

Wine Australia providing insights on Australian Wine

Variety snapshot 2019 - Shiraz

Variety	Shiraz
Colour	Red

Plantings

Source: ABS National Vineyard Survey 2015

	Shiraz	All varieties
Area planted in Australia (hectares)	39,893	135,133
Percentage of total area	29.5%	
Percentage of red varieties	46.0%	

Crush

Source: National Vintage Survey 2019

	Shiraz	All varieties
Tonnes crushed in 2019	418,364	1,728,454
Percentage of total crush	24.2%	
Percentage of red crush	44.4%	

Top five regions % of total crush	Shiraz	All varieties
Murray Darling - Swan Hill	22%	22%
Riverland	13%	30%
Riverina	12%	19%
King Valley	10%	1%
McLaren Vale	10%	2%
Others	34%	25%

Exports

Source: Wine Australia Wine Export Approval System 2018-19

Exports by variety content	Shiraz	All varieties
Exports by variety content in 2018-19 ('000 litres)	232,509	800,925
Percentage of total exports	29.0%	
Percentage of red exports	52.1%	

Label claim exports (bottled only)	Shiraz and Shiraz blends	All bottled wine exports
Total exports ('000 litres) in 2018-19	128,895	376,204
Change in volume from 2017-18	⇒ -5%	8%
Average value per litre	\$8.14	\$5.94

Top five export destinations and share of exports	Shiraz and Shiraz blends	All bottled wine exports
China, Pr	52%	32%
United States Of America	10%	24%
Canada	8%	7%
United Kingdom	7%	13%
New Zealand	4%	4%
Others	20%	21%

Top five varietal label claims with Shiraz in the name

- Shiraz
- Shiraz/Cabernet Sauvignon
- Cabernet Sauvignon/Shiraz
- Shiraz/Mourvedre
- Shiraz/Cabernet Sauvignon/Merlot

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