

Wine Australia providing insights on Australian Wine

Variety snapshot 2019 - Petit Verdot

Variety	Petit Verdot
Colour	Red

Plantings

Source: ABS National Vineyard Survey 2015	Petit Verdot	All varieties
Area planted in Australia (hectares)	1,120	135,133
Percentage of total area	0.8%	
Percentage of red varieties	1.3%	

Crush

Source: National Vintage Survey 2019	Petit Verdot	All varieties
Tonnes crushed in 2019	22,119	1,728,454
Percentage of total crush	1.3%	
Percentage of red crush	2.3%	

Top five regions % of total crush	Petit Verdot	All varieties
Riverland	62%	30%
Riverina	17%	19%
Murray Darling - Swan Hill	15%	22%
Limestone Coast zone other	1%	1%
Coonawarra	1%	2%
Others	3%	25%

Exports

Source: Wine Australia Wine Export Approval System 2018-19

Exports by variety content	Petit Verdot	All varieties
Exports by variety content in 2018-19 ('000 litres)	7,145	800,925
Percentage of total exports	0.9%	
Percentage of red exports	1.6%	

Label claim exports (bottled only)

	Petit Verdot and Petit Verdot blends	All bottled wine exports
Total exports ('000 litres) in 2018-19	367	376,204
Change in volume from 2017-18	↑ 51%	8%
Average value per litre	\$7.37	\$5.94

Top five export destinations and share of exports	Petit Verdot and Petit Verdot blends	All bottled wine exports
China, Pr	54%	32%
United Kingdom	16%	13%
United States Of America	12%	24%
Canada	8%	7%
Germany, Federal Republic	4%	2%
Others	6%	23%

Top five varietal label claims with Petit Verdot in the name

- Petit Verdot
- Shiraz/Petit Verdot
- Petit Verdot/Shiraz
- Cabernet Sauvignon/Merlot/Petit Verdot
- Cabernet Sauvignon/Petit Verdot

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