

Wine  
Australia  
providing  
insights on  
Australian  
Wine

Export Report  
Moving Annual Total (MAT)  
To September 2018

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# Summary Report

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# Executive summary

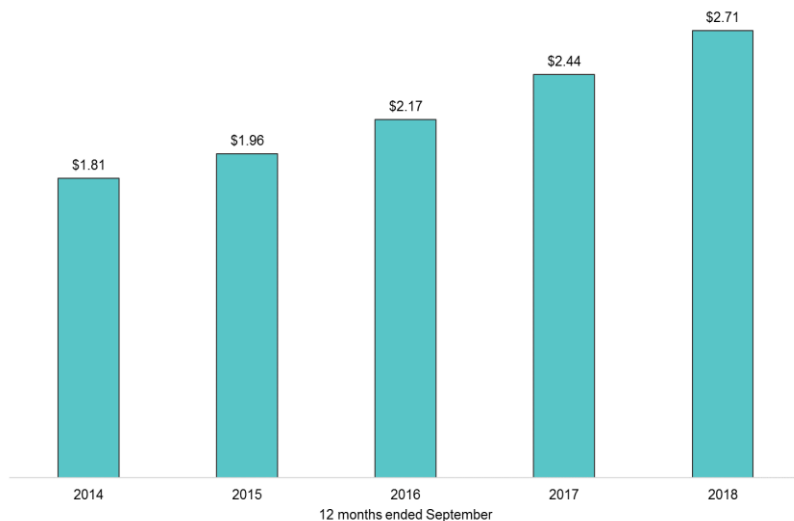
- Value growth stronger than volume growth
- Growth in packaged and unpackaged exports
- Number of exporters continues to increase
- Growth across key price points
- China growth at more sustainable rates
- US remains a challenge but the environment is positive
- UK recovery continues

# Commentary

## Overview

In the year ended September 2018, Australian wine exports increased by 11 per cent in value to \$2.71 billion and 5 per cent in volume to 842 million litres (or 94 million 9-litre case equivalents). Average free on board (FOB) value increased by 5 per cent to \$3.21 per litre. These healthy figures signal strong and sustainable growth after 12 months of extraordinary performance.

Figure 1: Value of Australian exports over time (A\$ billion FOB)



## Packaged vs unpackaged wine

Shipments of bottled wine increased by 8 per cent in value to \$2.16 billion and 2 per cent in volume to 366 million litres (41 million 9-litre case equivalents). The average value of bottled wine increased by 7 per cent to \$5.90 per litre. Seventy-three of Australia's 129 bottled export destinations experienced an increase in bottled average value, including mainland China, the United States of America (USA), the United Kingdom (UK), Japan and Hong Kong, illustrating the broad demand for fine Australian wine overseas.

Other packaged formats include soft packaging, which increased in value by 2 per cent but declined by 6 per cent in volume to 7.2 million litres, and alternative packaging, which also increased in value (up 9 per cent) but declined (by 11 per cent) in volume to 1.1 million litres.

Shipments of unpackaged wine continued to show strong growth in the past 12 months. Value increased by 23 per cent to \$525 million, while volume increased by 9 per cent to 468 million litres (52 million 9-litre case equivalents). Since value growth well outpaced volume growth, the average value of unpackaged wine grew by 13 per cent to \$1.12 per litre, the highest average value since mid-2009. The high demand for Australia's unpackaged wines, especially red wine, is confirmed by wine brokerage firm Ciatti. It reports that the demand for entry-level Australian wines is so strong that buyers are being pushed up the price spectrum to mid-to-high range wines to meet customer demands.

