

# Wine Industry Metrics - Winery Job Index - December 2017

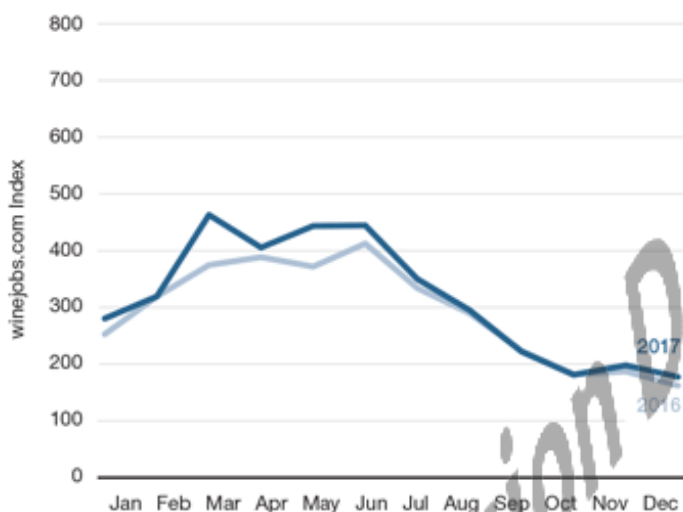
Wines Vines Analytics

## Winery Hiring Up 8% for the Year

Winery hiring rose 10% to 168 in December 2017, according to Winejobs.com's Winery Jobs Index. The growth was in line with an 8% increase in hiring activity for the year. The month saw strong growth in all categories except direct-to-consumer positions, including tasting room and retail, which fell 20%, and general administration positions, down 22%. Vineyard positions led growth, at 67% versus a year earlier.

Winery Job Index »	Month	12 Months
December 2017	168	316
December 2016	152	292

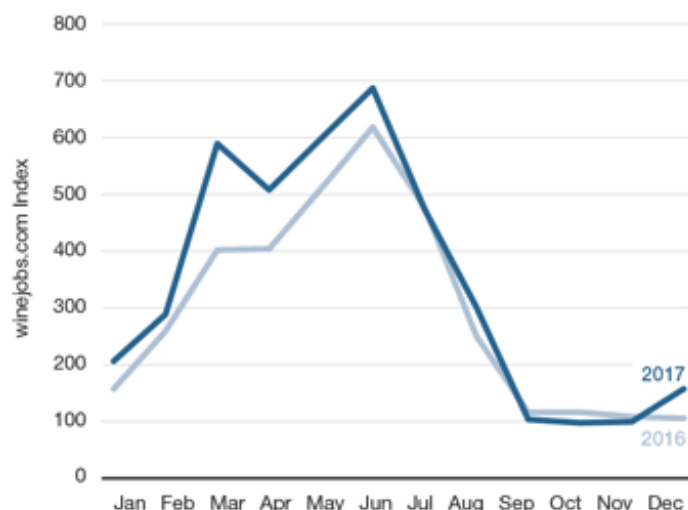
### WINERY JOB INDEX



Source: winejobs.com.

The Winery Job Index rose to 168 in December 2017, up 10% from a year earlier. This was the strongest December of the past decade.

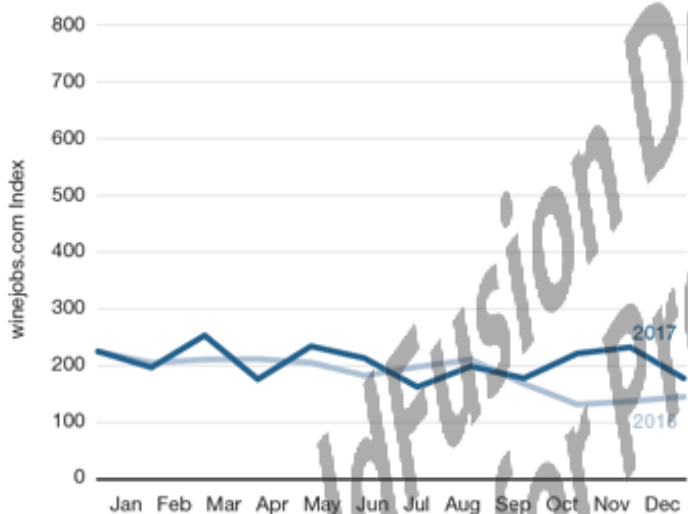
### WINEMAKING JOB SUBCATEGORY



Source: winejobs.com

The winemaking job index rose 50% to 157 in December 2017, reversing three months of declines. Demand in the subcategory ended the year 17% above 2016.

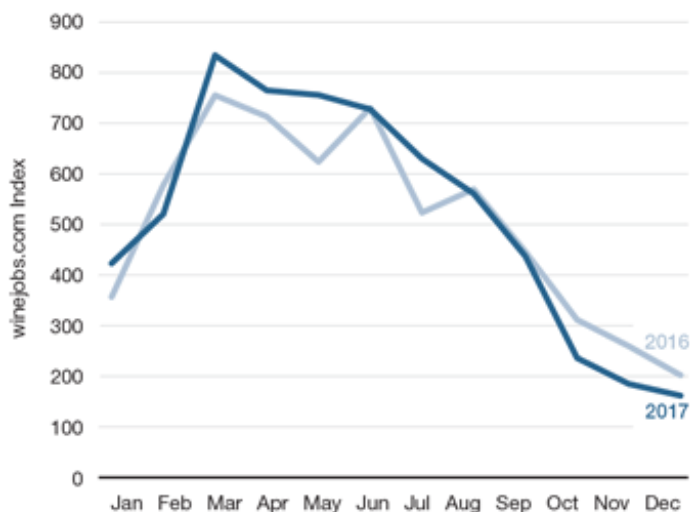
### SALES AND MARKETING JOB SUBCATEGORY



Source: winejobs.com

Sales and marketing activity rose 23% to 173 in December 2017. Hiring activity rose 10% in 2017 versus a year earlier.

## DIRECT-TO-CONSUMER JOB SUBCATEGORY



Source: winejobs.com

Demand for direct-to-consumer positions, including tasting room and retail staff, dropped 20% to 160 in December 2017, the fifth straight month the subcategory’s index fell. Hiring was up 3% in 2017 versus the previous year, however.

# WINES & VINES

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