

## Wine Industry Metrics - July 2017

Wines Vines Analytics

### July Wine Sales Push Through Summer Lows

July is often a slower month for wine sales but not this year, as total U.S. wine sales rose 4% versus a year ago and direct-to-consumer (DtC) shipments increased 23%. DtC activity surpassed January, underscoring the strength of sales. Off-premise sales increased 2% in July 2017 versus July 2016, Chicago market research firm IRI reported. Cabernet Sauvignon and Chardonnay lead red and white varietal sales, respectively. The Winery Jobs Index rose 1% in July, led by a 19% increase in DtC hiring.

#### Total U.S. Wine Sales »

	Month	12 Months
July 2017	\$2,805 mil	\$41,447 mil
July 2016	\$2,699 mil	\$39,122 mil

#### Off-Premise Sales IRI Channels »

	Month	12 Months
July 2017	\$638 mil	\$8,751 mil
July 2016	\$626 mil	\$8,452 mil

#### Direct-to-Consumer Shipments »

	Month	12 Months
July 2017	\$100 mil	\$2,529 mil
July 2016	\$82 mil	\$2,136 mil

#### Winery Job Index »

	Month	12 Months
July 2017	328	294
July 2016	325	279

Data sources: BW166.com, IRI, ShipCompliant, winejobs.com

# WINES & VINES

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