## Export report

1 Oct 2017 to 30 Sep 2018



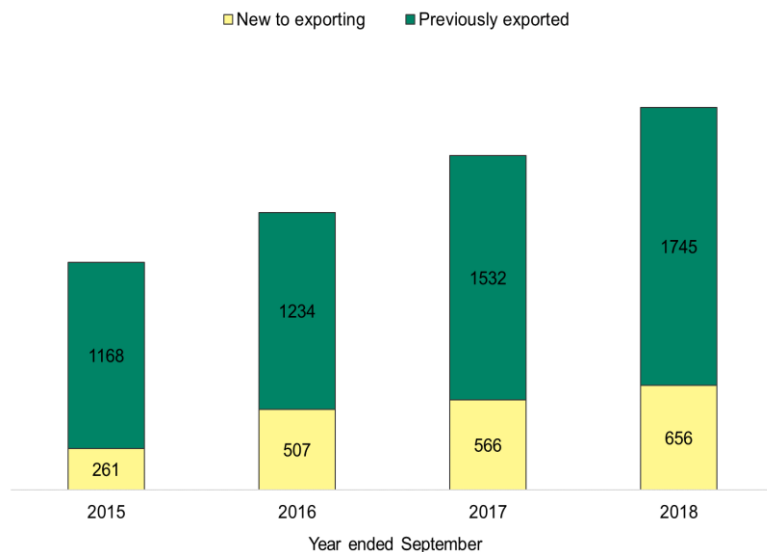
# Commentary (continued)

## Exporter performance

The growth in the number of exporters continued this 12-month period, with the number of active exporters increasing by 14 per cent to 2401. There were 1665 companies that contributed \$476 million to the growth in exports by increasing shipments or commencing exporting. This growth was partially offset by those exporters who decreased their shipments or ceased exporting altogether; exports by these 1207 companies declined by \$210 million in value.

As illustrated in Figure 2, the number of new exporters who have never before exported keeps increasing. New exporters accounted for 18 per cent of exporters in the year ended September 2015, which increased to 27 per cent in 2018.

Figure 2: Number of exporters, new vs. existing



## Price segments

Healthy growth across the price spectrum continued in the last 12 months. Exports above \$10 per litre increased by 20 per cent to \$804 million, with the \$20 to \$29.99 segment in particular showing considerable growth. Below \$10 per litre, the \$5 to \$7.49 segment was the star, growing by \$50 million.

Figure 3: Exports by price segment (million AUD FOB)

Price segment (A\$/litre)	MAT September 2018	Value change	Growth rate
\$2.49 and under	\$543	\$38	8%
\$2.50 to \$4.99	\$838	\$33	4%
\$5.00 to \$7.49	\$362	\$50	16%
\$7.50 to \$9.99	\$159	\$11	8%
\$10.00 to \$14.99	\$207	\$16	8%
\$15.00 to \$19.99	\$73	-\$8.4	-10%
\$20.00 to \$29.99	\$168	\$60	55%
\$30.00 to \$49.99	\$98	\$14	16%
\$50.00 to \$99.99	\$189	\$43	30%
\$100.00 to \$199.99	\$20	\$5.1	35%
\$200.00 +	\$50	\$4.2	9%
<b>Total value</b>	<b>\$2,706</b>	<b>\$266</b>	<b>11%</b>

## Destinations

All but one of the major destination regions imported more Australian wine in the year ended September 2018 compared with the year before. The notable exception was North America, where a \$16 million increase in exports to Canada only partially offset a \$38 million decline in exports to the USA.

### Regions in growth:

- Northeast Asia, by 24 per cent to \$1.14 billion
- Europe, by 5 per cent to \$604 million
- Southeast Asia, by 5 per cent to \$170 million
- Oceania, by 21 per cent to \$105 million, and
- the Middle East, by 41 per cent to \$30 million.

# Commentary (continued)

Figure 4: Value change by region (million AUD FOB)



## China

In the year ended September 2018, exports to China (including Hong Kong and Macau) increased by 24 per cent in value to \$1.06 billion and 25 per cent in volume to 175 million litres (19 million 9-litre case equivalents).

David Lucas, Wine Australia's Regional General Manager North Asia, said 'the continuing growth and development of Australian wine is robust. Although the timing of shipments clearly does have an impact on the absolute growth rates, especially when looking at the narrow quarterly shipments, I firmly believe the depletion trend continues to be strong and is a more accurate reflection of the real consumer engagement with wine from Australia.'

