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SALARY SURVEY

→ Report

Wine Industry Salaries Up 2.7 Percent

Recruiters report tight labor market in strong economy

Kerana Todorov

BASE WAGES IN THE wine industry grew over the past year, with top positions benefiting the most, according to the 2018 *Wine Business Monthly* Salary Survey. Overall, average base salaries rose by 2.7 percent over the past year in what is by and large considered a strong economy with the lowest unemployment rates in nearly two decades.

The positions analyzed in the 2018 Salary Survey included two dozen administrative, sales, marketing, winemaking and vineyard positions.

Wages for about 69 percent of the jobs analyzed in the survey rose over the past year, according to the survey. At the same time, average wages for 21 percent of the jobs decreased, and about 10 percent remained essentially flat.

The highest paid employees were chief executive officers, whose weighted average salaries increased by 12.4 percent over the past year, the highest increase of the two dozen positions analyzed in the survey. However, there were differences based on company size. Companies that produce more than 500,000 cases paid their CEOs on average more than \$511,000, according to the survey. CEOs at smaller wineries (by case production) received \$277,000 in annual salaries, according to the survey.

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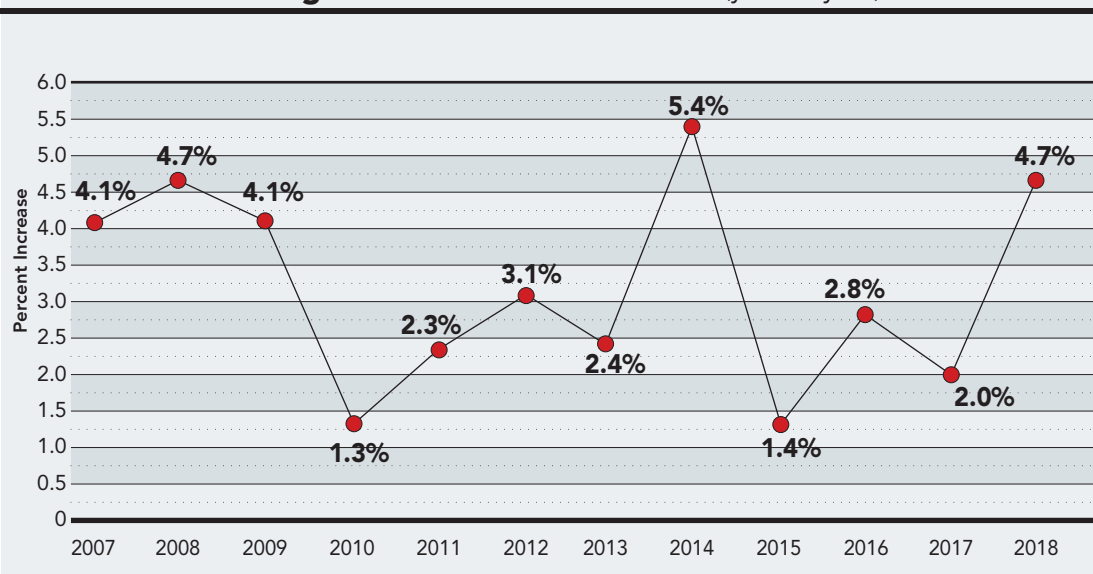
Tasting room managers' pay overall decreased by nearly 7 percent, to about \$67,200 a year. Tasting room managers were paid the most—about \$68,300 annually—at wineries that produce between 50,000 and 99,999 cases a year. At the largest wineries, those producing more than 500,000 cases annually, tasting room managers received about \$66,500 a year in annual pay, according to the survey.

At wineries that produce more than 500,000 cases per year, vice presidents of sales earned about \$216,000 a year on average—about 10 percent more than a year earlier, according to the survey.

Winemaking directors' salaries averaged about \$171,500 a year—4.7 percent more than the previous year. Vineyard managers were paid about \$94,000 annually—5.7 percent more than a year earlier.

