

Wine Australia providing insights on Australian Wine

Variety snapshot 2020 - Grenache

Variety	Grenache
Colour	Red

Plantings

Source: ABS National Vineyard Survey 2015	Grenache	All varieties
Area planted in Australia (hectares)	1,507	135,133
Percentage of total area	1.1%	
Percentage of red varieties	1.7%	

Crush

Source: National Vintage Survey 2020	Grenache	All varieties
Tonnes crushed in 2020	10,596	1,520,608
Percentage of total crush	0.7%	
Percentage of red crush	1.3%	

Top five regions % of total crush	Grenache	All varieties
Riverland	41%	34%
McLaren Vale	20%	2%
Barossa Valley	16%	2%
Langhorne Creek	5%	2%
Murray Darling - Swan Hill VIC	5%	12%
Others	13%	49%

Exports

Source: Wine Australia Wine Export Approval System 2019-20

Exports by variety content	Grenache	All varieties
Export volume ('000 litres)	3,266	729,712
Export value (\$'000 FOB)	23,386	2,839,993
Share of export volume	0.4%	
Share of export value	0.8%	

Label claim exports (packaged only)	Grenache and Grenache blends	All bottled wine exports
Total exports ('000 litres) in 2019-20	1,722	332,592
Change in volume from 2018-19	↓ -14%	↓ -8%
Total export value (\$'000 FOB) in 2019-20	18,931	2,321,680
Average value per litre	\$10.99	\$6.98

Top five export destinations and share of exports by value	Grenache and Grenache blends	All packaged wine exports
China mainland	45%	45%
USA	10%	15%
UK	9%	7%
Canada	6%	7%
Denmark	4%	1%
Others	27%	26%

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

- Grenache, Shiraz, Mataro
- Grenache
- Grenache, Shiraz, Mourvèdre
- Grenache, Shiraz
- Grenache, Mataro, Shiraz

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