

# Wine Industry Metrics - Winery Job Index - November 2017

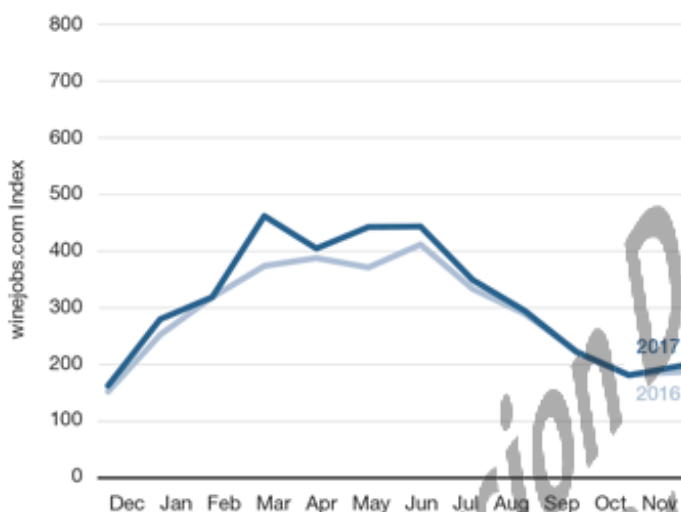
Wines Vines Analytics

## Sales & Marketing Leads Winery Hiring 6% Higher

The Winery Job Index increased 6% in November 2017 to 190. Stronger hiring followed a flat October, when job listings paused as North Coast wineries fought fires. Year-to-date hiring was up 8% versus last year. Sales and marketing led the index higher, rising 78% versus a year ago, while vineyard hiring increased 33%. Other subcategories in the data from Winejobs.com saw activity fall, with direct-to-consumer positions, including tasting room and retail, dropping 29%.

Winery Job Index »	Month	12 Months
November 2017	190	315
November 2016	179	291

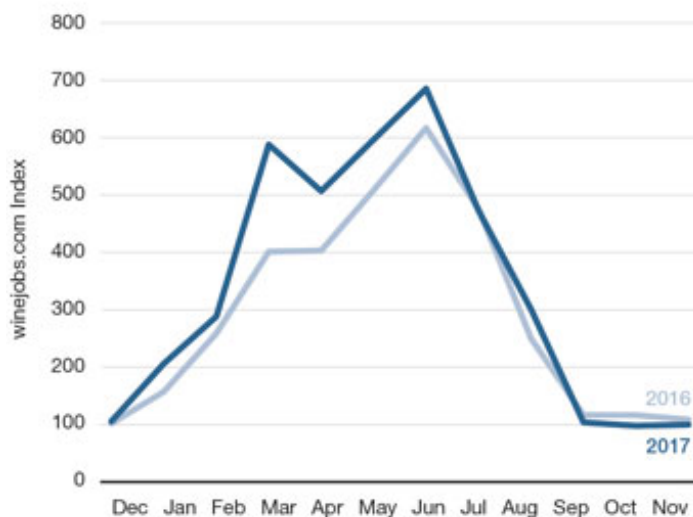
### WINERY JOB INDEX



Source: winejobs.com. The November Wine Jobs winery index reflects a minor adjustment to 2016 and 2017 index figures.

The Winery Job Index rose to 190 in November, up 6% from a year earlier. This was the first month the index rose since August 2017.

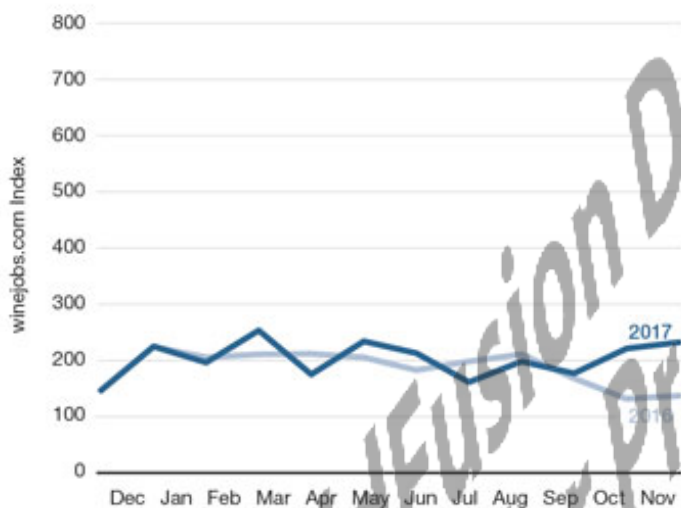
### WINEMAKING JOB SUBCATEGORY



Source: winejobs.com

The winemaking job index fell 8% to 98 in November. Year-to-date hiring rose 16% versus last year, however.

### SALES AND MARKETING JOB SUBCATEGORY



Source: winejobs.com

Sales and marketing demand strengthened 78% to 233 in November, the strongest growth of any subcategory this month.

## DIRECT-TO-CONSUMER JOB SUBCATEGORY



Source: winejobs.com

Demand for direct-to-consumer positions, including tasting room and retail staff, dropped 29% to 183 in November. Year-to-date hiring was consistent with last year, rising 4%.

# WINES & VINES

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