Variety snapshot 2019 - Pinot Noir

### Plantings

**Source:** ABS National Vineyard Survey 2015  
**Variety:** Pinot Noir  
**Colour:** Red  
**Area planted in Australia (hectares):** 4,948  
**Percentage of total area:** 3.7%  
**Percentage of red varieties:** 5.7%

### Crush

**Source:** National Vintage Survey 2019  
**Variety:** Pinot Noir  
**All varieties**  
**Tonnes crushed in 2019:** 47,569  
**Percentage of total crush:** 2.8%  
**Percentage of red crush:** 5.1%

### Top five regions % of total crush

- **Riverland:** 19%  
- **Murray Darling - Swan Hill:** 13%  
- **Riverina:** 11%  
- **Yarra Valley:** 11%  
- **Tasmania:** 10%  
- **Others:** 36%

### Exports

**Source:** Wine Australia Wine Export Approval System 2018-19

#### Exports by variety content

<table>
<thead>
<tr>
<th>Variety</th>
<th>Pinot Noir</th>
<th>All varieties</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exports by variety content in 2018-19 ('000 litres)</td>
<td>10,084</td>
<td>800,925</td>
</tr>
<tr>
<td>Percentage of total exports</td>
<td>1.3%</td>
<td></td>
</tr>
<tr>
<td>Percentage of red exports</td>
<td>2.3%</td>
<td></td>
</tr>
</tbody>
</table>

#### Label claim exports (bottled only)

<table>
<thead>
<tr>
<th>Variety</th>
<th>Pinot Noir and Pinot Noir blends</th>
<th>All bottled wine exports</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total exports ('000 litres) in 2018-19</td>
<td>5,585</td>
<td>376,204</td>
</tr>
<tr>
<td>Change in volume from 2017-18</td>
<td>-8%</td>
<td>8%</td>
</tr>
<tr>
<td>Average value per litre</td>
<td>$6.32</td>
<td>$5.94</td>
</tr>
</tbody>
</table>

### Top five export destinations and share of exports

- **United States Of America:** 44%  
- **United Kingdom:** 16%  
- **New Zealand:** 13%  
- **China, Pr:** 6%  
- **Japan:** 5%  
- **Others:** 17%

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

- **Pinot Noir**  
- **Chardonnay/Pinot Noir**  
- **Pinot Noir/Chardonnay**  
- **Pinot Noir/Chardonnay/Pinot Meunier**  
- **Chardonnay/Pinot Noir/Meunier**

### Prepared Nov-2019

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