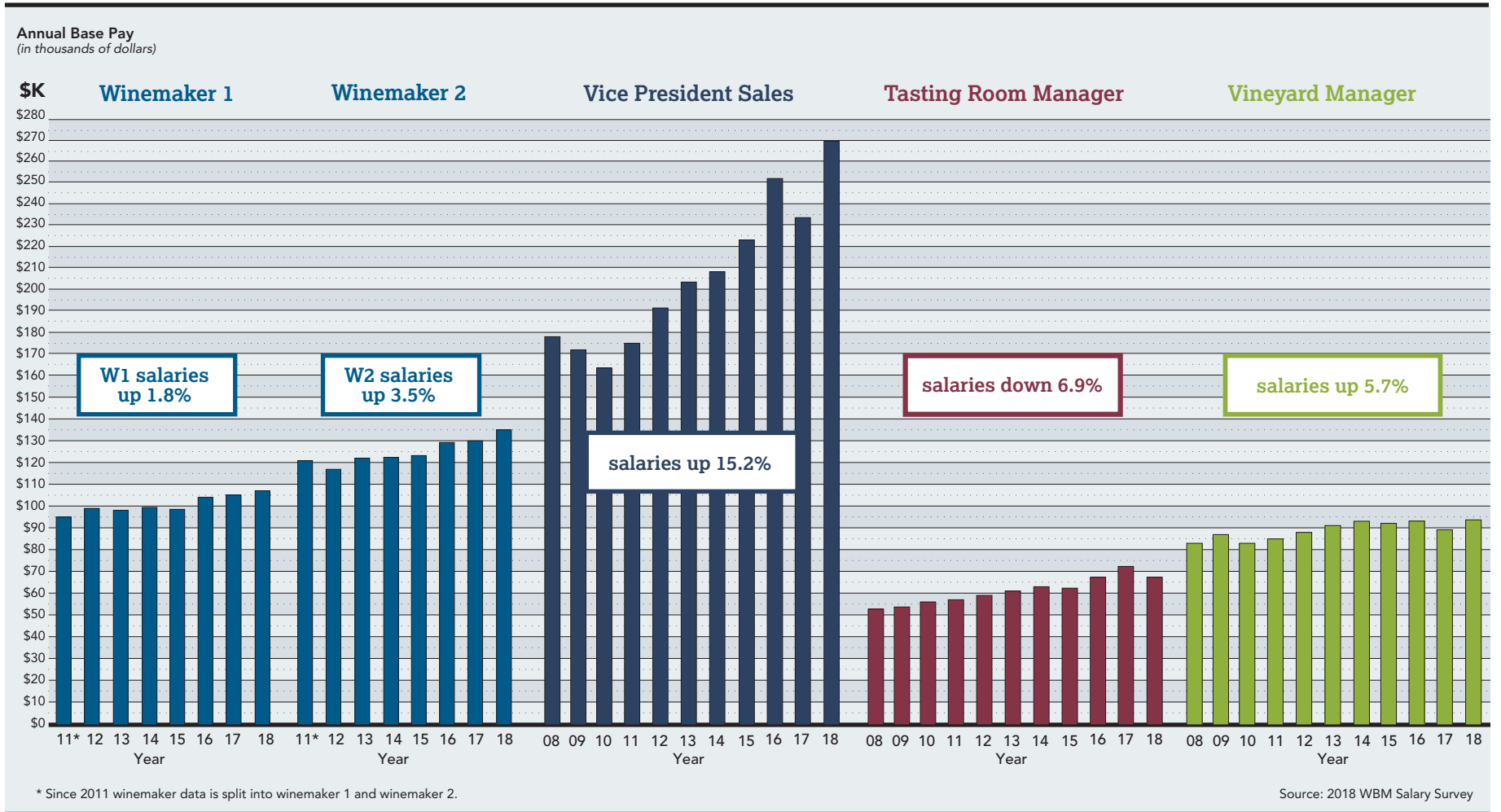
For winemaker 1 positions (those more tactical in nature and requiring fewer years of experience), base pay averaged \$106,800 a year, about 2 percent less than in 2017. The more experienced winemakers' annual base pay averaged about \$135,000—4 percent decrease from a year earlier. (Winemaker 2 positions are the more senior, strategic and higher-paid.)

FIGURE 1: Average Increase in Base Salaries (year-to-year)



Source: 2018 WBM Salary Survey

FIGURE 2: Average Base Salaries (All winery sizes)



Hiring and Salary Trends

Recruiters and managers searching for personnel face a small labor pool of good candidates to fill positions in the wine industry. This is the most challenging market in the company’s 30-plus years of recruiting, according to **Karen Alary**, managing partner at **The Personnel Perspective**, an HR consulting firm in Santa Rosa. She and other recruiters said they rely on their networks built over the years to fill positions.

“The all-time low unemployment means there are fewer active job seekers now than ever before,” Alary said, noting that a recruitment search that used to take a month to fill now takes three to four months. “Generally, companies are pushing to the higher end of the salary band in order to attract the right candidate away from his or her current job, or for a candidate with multiple offers on the table.”

