

Wine Australia providing insights on Australian Wine

Regional snapshot 2020-21 - Wrattobully

State	South Australia	
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Plantings

Source: National Vineyard Scan 2020 and ABS	Wrattobully	All regions
Total vineyard area (hectares)	2,727	155,442
Percentage red varieties	85%	64%
Percentage of national vineyards	2%	
Percentage of South Australia vineyards	3%	

Crush

Source: National Vintage Survey 2021	Wrattobully	All regions
Estimated tonnes crushed in 2021	36,709	2,028,428
Average yield (tonnes/ha)	13.5	13.0
Change in crush from 2020	164%	31%

Top five varieties in Wrattobully in 2021	Share of region tonnes	Share of national tonnes
Cabernet Sauvignon	40%	15%
Shiraz	28%	27%
Merlot	9%	6%
Chardonnay	8%	19%
Pinot Gris/Grigio	7%	5%

Exports

Source: Wine Export Approvals year ending June 2021

Exports by GI content	Wrattobully	All exports
Export volume by GI content ('000 litres)	1,165	692,990
Percentage of total exports	0.2%	100%
Percentage of crush exported (estimate)	5%	49%

Label claim exports (bottled only)

	Wrattobully and Wrattobully blends	Year over year change
Export volume by GI label claim ('000 litres)	25.36	-58%
Export value by GI label claim (\$A '000)	388.86	-49%
Average value per litre	\$15.33	20%

Share of bottled export volume by destination market	Wrattobully and Wrattobully blends	All bottled wine exports
China mainland	18%	15%
Japan	1%	2%
USA	21%	30%
Taiwan	2%	1%
Hong Kong	0%	3%
Singapore	2%	2%
Remaining markets	56%	46%

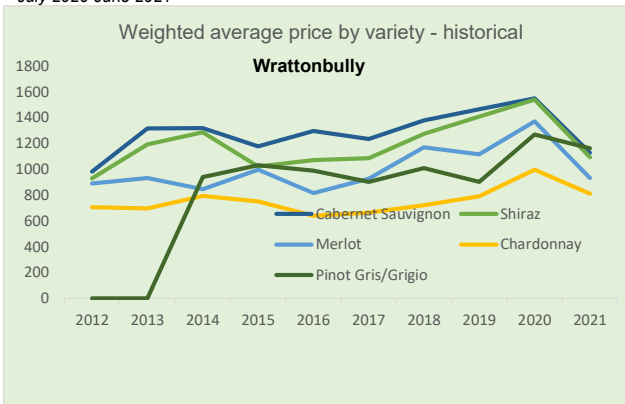
Share of bottled export volume by price point	Wrattobully and Wrattobully blends	All bottled wine exports
\$2.49 and under	0%	1%
\$2.50 to \$4.99	0%	66%
\$5.00 to \$7.49	5%	16%
\$7.50 to \$9.99	13%	5%
\$10.00 to \$14.99	36%	5%
\$15.00 to \$19.99	27%	1%
\$20 and over	20%	5%

Climate data

Source: Bureau of Meteorology (2021)

Wrattobully					
Size (km ²)	760	Elevation (m)	41-145	Latitude	37° 02'
Time period	Mean Jan temp (MJT)	Annual* rainfall	GSR	GDD	Oct-April
1961-1990 average	19.7 °C	588 mm	237 mm	1481	
1991-2020 average	20.4 °C	531 mm	211 mm	1579	
2020-21 season*	20.5 °C	471 mm	185 mm	1529	

*July 2020-June 2021



Notes

Meteorological data is taken from the national climate databank of the Bureau of Meteorology: the Australian Data Archive for Meteorology (ADAM). Climate indices have been calculated across the whole GI region by the Antarctic Climate Ecosystem CRC as part of a research project co-funded by Wine Australia. Growing season rainfall (GSR) and growing degree days (GDD) are both calculated from October to April across the whole GI region. GSR and GDD for individual vineyards will vary from this value. Latitude data is the centroid of each GI region. Altitude/elevation data is the highest and lowest point in the region - regardless of whether there is a vineyard at that location. Area data comes from the National Vineyard Scan 2020 conducted by GAIA on behalf of Wine Australia. Variety share from ABS vineyard survey 2015. Estimated crush figures are higher than the figures reported in the National Vintage Report as the estimated figure is raised to allow for the non-response rate. Exports by GI content includes all wine that has been identified by the exporter as coming from the GI, but not necessarily claimed on the label. Label claim exports are those where the GI region is identified on the label. GI region content is based on the region reported by the winery in the product description.