

# Wine Industry Metrics - Winery Job Index - October 2018

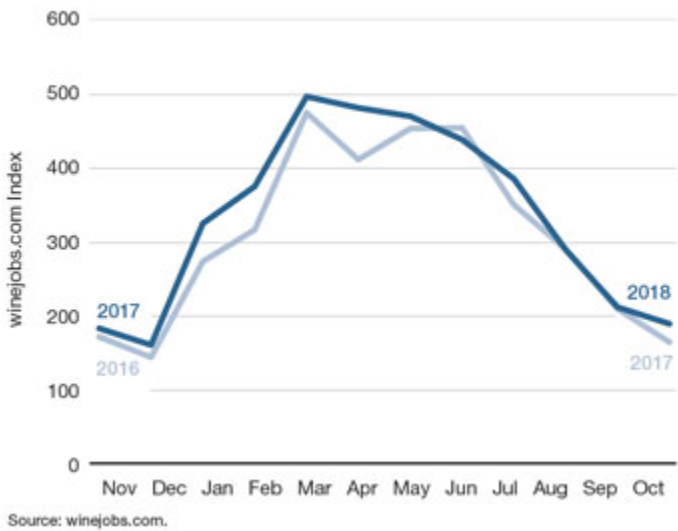
Wines Vines Analytics

## Winery Hiring Rises 14% in October

Winery hiring rose 14% in October versus a year ago, with Winejobs.com's Winery Job Index reading 196. Demand for finance and general administration staff led activity higher, with the two categories growing 100% and 81%, respectively. Direct-to-consumer and winemaking positions followed with 56% and 27% growth. Reflecting a seasonal shift towards slower hiring, demand for vineyard and sales and marketing positions dropped 62% and 40%, respectively.

Winery Job Index »	Month	12 Months
October 2018	196	338
October 2017	172	314

## WINERY JOB INDEX



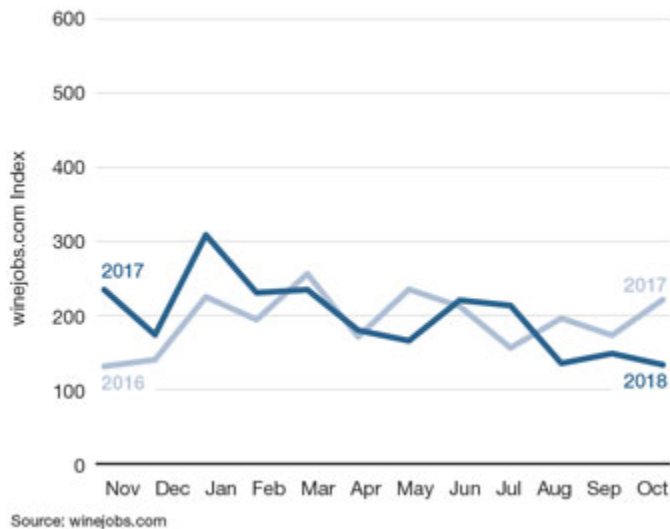
The Winery Job Index was 196 in October, up 14% from a year ago.

## WINEMAKING JOB SUBCATEGORY



Demand for winemaking positions increased 27% in October versus a year earlier, with the subindex rising to 122.

## SALES AND MARKETING JOB SUBCATEGORY



Demand for sales and marketing positions fell 40% in October, returning to seasonal norms following an unusually strong read a year ago. The subindex stood at 133.

**DIRECT-TO-CONSUMER JOB SUBCATEGORY**

Demand for direct-to-consumer positions, including tasting room and retail staff, strengthened 56% in October versus a year earlier. The subindex rose to 366.

# WINES&VINES

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