FIGURE 3: 2018 Annual Base Pay by Position, Region

Region	Winemaker	Top Sales	Tasting Room Manager	Wine Club Manager	Vineyard Manager	Office Manager
Nationwide	93,072	80,669	53,756	55,453	72,552	57,546
Napa	108,781	95,657	65,837	66,501	85,767	66,286
Sonoma	105,741	86,926	62,636	61,523	73,686	58,631
California Other	75,727	70,000	47,319	45,767	NO DATA	55,667
Central Coast	105,106	72,067	53,009	49,479	84,714	58,873
Washington	84,423	88,604	41,703	56,660	42,000	53,744
Oregon	74,429	75,505	43,863	45,422	67,688	51,878
Northwest	77,443	77,908	43,079	49,584	65,105	52,596
Midwest	62,000	58,000	40,078	40,571	55,000	47,643
Northeast	54,900	37,143	33,568	NO DATA	50,571	50,673
Mid-Atlantic	66,634	52,130	37,189	37,189	40,400	45,521
Pacific	103,422	88,627	59,943	59,819	81,723	62,170

SOURCE: 2018 WBM Salary Survey (see Methodology for regional descriptions).

FIGURE 4: Average Base Salaries for Wineries Producing Fewer than 50,000 Annual Cases

Case Production	< 2,499	2,500 - 4,999	5,000 - 9,999	10,000 to 24,999	25,000 to 49,999
Top Sales (executive VP Sales/national sales manager)	\$56,142	\$68,795	\$76,268	\$87,659	\$110,062
Winemaker 1	\$73,658	\$81,270	\$98,681	\$95,765	\$105,334
Vineyard Manager	\$58,133	\$57,949	\$67,172	\$79,141	\$87,561
Office Manager	\$52,308	\$53,286	\$58,238	\$57,607	\$65,544
Tasting Room Manager	\$46,552	\$48,437	\$53,631	\$53,594	\$61,328
Wine Club Manager	\$55,571	\$51,140	\$57,908	\$52,922	\$59,355

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However, salaries for current employees at most companies remain flat, she noted, and new hires may earn more than current employees. “This can result in internal equity problems, and compensation practices should be carefully evaluated,” said Alary.

Mergers and acquisitions continue to define the wine industry. **Tom Hill**, president of **Hill & Associates**, said the wine industry remains healthy overall. However, it is a fragmented industry that is going through transitions—people are losing jobs because of mergers and acquisitions.

According to Hill, the higher the position, the fewer job opportunities available. “There is not much to look at,” he said. “It’s tough.”

“In 2018, we continue to see strong demand for recruiting services due to a strong economy and a tight labor market,” said **John Chuharski**, principal at

Wine & Spirits Recruiting

in Corte Madera, California. Chuharski said there is an ongoing demand for qualified candidates across all functions even while there are pockets of employee restructuring after mergers and acquisitions. Sales and marketing candidates are especially in demand, he noted. That is especially true for suppliers who add resources to support their businesses in an increasingly consolidated wholesale environment.

Hank Teahen, CEO of the **Teahen Group**, reported a rapidly growing trend of would-be candidates unwilling to change executive positions. “It would

appear the healthy U.S. economy is making candidates feel more comfortable in their current roles,” he said. This summer, Teahen Group was recruiting for a Napa Valley company president, a national sales manager, a Sonoma winemaker, two regional managers and four district managers. The group was also searching for a winemaker for a position at a winery in Bordeaux.

Some of his clients have a matrix of what they pay for a position—most clients pay based on the candidates’ skills and what they bring to the organization. Other clients have a target salary and will not adjust based on unique market conditions, Teahen said, referring to regional differences.

Total compensation packages are a critical factor in successful hiring, Teahen said. Two clients offer 15 percent profit sharing in the companies and company cars instead of a vehicle allowance. “I tell our candidates, it is not how much you make but how much you bring home,” he said

FIGURE 5: Winemaker 1 and Winemaker 2

2014-2018 **Annual Base Pay by Winery Size**

Winemaker 1	2014	2015	2016	2017	2018	% DIFF IN LAST YEAR	% DIFF 2014-2018
CASE PRODUCTION							
Under 50,000	\$98,552	\$98,806	\$116,398	\$110,359	\$107,412	-2.7%	9.0%
50,000 to 99,999	\$99,613	\$106,317	\$108,019	\$100,782	\$102,822	2.0%	3.0%
100,000 to 499,999	\$106,999	\$95,141	\$100,008	\$110,080	\$113,041	2.7%	6.0%
Over 500,000	\$93,966	\$94,758	\$92,146	\$98,509	\$103,934	5.5%	11%
Winemaker 2							
CASE PRODUCTION							
Under 50,000	\$120,435	\$120,191	\$129,891	\$126,547	\$149,210	-7.6%	24.0%
50,000 to 99,999	\$134,021	\$127,531	\$134,895	\$124,376	\$128,007	-7.8%	-4.0%
100,000 to 499,999	\$124,798	\$141,827	\$136,644	\$142,236	\$137,987	4.1%	114.0%
Over 500,000	\$115,121	\$111,523	\$115,488	\$127,235	\$123,541	10.2%	7.0%

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Winemaker 1 positions are those more tactical in nature and require fewer years of experience. **Winemaker 2** positions are the more senior, strategic, higher-paid positions.

