

# Wine Industry Metrics - Winery Job Index - May 2018

Wines Vines Analytics

## Steady Winery Hiring Up 4% in May

Direct-to-consumer (DtC), administrative and vineyard positions led Winejobs.com's Winery Jobs Index 4% higher in May versus a year ago to 471. The three subcategories saw hiring activity increase 25%, 16% and 6%, respectively. The strength of activity more than offset a 30% drop in demand for sale and marketing positions and an 11% drop in finance requirements. Winemaking positions saw demand fall 4% versus a year earlier.

Winery Job Index »	Month	12 Months
May 2018	471	334
May 2017	455	310

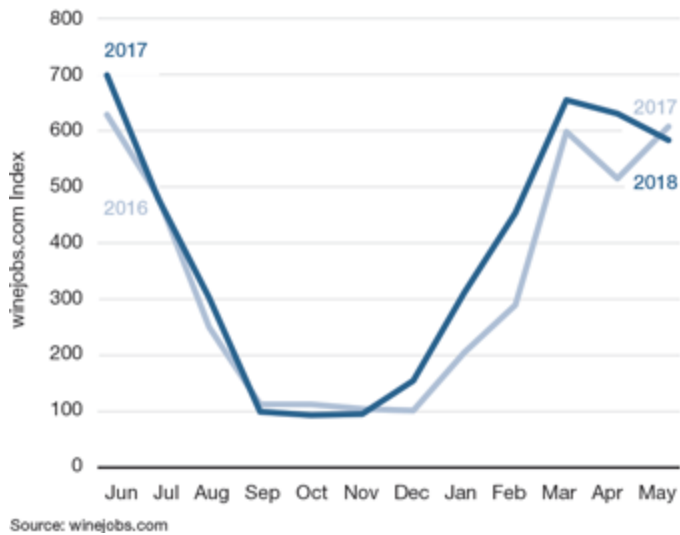
## WINERY JOB INDEX



Source: winejobs.com.

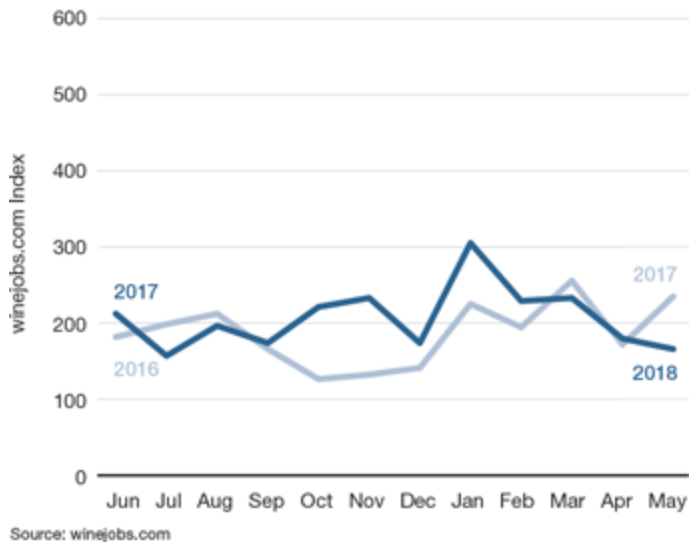
The Winery Job Index was 471 in May, up 4% from a year earlier. This was an all-time high for the month, and one of the five best months ever for the index.

## WINEMAKING JOB SUBCATEGORY



Demand for winemaking positions fell 4% to an index level of 583 in May.

## SALES AND MARKETING JOB SUBCATEGORY



Demand for sales and marketing positions dropped 30% in May to an index reading of 165, its lowest level since July 2017.

**DIRECT-TO-CONSUMER JOB SUBCATEGORY**

Source: winejobs.com

Direct-to-consumer positions, including tasting room and retail staff, saw demand rise 25% in May. This was the strongest demand of any subcategory, and the second straight month growth exceeded 20%. The index reading of 940 was second only to the previous month's all-time high of 971.

# WINES&VINES

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