

Wine Australia providing insights on Australian Wine

Variety snapshot 2019 - Mourvedre (Mataro)

Variety	Mourvedre
Colour	Red

Plantings

Source: ABS National Vineyard Survey 2015

	Mourvedre	All varieties
Area planted in Australia (hectares)	751	135,133
Percentage of total area	0.6%	
Percentage of red varieties	0.9%	

Crush

Source: National Vintage Survey 2019

	Mourvedre	All varieties
Tonnes crushed in 2019	5,926	1,728,454
Percentage of total crush	0.3%	
Percentage of red crush	0.6%	

Top five regions % of total crush

	Mourvedre	All varieties
Riverland	56%	30%
Barossa Valley	12%	3%
Limestone Coast zone other	10%	1%
Heathcote	8%	1%
McLaren Vale	7%	2%
Others	8%	63%

Exports

Source: Wine Australia Wine Export Approval System 2018-19

Exports by variety content

	Mourvedre	All varieties
Exports by variety content in 2018-19 ('000 litres)	1,593	800,925
Percentage of total exports	0.2%	
Percentage of red exports	0.4%	

Label claim exports (bottled only)

	Mourvedre and Mourvedre blends	All bottled wine exports
Total exports ('000 litres) in 2018-19	90	376,204
Change in volume from 2017-18	↑ 41%	8%
Average value per litre	\$12.95	\$5.94

Top five export destinations and share of exports

	Mourvedre and Mourvedre blends	All bottled wine exports
China, Pr	68%	32%
United Kingdom	6%	13%
Finland	4%	0%
Sweden	4%	1%
Hong Kong	4%	2%
Others	14%	52%

Top five varietal label claims with Mourvedre in the name

- Shiraz/Mourvedre
- Grenache/Shiraz/Mourvedre
- Shiraz/Grenache/Mourvedre
- Grenache/Mourvedre/Shiraz
- Grenache/Shiraz/Mourvedre/Carignan/Cinsaut

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