Benefits Beat Out Salary in Some Cases

Donna Parker, owner of **WinePro Recruiters** in Santa Rosa, said the quality of a benefit package is the subject she hears every time from candidates. “I’ve had candidates turn down offers because the benefit package wasn’t good enough...not the salary, but the benefit package,” she said.

She has received assignments all over the country, including in Missouri, Texas, Washington, Oregon and Virginia, over the past year. “Virginia is hot,” she said. “Virginia farmers are making great strides in the vineyards. They’re making some really beautiful, French-style wines.”

At the same time, wineries remain conservative about salaries and benefits, Parker said. “They really shouldn’t be.” No one wants to leave Napa for Virginia and make less money, she said. Homes are cheaper in the state than in California—however, a loaf of bread, milk or lettuce costs just as much money.

Alary said compensation packages are more generous than in the past to attract and retain the right people.

Courtney Andrain, owner of **The Cypress Group**, anticipates compensation packages to continue to increase and competition for key talent to remain high, as long as the economy remains strong.

According to the *Wine Business Monthly Salary Survey*, the average bonus payment was \$12,231 in 2017 and \$12,977 in 2018. Merit budget within the wine industry increased on average by 3.5 percent—about 5 percent more than the national average.

Terry Lozoff, vice president of marketing at **Latitude Beverage**, a fast-growing virtual wine company based in Boston, said the company has filled a handful of new and backfill positions over the past year. These included sales positions across the country and two new employees for marketing, one for finance and another for customer service. The company uses **LinkedIn**, **Indeed** and **winejobs.com**—or word of mouth—to find talent, Lozoff said.

“Our challenges are similar to those of any organization—finding good people who are passionate and who have the right experience,” Lozoff said.

Direct-to-Consumer Trends

Ridge Vineyards’ recent recruiting efforts have been focused on direct-to-consumer hospitality positions, said **J. Nicole Buttina**, senior vice president, human resources. Industry-wide, these positions experience high turnover rates and are more difficult to fill than other positions, according to Buttina.

Incentives offered to tasting room personnel vary widely from winery to winery, Buttina said. “Competitive salaries and benefits are always top of mind for us,” Buttina said.

Ridge Vineyards’ compensation and benefit packages are evaluated on a regular basis. Recent compensation increases were in the 4 to 5 percent range, Buttina said. Ridge Vineyards employs about 100 full-time and 50 part-time employees.

Parker said wine club managers were better compensated, saying DTC is a critical part of the wine business. The survey indicates tasting room managers’ salary averaged about \$68,000 a year.

Eric Guerra joined **Vineyard 29** as chief sales and marketing officer this summer. The Vineyard 29 team, he said, is “amazing.” Guerra said he is always willing to pay more for a “fantastic” sales representative, regardless of if it is a tasting room representative or a wine club manager. “If they’re excellent, they will pay for themselves 10 times over,” Guerra said. “If you have a great winery and a great wine but the people don’t reflect that, that third leg of the table doesn’t work, right?”



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Wine Club Manager

CASE PRODUCTION	AVERAGE SALARY	MEDIAN SALARY
Under 50,000	\$64,717	\$60,500
50,000 to 99,999	\$72,656	\$70,000
100,000 to 499,999	\$67,423	\$69,700
Over 500,000	\$66,911	\$65,532
AVERAGE OF ALL WINERY SIZES	\$67,927	

Tasting Room Manager

CASE PRODUCTION	AVERAGE SALARY	MEDIAN SALARY
Under 50,000	\$66,069	\$63,000
50,000 to 99,999	\$68,302	\$70,248
100,000 to 499,999	\$68,076	\$66,000
Over 500,000	\$66,474	\$65,000
AVERAGE OF ALL WINERY SIZES	\$67,230	

Tasting Room Staff

CASE PRODUCTION	AVERAGE SALARY	MEDIAN SALARY
Under 50,000	\$35,778	\$36,400
50,000 to 99,999	\$38,472	\$37,440
100,000 to 499,999	\$32,831	\$30,160
Over 500,000	\$33,543	\$33,280
AVERAGE OF ALL WINERY SIZES	\$35,156	

Special Events Coordinator

CASE PRODUCTION	AVERAGE SALARY	MEDIAN SALARY
Under 50,000	\$49,682	\$45,760
50,000 to 99,999	\$50,614	\$54,631
100,000 to 499,999	\$---	\$---
Over 500,000	\$49,313	\$47,840
AVERAGE OF ALL WINERY SIZES	\$49,870	

"Case production" categories with < 5 responses have been omitted.

