

# Wine Australia providing insights on Australian Wine

## Variety snapshot 2020 - Pinot Noir

Variety	Pinot Noir
Colour	Red

### Plantings

Source: ABS National Vineyard Survey 2015

	Pinot Noir	All varieties
Area planted in Australia (hectares)	4,948	135,133
Percentage of total area	3.7%	
Percentage of red varieties	5.7%	

### Crush

Source: National Vintage Survey 2020

	Pinot Noir	All varieties
Tonnes crushed in 2020	35,958	1,520,608
Percentage of total crush	2.4%	
Percentage of red crush	4.3%	

Top five regions % of total crush	Pinot Noir	All varieties
Riverland	22%	34%
Riverina	13%	20%
Tasmania	13%	1%
Yarra Valley	8%	0%
Adelaide Hills	7%	1%
Others	37%	45%

### Exports

Source: Wine Australia Wine Export Approval System 2019-20

Exports by variety content	Pinot Noir	All varieties
Export volume ('000 litres)	9,095	729,712
Export value (\$'000 FOB)	43,281	2,839,993
Share of export volume	1.2%	
Share of export value	1.5%	

Label claim exports (packaged only)	Pinot Noir and Pinot Noir blends	All bottled wine exports
Total exports ('000 litres) in 2019-20	4,847	332,592
Change in volume from 2018-19	↓ -13%	↓ -8%
Total export value (\$'000 FOB) in 2019-20	32,405	2,321,680
Average value per litre	\$6.69	\$6.98

Top five export destinations and share of exports by value	Pinot Noir and Pinot Noir blends	All packaged wine exports
USA	32%	15%
China mainland	20%	45%
UK	11%	7%
New Zealand	9%	3%
Japan	5%	2%
Others	23%	28%

### Top five varietal label claims by value with Pinot Noir in the name

Pinot Noir
Pinot Noir, Chardonnay
Pinot Noir, Chardonnay, Pinot Meunier
Pinot Noir, Shiraz
Pinot Noir, Pinot Gris

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