'Equally, the timing of the various Chinese festivals can often distort the timings for shipments; festivals such as the Mid-Autumn festival and Chinese New Year, and even the major on-line promotions such as 9:9 (9 September – Alibaba's Wines & Spirits festival) and 11:11 (11 November, singles day) can have an effect.'

'The strength in depth - solid growth at almost every price point - is one of the more encouraging signals, especially with almost a third of the total export value coming from wines above A\$20 per litre', David said.

### Mainland China

Exports of Australian wine to mainland China increased by 29 per cent in value to \$949 million and 27 per cent in volume to 168 million litres. This resulted in a 1 per cent increase in average value to \$5.66 per litre FOB.

Shipments in the last quarter of the September 2018 MAT were down on the same period in 2017, resulting in a growth rate that was lower than the June 2018 MAT. However, the expectation is that shipments will pick up in the lead-up to the Chinese New Year.

Opportunities in the Chinese market remain exciting and plentiful. Chinese grape wine consumption is forecasted to continue to grow at 6 per cent per annum for the next 5 years, which will equate to a consumption level of over 3 billion litres in 2022, which would see China surpass the USA as the world's largest wine market (Euromonitor).

The Chinese middle class is surging and is expected to add 350 million people over the period between 2015 and 2022. This trend is expected to push consumption of goods and services to triple current levels, to US\$14 trillion by 2030. This middle class is willing to pay a premium for quality, safe and reliable products, meaning that wine consumption is growing as people start to buy grape-based wine (Efic).

# Commentary (continued)

Figure 5: Exports to mainland China by price segment (million AUD FOB)

Price segment (A\$/litre)	MAT September 2018	Value change	Growth rate
\$2.49 and under	\$71	\$20	39%
\$2.50 to \$4.99	\$231	\$34	17%
\$5.00 to \$7.49	\$146	\$28	24%
\$7.50 to \$9.99	\$64	\$12	23%
\$10.00 to \$14.99	\$94	\$20	27%
\$15.00 to \$19.99	\$35	\$0.8	2%
\$20.00 to \$29.99	\$104	\$44	73%
\$30.00 to \$49.99	\$53	\$5.4	11%
\$50.00 to \$99.99	\$118	\$37	47%
\$100.00 to \$199.99	\$7.9	\$0.9	12%
\$200.00 +	\$25	\$8.9	53%
<b>Total value</b>	<b>\$949</b>	<b>\$211</b>	<b>29%</b>

Figure 5 shows there is growth in every price segment of wine exports to China this year, with standout performances from the \$20 to \$29.99 and \$50 to \$99.99 segments.

## Asia Pacific

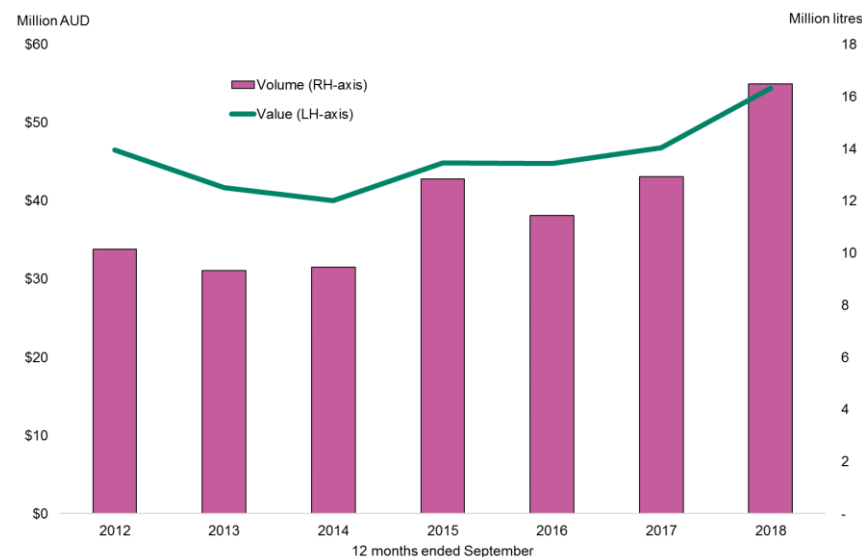
China is not the only destination in Asia Pacific that is enjoying more Australian wine; there are several markets that are embracing what Australian wine has to offer.

