Variety snapshot 2019 - Montepulciano

<table>
<thead>
<tr>
<th>Variety</th>
<th>Colour</th>
<th>Montepulciano</th>
<th>All varieties</th>
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**Plants**

*Source: ABS National Vineyard Survey 2015*

- **Area planted in Australia (hectares):** 74 (Montepulciano), 135,133 (All varieties)
- **Percentage of total area:** 0.1% (Montepulciano), 0.1% (All varieties)
- **Percentage of red varieties:** 0.1% (Montepulciano), 0.1% (All varieties)

**Crush**

*Source: National Vintage Survey 2019*

- **Tonnes crushed in 2019:** 778 (Montepulciano), 1,728,454 (All varieties)
- **Percentage of total crush:** 0.0% (Montepulciano), 0.0% (All varieties)
- **Percentage of red crush:** 0.1% (Montepulciano), 0.1% (All varieties)

**Top five regions % of total crush**

- **Murray Darling - Swan Hill:** 26% (Montepulciano), 22% (All varieties)
- **Riverina:** 26% (Montepulciano), 19% (All varieties)
- **Riverland:** 25% (Montepulciano), 30% (All varieties)
- **Barossa Valley:** 8% (Montepulciano), 3% (All varieties)
- **Heathcote:** 4% (Montepulciano), 1% (All varieties)
- **Others:** 11% (Montepulciano), 25% (All varieties)

**Exports**

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

**Exports by variety content**

- **Exports by variety content in 2018-19 ('000 litres):** 100 (Montepulciano), 800,925 (All varieties)
- **Percentage of total exports:** 0.0% (Montepulciano), 0.0% (All varieties)
- **Percentage of red exports:** 0.0% (Montepulciano), 0.0% (All varieties)

**Label claim exports (bottled only)**

- **Total exports ('000 litres) in 2018-19:** 24 (Montepulciano), 376,204 (All bottled wine exports)
- **Change in volume from 2017-18:** -10% (Montepulciano), 8% (All bottled wine exports)
- **Average value per litre:** $9.66 (Montepulciano), $5.94 (All bottled wine exports)

**Top five export destinations and share of exports**

- **United Kingdom:** 44% (Montepulciano), 13% (All bottled wine exports)
- **United States Of America:** 25% (Montepulciano), 24% (All bottled wine exports)
- **Canada:** 7% (Montepulciano), 2% (All bottled wine exports)
- **China, Pr:** 7% (Montepulciano), 32% (All bottled wine exports)
- **Others:** 9% (Montepulciano), 22% (All bottled wine exports)

**Top five varietal label claims with Montepulciano in the name**

- Montepulciano
- Montepulciano/Nero d’Avola
- Lagrein/Nero d’Avola/Montepulciano/Tempranillo
- Sangiovese/Barbera/Montepulciano/Nebbiolo/Sagrantino
- Montepulciano/Sangiovese/Barbera/Nebbiolo/Sagrantino

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