

# 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

# WINES & VINES

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