

Wine Industry Metrics - Winery Job Index - May 2017

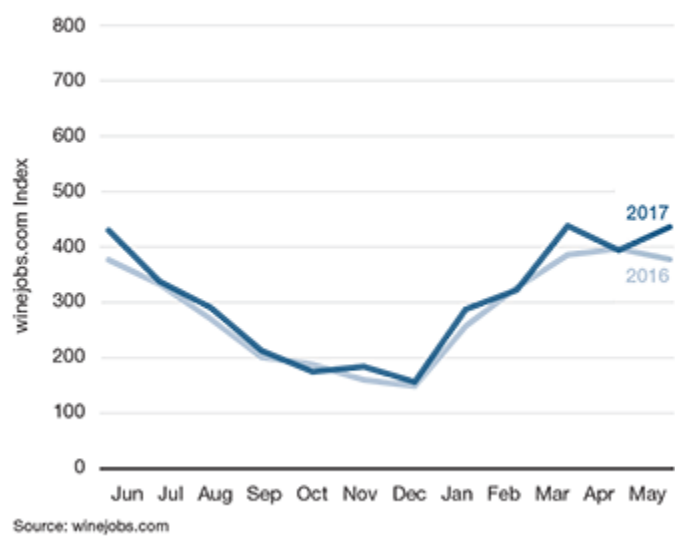
Wines Vines Analytics

Vineyard Workers in Demand as Jobs Index Rises 15%

Data from winejobs.com indicated a 15% increase in winery hiring activity in May 2017, with an index level of 421. This was on par with the reading of 423 in March 2017, itself the peak for the past decade. Demand in all categories except for finance rose, with demand for vineyard workers up a whopping 150% versus May 2016. Winemaking and direct-to-consumer (DtC) hiring were in line with the index as a whole, up 16% and 17% respectively.

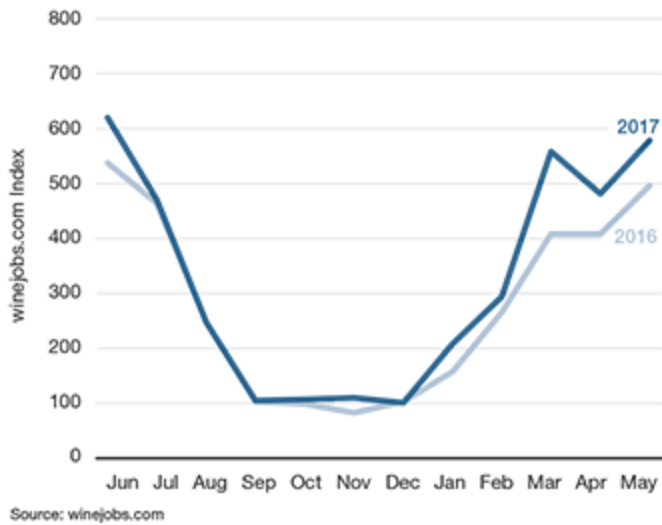
Winery Job Index »	Month	12 Months
May 2017	455	310
May 2016	379	278

WINERY JOB INDEX



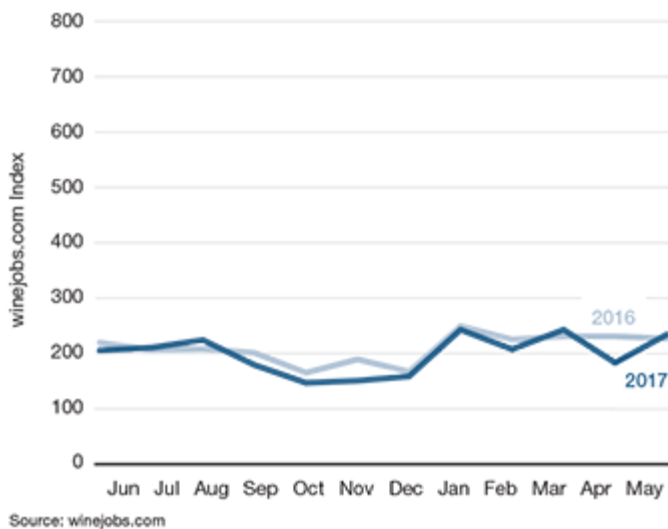
The Winery Job Index stood at 421 in May 2017, up 16% from May 2016. This was two points below the peak of 423 set in March 2017.

WINEMAKING JOB SUBCATEGORY



The winemaking job index remained strong at 570 in May 2017, up 16% from a year earlier.

SALES AND MARKETING JOB SUBCATEGORY



Demand for sales and marketing staff increased 4% in May 2017 versus a year earlier. This was the strongest May in a decade, and a nice rebound from April 2017.

DIRECT-TO-CONSUMER JOB SUBCATEGORY

Source: winejobs.com

Direct-to-consumer hiring activity increased 17% to 711 in May 2017. This was the third consecutive month the index reading sat above 700.

WINES&VINES

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