

Wine Industry Metrics - May 2017

Wines Vines Analytics

Sales Growth Continues as Wineries Tackle Vineyard Work

U.S. wine sales growth remained steady in May, with total sales up 3% and off-premise sales through multiple-outlet and convenience stores up 2%. Direct-to-consumer shipments increased 16% versus a year ago. Winery hiring increased 15%, with demand for vineyard positions in particular up 150%. Demand for winemaking and direct-to-consumer (DtC) staff rose 16% and 17%, respectively.

Total U.S. Wine Sales »	Month	12 Months
May 2017	\$3,193 mil	\$41,311 mil
May 2016	\$3,001 mil	\$38,644 mil

Off-Premise Sales IRI Channels »	Month	12 Months
May 2017	\$645 mil	\$8,713 mil
May 2016	\$630 mil	\$8,390 mil

Direct-to-Consumer Shipments »	Month	12 Months
May 2017	\$213 mil	\$2,492 mil
May 2016	\$183 mil	\$2,111 mil

Winery Job Index »	Month	12 Months
May 2017	455	310
May 2016	379	278

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

WINES & VINES

866.453.9701 | 415.453.9700 | Fax: 415.453.2517 | 65 Mitchell Blvd., Ste. A San Rafael, CA 94903
info@winesandvines.com

Copyright © 2001-2024 by Wine Communications Group, Inc. All Rights Reserved.
 No material may be reproduced without written permission of the Publisher.