

Wine Australia providing insights on Australian Wine

Variety snapshot 2020 - Tempranillo

| Variety | Tempranillo |
|---------|-------------|
| Colour | Red |

Plantings

| Source: ABS National Vineyard Survey 2015 | Tempranillo | All varieties |
|---|-------------|---------------|
| Area planted in Australia (hectares) | 736 | 135,133 |
| Percentage of total area | 0.5% | |
| Percentage of red varieties | 0.8% | |

Crush

| Source: National Vintage Survey 2020 | Tempranillo | All varieties |
|--------------------------------------|-------------|---------------|
| Tonnes crushed in 2020 | 4,744 | 1,520,608 |
| Percentage of total crush | 0.3% | |
| Percentage of red crush | 0.6% | |

| Top five regions % of total crush | Tempranillo | All varieties |
|-----------------------------------|-------------|---------------|
| Riverland | 31% | 34% |
| Murray Darling - Swan Hill NSW | 15% | 9% |
| Murray Darling - Swan Hill VIC | 15% | 12% |
| Riverina | 12% | 20% |
| McLaren Vale | 4% | 2% |
| Others | 24% | 24% |

Exports

Source: Wine Australia Wine Export Approval System 2019-20

| Exports by variety content | Tempranillo | All varieties |
|-----------------------------|-------------|---------------|
| Export volume ('000 litres) | 1,632 | 729,712 |
| Export value (\$'000 FOB) | 5,132 | 2,839,993 |
| Share of export volume | 0.2% | |
| Share of export value | 0.2% | |

| Label claim exports (packaged only) | Tempranillo and Tempranillo blends | All bottled wine exports |
|--|------------------------------------|--------------------------|
| Total exports ('000 litres) in 2019-20 | 221 | 332,592 |
| Change in volume from 2018-19 | ↓ -6% | ↓ -8% |
| Total export value (\$'000 FOB) in 2019-20 | 2,150 | 2,321,680 |
| Average value per litre | \$9.73 | \$6.98 |

| Top five export destinations and share of exports by value | Tempranillo and Tempranillo blends | All packaged wine exports |
|--|------------------------------------|---------------------------|
| China mainland | 35% | 45% |
| New Zealand | 19% | 3% |
| Sweden | 13% | 1% |
| UK | 10% | 7% |
| Spain | 3% | 0% |
| Others | 20% | 44% |

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

- Tempranillo
- Tempranillo, Graciano, Grenache
- Tempranillo, Grenache, Graciano
- Tempranillo, Touriga
- Tempranillo, Grenache, Mourvèdre

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