

Wine Industry Metrics - April 2018

Wines Vines Analytics

DtC, Rosé Underpin Stable Wine Sales

U.S. wine sales were unchanged in April versus a year earlier at \$2.9 billion, bw166 reported. Off-premise sales through multiple-outlet and convenience stores IRI tracked rose 3% in the month. Strongest among varietals was rosé, with off-premise growth of 53%. Direct-to-consumer (DtC) shipments increased 28%. Winejobs.com's Winery Job Index was 482 in April, up 16% from a year earlier, led by 28% growth in demand for DtC positions.

Total U.S. Wine Sales »

| | Month | 12 Months |
|------------|-------------|--------------|
| April 2018 | \$2,854 mil | \$41,957 mil |
| April 2017 | \$2,853 mil | \$41,387 mil |

Off-Premise Sales IRI Channels »

| | Month | 12 Months |
|------------|-----------|-------------|
| April 2018 | \$686 mil | \$8,919 mil |
| April 2017 | \$664 mil | \$8,696 mil |

Direct-to-Consumer Shipments »

| | Month | 12 Months |
|------------|-----------|-------------|
| April 2018 | \$290 mil | \$2,821 mil |
| April 2017 | \$227 mil | \$2,462 mil |

Winery Job Index »

| | Month | 12 Months |
|------------|-------|-----------|
| April 2018 | 482 | 333 |
| April 2017 | 414 | 303 |

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

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