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Dawn Bardessono, managing partner at Benchmark Consulting, looks for work ethic in the candidates. "Work ethic is something you have to come inherently with. If you have to stay open for an hour extra to accommodate a customer, that's what you have to do. Wine knowledge is trainable while customer service is trainable to a point," she said. "But you can't learn how to work. You have to know how to work."

General Managers and Other Executives

General managers have been in demand this year. Benchmark Consulting has made searches to fill seven general manager positions during the first half of 2018, instead of the usual one or two for the entire year, according to the firm. "It's been the year of the general manager," said Bardessono.

The job descriptions vary. Owners seek to fill general manager positions that sometimes lean more toward sales, Bardessono said. Others prefer a general manager with either operations or winemaking skills. "Sometimes, it's all e-commerce with very little operations or winemaking," Bardessono said. "It just all depends."

Andrain primarily fills executive positions in Sonoma and Napa counties. Executive searches are challenging because of the small pool of highly-qualified candidates, she said.

Administrative

Chief Executive Officer

CASE PRODUCTION	AVERAGE SALARY	MEDIAN SALARY
Under 50,000	\$276,886	\$318,261
50,000 to 99,999	\$301,703	\$282,000
100,000 to 499,999	\$277,244	\$325,000
Over 500,000	\$511,313	\$400,000
AVERAGE OF ALL WINERY SIZES	\$341,787	

President

CASE PRODUCTION	AVERAGE SALARY	MEDIAN SALARY
Under 50,000	\$217,064	\$204,204
100,000 to 499,999	\$269,157	\$283,250
Over 500,000	\$357,126	\$330,029
AVERAGE OF ALL WINERY SIZES	\$281,116	

General Manager

CASE PRODUCTION	AVERAGE SALARY	MEDIAN SALARY
Under 50,000	\$198,146	\$195,000
100,000 to 499,999	\$170,084	\$168,300
Over 500,000	\$186,351	\$180,000
AVERAGE OF ALL WINERY SIZES	\$184,860	

Controller

CASE PRODUCTION	AVERAGE SALARY	MEDIAN SALARY
Under 50,000	\$120,188	\$115,000
50,000 to 99,999	\$138,356	\$135,000
100,000 to 499,999	\$139,067	\$145,000
Over 500,000	\$156,847	\$142,800
AVERAGE OF ALL WINERY SIZES	\$138,615	

Human Resources Director

CASE PRODUCTION	AVERAGE SALARY	MEDIAN SALARY
Under 50,000	\$125,665	\$120,000
100,000 to 499,999	\$125,481	\$118,000
Over 500,000	\$135,854	\$128,000
AVERAGE OF ALL WINERY SIZES	\$129,000	

"Case production" categories with < 5 responses have been omitted.

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Sales & Marketing

Executive Vice President Sales

CASE PRODUCTION	AVERAGE SALARY	MEDIAN SALARY
100,000 to 499,999	\$256,381	\$218,524
Over 500,000	\$283,160	\$275,000
AVERAGE OF ALL WINERY SIZES	\$269,770	

Vice President Marketing

CASE PRODUCTION	AVERAGE SALARY	MEDIAN SALARY
Over 500,000	\$215,856	\$195,000
AVERAGE OF ALL WINERY SIZES	\$215,856	

Major Account Manager

CASE PRODUCTION	AVERAGE SALARY	MEDIAN SALARY
100,000 to 499,999	\$133,216	\$127,000
Over 500,000	\$130,092	\$130,000
AVERAGE OF ALL WINERY SIZES	\$131,654	

Public Relations Director

CASE PRODUCTION	AVERAGE SALARY	MEDIAN SALARY
Over 500,000	\$119,229	\$125,000
AVERAGE OF ALL WINERY SIZES	\$119,229	

Sales Representative

CASE PRODUCTION	AVERAGE SALARY	MEDIAN SALARY
100,000 to 499,999	\$85,084	\$85,000
Over 500,000	\$69,093	\$77,905
AVERAGE OF ALL WINERY SIZES	\$77,088	

"Case production" categories with < 5 responses have been omitted.

2018 WBM SALARY SURVEY

Most candidates are already employed, though there are executives between projects because of ownership changes or other circumstances, she said. "The market for 'A' players in the wine business has become more and more competitive in the last few years, and compensation models are reflecting that," Andrain said. "Higher base salaries with compelling short-term bonuses have become the norm."

The demand for "impactful" senior executives is expected to become even more challenging if the economy remains robust. "Consolidation in both the supplier and distribution sections have made the need more acute," Andrain said.

