

Wine Australia providing insights on Australian Wine

Variety snapshot 2019 - Sauvignon Blanc

Variety	Sauvignon Blanc
Colour	White

Plantings

	Sauvignon Blanc	All varieties
Source: ABS National Vineyard Survey 2015		
Area planted in Australia (hectares)	6,097	135,133
Percentage of total area	4.5%	
Percentage of white varieties	12.6%	

Crush

	Sauvignon Blanc	All varieties
Source: National Vintage Survey 2019		
Tonnes crushed in 2019	90,474	1,728,454
Percentage of total crush	5.2%	
Percentage of white crush	11.5%	

Top five regions % of total crush	Sauvignon Blanc	All varieties
Murray Darling - Swan Hill	29%	22%
Riverland	24%	30%
Riverina	18%	19%
Adelaide Hills	6%	1%
Margaret River	5%	1%
Others	19%	26%

Exports

Source: Wine Australia Wine Export Approval System 2018-19

Exports by variety content	Sauvignon Blanc	All varieties
Exports by variety content in 2018-19 ('000 litres)	25,706	800,925
Percentage of total exports	3.2%	
Percentage of white exports	8.6%	

Label claim exports (bottled only)

	Sauvignon Blanc and Sauvignon Blanc blends	All bottled wine exports
Total exports ('000 litres) in 2018-19	12,297	376,204
Change in volume from 2017-18	↓ -11%	8%
Average value per litre	\$3.75	\$5.94

Top five export destinations and share of exports	Sauvignon Blanc and Sauvignon Blanc blends	All bottled wine exports
United Kingdom	37%	13%
United States Of America	19%	24%
New Zealand	13%	4%
Netherlands	6%	2%
Canada	5%	7%
Others	19%	50%

Top five varietal label claims with Sauvignon Blanc in the name

- Sauvignon Blanc
- Semillon/Sauvignon Blanc
- Sauvignon Blanc/Semillon
- Chardonnay/Sauvignon Blanc
- Chardonnay/Semillon/Sauvignon Blanc

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