

Wine Australia providing insights on Australian Wine

Variety snapshot 2017

Variety	Shiraz
Colour	Red

Plantings

Source: ABS National Vineyard Survey 2015

	Shiraz	All varieties
Area planted in Australia (hectares)	39,893	135,133
Percentage of total area	30%	
Percentage of red varieties	46%	

Crush

Source: National Vintage Survey 2017

	Shiraz	All varieties
Tonnes crushed in 2017	500,857	1,929,630
Percentage of total crush	26%	
Percentage of red crush	47%	

Top five regions % of total crush	Shiraz	All varieties
Riverland	26%	28%
Murray Darling - Swan Hill	15%	21%
Riverina	14%	18%
Barossa Valley	11%	4%
McLaren Vale	6%	3%
Others	27%	26%

Exports

Source: Wine Australia Wine Export Approval System 2017

Exports by variety content	Shiraz	All varieties
Exports by variety content in 2017 ('000 litres)	232,278	811,001
Percentage of total exports	29%	
Percentage of red exports	50%	

Label claim exports (bottled only)	Shiraz and Shiraz blends	All bottled wine exports
Total exports ('000 litres)	133,750	373,211
Average value per litre	\$6.56	\$5.62

Top five export destinations and share of exports	Shiraz and Shiraz blends	All bottled wine exports
China, Pr	44%	29%
United States Of America	14%	26%
United Kingdom	9%	13%
Canada	8%	7%
New Zealand	3%	4%
Others	22%	21%

Top five varietal label claims with Shiraz in the name

Shiraz
Shiraz/Cabernet Sauvignon
Cabernet Sauvignon/Shiraz
Shiraz/Mourvedre
Shiraz/Cabernet Sauvignon/Merlot

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