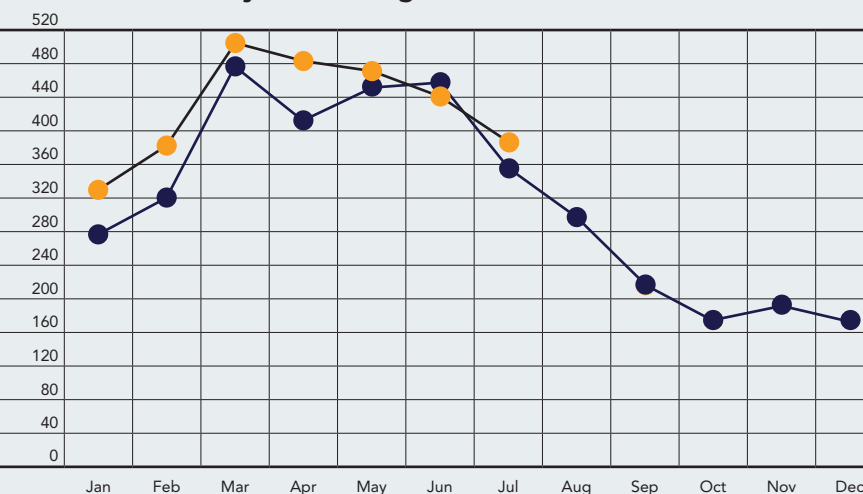
Winery Hiring Remains Strong in 2018

Wineries continued to bolster their winemaking and direct-to-consumer teams in 2018, according to the most recent data report released by Winejobs.com.

More than 5,100 winery jobs have been posted so far in 2018. The Winejobs.com Index provides a way to measure and compare trends in the wine job market.

Year to date, postings for all winery jobs on the industry's leading job site increased 8 percent in January 2018 to July 2018, compared with the same time frame in 2017.

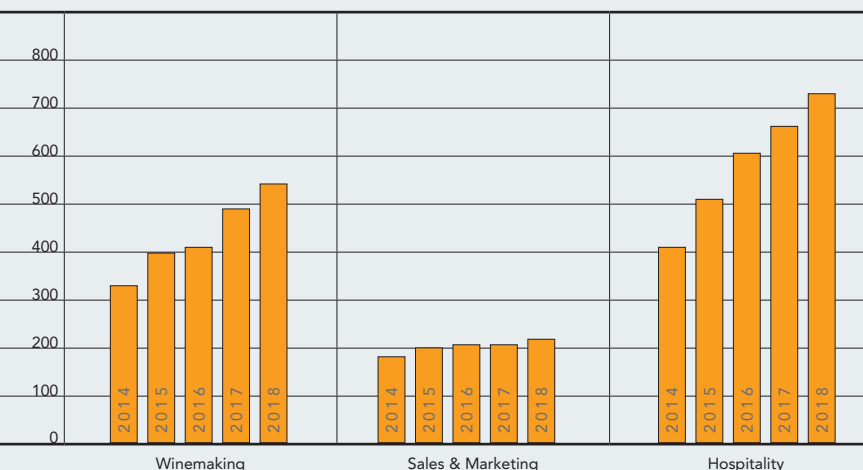
Index of Winery Job Postings ● 2018 ● 2017



Wineries were most actively hiring in March 2018 with posting 860 job listings. Candidates in the cellar/lab/production and direct-to-consumer/tasting room fields were most sought after that month.

Winemaking positions at wineries saw growth at 10 percent.

Index of Winery Job Postings – YTP Average



Direct-to-consumer/tasting room fields saw the greatest growth at 11 percent YTD compared to 2017.

Winejobs.com is the leading online employment resource for the wine industry. With more than 10,000 jobs posted in 2017, winejobs.com is unmatched in usage by those seeking to advance their careers or grow their companies in the wine industry.

About the Winejobs.com Index

The Winejobs.com Index provides a way to measure and compare trends in the wine job market. March 2007 is set with a base index of 100. The following months' indexes reflect percentage changes since that base index, providing a quick way to gauge rises and drops in job postings. Derived from the leading online wine job board, these changes can be interpreted as industry-wide trends. In 2008, the Winejobs.com Index accurately predicted a severe drop in wine-related jobs prior to the economic recession.

Vineyard Managers and Winemakers

Aaron Lange, who oversees viticulture operations at **Lange Twins Family Winery and Vineyards** in Acampo, farms in four counties in Northern California, including San Joaquin, Yolo, Sacramento and Solano counties.

