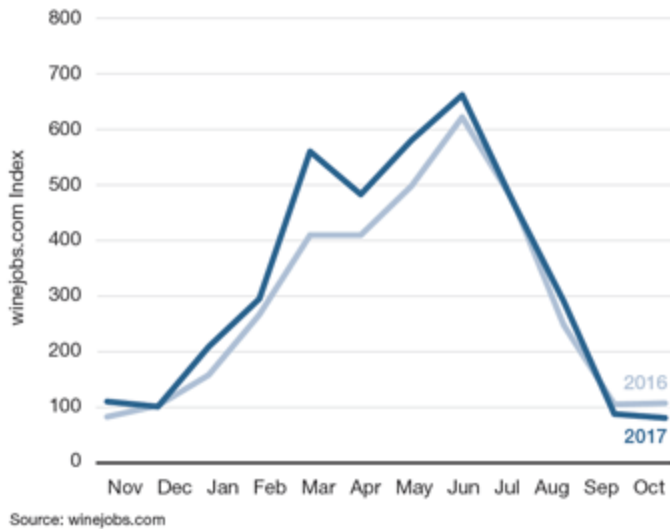
Winery Job Index »	Month	12 Months
October 2017	172	314
October 2016	173	289

WINERY JOB INDEX



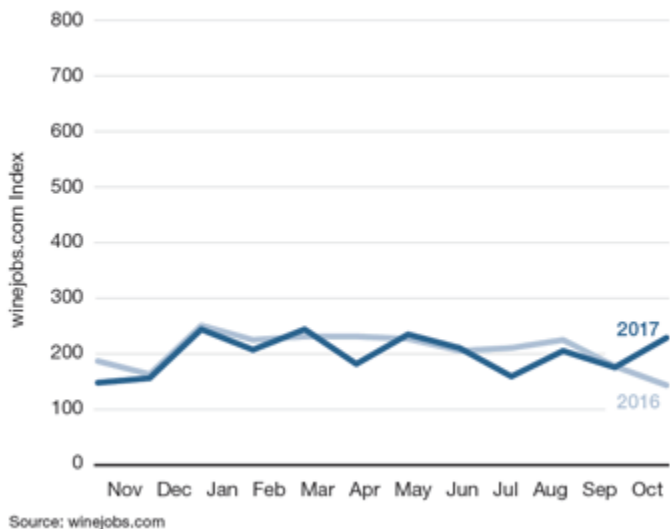
October saw the Winery Job Index drop 6% versus a year earlier to 153. This was the third straight month the index declined.

WINEMAKING JOB SUBCATEGORY



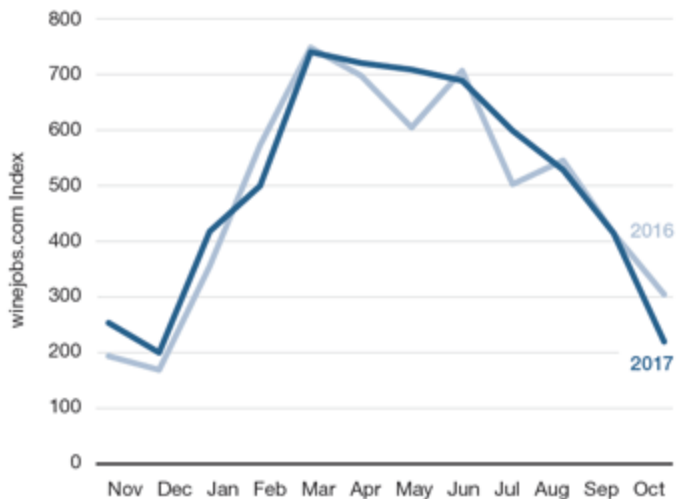
The winemaking job index fell to 78 in October, down 25% versus a year earlier. This was the greatest decline since February 2011.

SALES AND MARKETING JOB SUBCATEGORY



Demand for sales and marketing staff increased 67% in October, the biggest gain since September 2015. The index reading of 206 was the second-strongest of 2017.

DIRECT-TO-CONSUMER JOB SUBCATEGORY



Source: winejobs.com

Demand for direct-to-consumer positions, including tasting room and retail staff, dropped 28% in October versus a year ago. The monthly index stood at 217, its lowest level since December 2015.

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