

Wine Industry Metrics - Winery Job Index - January 2018

Wines Vines Analytics

Winery Hiring Jumps 18% in January

Winery hiring increased 18% in January 2018, pushing Winejobs.com's Winery Jobs Index to 329. The growth came on the heels of several months of slower growth, and reflected renewed activity as wineries prepared for a new growing season. Winemaking positions led the increase with 52% growth, followed by sales and production and vineyard positions, at 36% and 12%, respectively. Direct-to-consumer roles, including tasting room and retail, and administrative positions saw minor declines.

Winery Job Index »	Month	12 Months
January 2018	329	321
January 2017	279	294

WINERY JOB INDEX



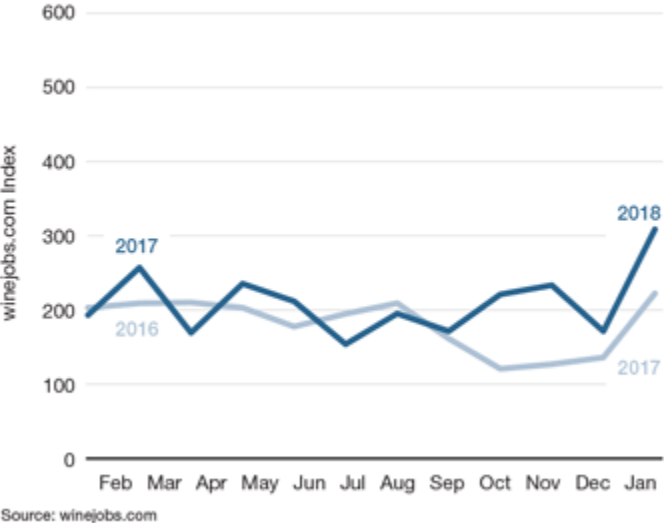
The Winery Job Index rose to 329 in January 2018, 18% above January 2017.

WINEMAKING JOB SUBCATEGORY



The winemaking job index rose 52% to 313 in January 2018, the second straight month of strong growth versus a year earlier.

SALES AND MARKETING JOB SUBCATEGORY



Sales and marketing activity rose 36% in January 2018 versus a year earlier, for an index reading of 306.

DIRECT-TO-CONSUMER JOB SUBCATEGORY



Demand for direct-to-consumer positions, including tasting room and retail staff, dropped 6% in January 2018. The index reading of 394 remained strong relative to recent months, however.



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