There is not enough farm labor at all levels, including at the vineyard management level. University agriculture majors often enter sales, pest control advisor (PCA) or consultant positions. The family-owned company hired an assistant vineyard manager eight months ago found through word of mouth. “If you find the right fit, you never pass them up,” Lange said.

“The lack of labor is an enormous challenge for all of agriculture in California right now,” Lange said. “It’s frustrating that Congress can’t agree on some very basic immigration reform. I’m an avid supporter of immigration reform. It needs to happen. I think it’s a fallacy to believe that immigrants on the farm or at the restaurant or on the construction site or the hotels are somehow taking away jobs from native-born Americans.”

Most of the employees at Lange Twins are originally from Mexico. Five employees have been with the company for 30 years or longer, and another 20 have worked at Lange 20 years or longer. “They’re like family,” Lange said. “We’re proud to have them.”

Increasingly, companies hire at higher wages. “We’re competing with other large corporations,” she said. With minimum wages increasing, Lange estimated 40 to 50 percent of the company’s annual farm costs are directly attributed to hand labor. “We’re seeing a dramatic increase in costs,” he said.

Mark Ketcham, owner of **Ketcham Estate** in Healdsburg, said his winery employs six people, including Ketcham and his wife. The winery has been fortunate, Ketcham said; however, their vineyard management company, like other farm labor contractors, has difficulty finding enough crews to pick multiple vineyards on the same day.

Hudson Vineyards in Carneros is among the companies that primarily rely on year-round vineyard employees. Hudson now employs 12 to 14 people year-round to manage 200 acres of planted vineyards.

According to the survey, vineyard managers’ annual pay averaged about \$93,930. Parker, who has seen an increase in the number of vineyard manager positions, said salaries remain low given the education requirements. Viticulturists do have Ph.D.s, she noted.

Bardessono reported she had received fewer requests to fill marketing or winemaking positions. Wineries have figured out how to do more with less, she said.

Vineyard Manager

Vineyard Manager

CASE PRODUCTION	AVERAGE SALARY	MEDIAN SALARY
Under 50,000	\$96,857	\$91,200
50,000 to 99,999	\$94,266	\$90,000
100,000 to 499,999	\$90,373	\$82,868
Over 500,000	\$94,253	\$92,250
AVERAGE OF ALL WINERY SIZES	\$93,937	

“Case production” categories with < 5 responses have been omitted.

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Rack & Riddle looked this year for an assistant winemaker and a sparkling wine winemaker, according to **Mark Garaventa**, general manager for the company, which has locations in Healdsburg and Geyserville. Finding a winemaker with sparkling wine experience is challenging; most sparkling winemakers know how to make still wine, but most still winemakers do not know how to make sparkling wine, he said.

Yet the company has received a number of “good quality” candidates this summer, according to Garaventa. At the same time, “It’s really about the fit and culture. We’re like a family—culture is important,” he added.

Allen Lombardi, partner at **Thomas Allen** in Lodi, has been searching for a high-production winemaker for his company this year. The position would pay \$85,000 to \$110,000 a year. “You’re trying to find the right fit. It’s all about the fit,” he said.

Conclusions

What should the wine industry expect with the nation’s unemployment rate at 3.9 percent? “Everyone is employed,” **Amy Gardner**, president of **Wine-Talent** in Sacramento, said. “Everyone is hiring.”

Parker said she continues to receive “quality” resumes. However, finding “good people who have well-rounded personalities, as well as experience, remains a major challenge. It’s always a question of matching the companies’ cultures, always.” Overall, she said, the industry is doing “great.”

Alary said wineries continue to create more elaborate DTC, social media and e-commerce programs. The demand for this expertise has grown. Mid-sized and large wineries increasingly ask for sales analysts and planning personnel. Wineries are doing more market data analysis, she added.

Joanne Sanders, founder and president of **Bolt Staffing** said the market is exceptionally tight. “We are very busy,” said Sanders, whose firm fills a wide range of positions, including cellar, bottling line, warehouse and tasting room jobs.

Wineries need experienced employees, Sanders said. “There aren’t many.”

Garaventa said salaries continue to increase. “We’re paying above market for folks. There is nobody in our facility that makes minimum wage,” he said. Rack & Riddle has been looking to fill winemaking, cellar, line lead and other jobs over the past year. “In general, all positions have been difficult to fill because of the tight labor market,” Garaventa said.

