

Wine Australia providing insights on Australian Wine

Variety snapshot 2020 - Barbera

Variety	Barbera
Colour	Red

Plantings

Source: ABS National Vineyard Survey 2015	Barbera	All varieties
Area planted in Australia (hectares)	110	135,133
Percentage of total area	0.1%	
Percentage of red varieties	0.1%	

Crush

Source: National Vintage Survey 2020	Barbera	All varieties
Tonnes crushed in 2020	572	1,520,608
Percentage of total crush	0.0%	
Percentage of red crush	0.1%	

Top five regions % of total crush	Barbera	All varieties
Riverina	82%	20%
Riverland	4%	34%
McLaren Vale	3%	2%
Hunter	2%	0%
Adelaide Hills	2%	1%
Others	7%	44%

Exports

Source: Wine Australia Wine Export Approval System 2019-20

Exports by variety content	Barbera	All varieties
Export volume ('000 litres)	37	729,712
Export value (\$'000 FOB)	294	2,839,993
Share of export volume	0.0%	
Share of export value	0.0%	

Label claim exports (packaged only)	Barbera and Barbera blends	All bottled wine exports
Total exports ('000 litres) in 2019-20	14	332,592
Change in volume from 2018-19	↓ -31%	↓ -8%
Total export value (\$'000 FOB) in 2019-20	156	2,321,680
Average value per litre	\$11.42	\$6.98

Top five export destinations and share of exports by value	Barbera and Barbera blends	All packaged wine exports
China mainland	33%	45%
Sweden	22%	1%
UK	16%	7%
Japan	8%	2%
USA	8%	15%
Others	13%	30%

Top five varietal label claims by value with Barbera in the name

Barbera	
Barbera, Nebbiolo	
Barbera, Cabernet Sauvignon, Shiraz	
0	
0	

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