



Australian Government

Wine Australia

Media Release

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Australian wine exports continue to grow at higher price points

Australian bottled wine exports grew across higher price points during the last financial year, along with the average value of bottled and bulk wine exports, according to the latest *Wine Export Approvals Report June 2013*, released by Wine Australia today.

While the shipment of higher priced wines above \$7.50 per litre represents only 4 per cent of the volume of wine exports, it represents 23 per cent of the total value of wine exported. The \$7.50 to \$9.99 per litre segment recorded growth on a moving annual total (MAT) basis for the first time in six years, up by 2.3 per cent to 14 million litres, while the above \$10 per litre segment grew 5.3 per cent to 16 million litres.

Overall the volume of Australian wine exports declined by 2.1 per cent to 698 million litres (valued at \$1.82 billion), while the average value of bottled wine increased by 2 per cent to \$4.50 per litre and bulk wine increased by nearly 1 per cent to \$1.02 per litre.

The top five export markets by volume accounted for 80 per cent of the total volume and included the United Kingdom (246 million litres), USA (190 million litres), Canada (49 million litres), China (41 million litres) and New Zealand (32 million litres).

The number of wine exporters for the year ending 30 June 2013 increased to 1,367, up from 1,309 the previous year. Just under 60 per cent (798 exporters) of exporters recorded an increase in exports. The sector's focus on Asia, China and Hong Kong in particular continues, with the number of exporters up by 65 to 1,042. Singapore recorded the second highest number of exporters with 280, ahead of the UK (273), Canada (253) and USA (226).

Wine Australia's Chief Executive, Andrew Cheesman said that the growth across higher price segments was encouraging despite declines in overall wine exports.

"The growth across higher price segments suggests Australia's continued strategy to build a stronger perception of the quality of Australian wine is achieving cut-through, but there's still a lot of work to be done," Mr Cheesman said.

"The growth in the above \$7.50 per litre segment is significant because while this segment accounts for only 4 per cent of total volume, its value share is 23 per cent.

"This segment is important to the sustainability of the sector and is a major focus for Australian wine exporters.

"The growth in exports above \$7.50 per litre was offset by declines at the lower price points, particularly at below \$2.50 per litre. This has been influenced over the year by the strong Australian dollar, however, the recent depreciation of the dollar may result in some improved competitiveness by Australian producers in this segment.

"In total volume, Australian wine is the number one imported wine in the UK and New Zealand, second in the USA, and fourth in Canada and China.



“Australia also ranks fourth among the world’s 10 biggest wine exporters in the average value per litre of bottled wine exports, behind New Zealand, France and the US but ahead of Argentina, Italy, South Africa, Germany and Chile.

“We continue to work with our wine community to implement a marketing strategy to build a stronger perception of the quality, diversity and regionality of our wine offer in international markets.

“Central to these efforts will be Savour Australia 2013 – Australia’s first ever global wine forum – which will be held in September. It will bring together the global wine trade, lifestyle and wine media and Australia’s wine producers to challenge the commonly held perceptions of Australian wine and uncover the business case for it through business sessions, lively panel discussions, Landmark Australia tastings that showcase Australia’s ultimate wine offering, a Grand Tasting, networking lounges and dining experiences that showcase Australia’s fresh, varied cuisines alongside our world leading wines.”

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Notes for editors:

- **Wine Australia** is a statutory Government agency established to provide strategic support to the Australian wine sector. Its mission is to identify and maximise the environment for sustainable demand for Australian wine