The company invests time in training its employees, such as cross training bottling line personnel, Garaventa said. “We want to make sure we retain those individuals.” **WBM**

Winemaking

Assistant Winemaker

CASE PRODUCTION	AVERAGE SALARY	MEDIAN SALARY
Under 50,000	\$70,588	\$70,000
50,000 to 99,999	\$77,597	\$77,250
100,000 to 499,999	\$75,981	\$73,000
Over 500,000	\$74,581	\$73,080
AVERAGE OF ALL WINERY SIZES	\$74,687	

Winemaker 1

CASE PRODUCTION	AVERAGE SALARY	MEDIAN SALARY
Under 50,000	\$107,412	\$100,000
50,000 to 99,999	\$102,822	\$101,000
100,000 to 499,999	\$113,041	\$110,880
Over 500,000	\$103,934	\$105,000
AVERAGE OF ALL WINERY SIZES	\$106,802	

Winemaker 2

CASE PRODUCTION	AVERAGE SALARY	MEDIAN SALARY
Under 50,000	\$149,210	\$128,003
50,000 to 99,999	\$128,007	\$123,000
100,000 to 499,999	\$137,987	\$130,000
Over 500,000	\$123,541	\$122,676
AVERAGE OF ALL WINERY SIZES	\$134,686	

Winemaking Director

CASE PRODUCTION	AVERAGE SALARY	MEDIAN SALARY
Under 50,000	\$166,646	\$162,320
100,000 to 499,999	\$183,256	\$171,392
Over 500,000	\$164,720	\$160,000
AVERAGE OF ALL WINERY SIZES	\$171,540	

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Enologist 2

CASE PRODUCTION	AVERAGE SALARY	MEDIAN SALARY
Under 50,000	\$55,571	\$56,200
100,000 to 499,999	\$53,848	\$51,480
Over 500,000	\$61,485	\$58,000
AVERAGE OF ALL WINERY SIZES	\$56,968	

Lab Technician 2

CASE PRODUCTION	AVERAGE SALARY	MEDIAN SALARY
100,000 to 499,999	\$47,306	\$44,990
Over 500,000	\$43,115	\$43,056
AVERAGE OF ALL WINERY SIZES	\$45,211	

Lab Manager

CASE PRODUCTION	AVERAGE SALARY	MEDIAN SALARY
Over 500,000	\$91,898	\$90,000
AVERAGE OF ALL WINERY SIZES	\$91,898	

Cellar Worker 2

CASE PRODUCTION	AVERAGE SALARY	MEDIAN SALARY
Under 50,000	\$42,235	\$42,162
50,000 to 99,999	\$42,732	\$39,522
100,000 to 499,999	\$41,647	\$42,640
Over 500,000	\$43,715	\$43,638
AVERAGE OF ALL WINERY SIZES	\$42,582	

Cellar Master

CASE PRODUCTION	AVERAGE SALARY	MEDIAN SALARY
Under 50,000	\$69,399	\$70,000
50,000 to 99,999	\$80,158	\$78,750
100,000 to 499,999	\$76,802	\$79,500
Over 500,000	\$86,406	\$86,607
AVERAGE OF ALL WINERY SIZES	\$78,191	

"Case production" categories with < 5 responses have been omitted.

Enologist 2

Under limited supervision, conducts and analyzes laboratory/quality control tests. Supervise workers in the crushing and fermentation process, following legal and regulatory practices and record-keeping requirements. In smaller operations, they may do these processing duties themselves.

Lab Technician 2

Under limited supervision, conducts and analyzes laboratory/quality control tests. This is not an entry level position.

Cellar Worker 2

Under limited supervision, performs various work assignments. May direct less skilled workers. May assist in the training of less skilled workers. Sterilizes cask, tanks and other equipment.

SURVEY METHODOLOGY

For this survey, Wine Business Monthly partnered with an independent consulting firm that specializes in compensation and salary surveys. The firm, Western Management Group, in Los Gatos, California, has conducted this salary survey since 1991. For more information, visit www.wmgnet.com or call 408-399-4900 x228, Donna Bowman Survey Director.

The data was collected with an effective date of February 1, 2018. For the "under 50,000 cases" data, this survey polled 292 wineries: 14.2 percent of the surveyed wineries produce fewer than 2,499 cases, 22.8 percent produce between 2,500 and 4,999 cases, 22.8 percent produce between 5,000 and 9,999 cases, and 22.2 percent produce more than 10,000 cases to 24,999, and 18.0 percent between 25,000 to 49,999.

Geographically, 32.8 percent of these respondents were from Napa County, 15.7 percent from Sonoma County, 9.9 percent from California's Central Coast, 4.5 percent Other California, 10.3 percent Oregon, 5.8 percent Washington, and 20.9 percent from all other states.

Regions include the following states: Mid-Atlantic (DC, DE, MD, NC, SC, VA, WV), Midwest (IA, IL, IN, KS, KY, MI, MN, MO, ND, NE, OH, SD, WI), Northeast (CT, MA, ME, NH, NJ, NY, PA, RI, VT), Northwest (ID, OR, WA), California-Other.