Exports to New Zealand increased by 24 per cent to \$94 million. While red has a larger share of wine exported to New Zealand, white wines are growing at a faster rate; imports of Australian Sauvignon Blanc and Pinot Gris have more than doubled in the past 12 months.

The past 12 months saw exports to Singapore increase by 30 per cent to \$90 million. Exports above \$10 per litre have a 43 per cent volume share of this market and red wines are heavily favoured. Shiraz, Cabernet Sauvignon and Merlot all experienced good growth.

Japan's growth has been steady since the Japan–Australia Economic Partnership Agreement came into force on 15 January 2015. As illustrated in Figure 6, the market responded to the immediate reduction in tariffs on unpackaged wine and the stepped reduction in tariffs on bottled wine. In the year ended September 2018, value increased by 16 per cent to \$54 million, while volume increased at a higher rate of 27 per cent to 16 million litres (1.8 million 9-litre case equivalents).

Figure 6: Australian wine exports to Japan by volume and value





# Commentary (continued)

## North America

### United States of America

The USA is currently a challenging market for Australian wine. In the past 12 months, exports decreased by 8 per cent in value to \$423 million and 11 per cent in volume to 161 million litres (18 million 9-litre case equivalents). This resulted in a 3 per cent increase in average value to \$2.62 per litre FOB. Most of the value decline is coming in the commercial and value wines, which is consistent with the market trend in the USA for this segment.

There is positive sentiment about Australian wine in the USA among key influencers and consumers. While consolidation at the distribution level of the three-tier system is proving to be a difficult barrier to overcome, the hard work of Australian exporters willing to get in to market is starting to pay off. Australian wine sales in the on-trade have increased by 4 per cent in value in the year ended June 2018 to US\$267 million (Nielsen-CGA) and sales in the off-trade have increased by 3 per cent to \$522 million (IRI Worldwide). In the off-trade, ground is being made at premium price points, with Australian sales up by 1 per cent in the US\$15.00 to \$19.99 per bottle segment and up 29 per cent in the US\$20.00 to \$24.99 per bottle segment. There is also solid growth in sales of Australian Cabernet Sauvignon and Chardonnay. These positive trends, as well as a favourable exchange rate, are laying the foundations for Australian wine to find success again in the world's largest wine market.

Figure 7 shows that there are some bright spots in the export data, such as the \$7.50 to \$9.99 segment, up by 10 per cent to \$16 million; this segment includes growth for both large and small exporters.

Aaron Ridgway, Wine Australia's Regional General Manager the Americas, said 'Wine Australia's activities, supercharged with funding from the Australian Government's \$50 million Export and Regional Wine Support Package, are all focused on engaging with the wine trade and improving their perceptions about Australian wine to drive demand. Our activities are aimed directly at the most challenging areas of the US market: key influencers and distributors.

Figure 7: Exports to the USA by price segment (million AUD FOB)

Price segment (A\$/litre)	MAT September 2018	Value change	Growth rate
\$2.49 and under	\$89	-\$11	-11%
\$2.50 to \$4.99	\$255	-\$24	-8%
\$5.00 to \$7.49	\$23	-\$0.8	-3%
\$7.50 to \$9.99	\$16	\$1.5	10%
\$10.00 to \$14.99	\$17	-\$2.7	-13%
\$15.00 to \$19.99	\$8.9	-\$0.2	-2%
\$20.00 to \$29.99	\$6.0	-\$0.5	-7%
\$30.00 to \$49.99	\$3.6	-\$0.8	-18%
\$50.00 to \$99.99	\$2.3	\$0.3	13%
\$100.00 to \$199.99	\$0.7	\$0.1	8%
\$200.00 +	\$0.5	-\$0.4	-45%
<b>Total value</b>	<b>\$423</b>	<b>-\$38</b>	<b>-8%</b>

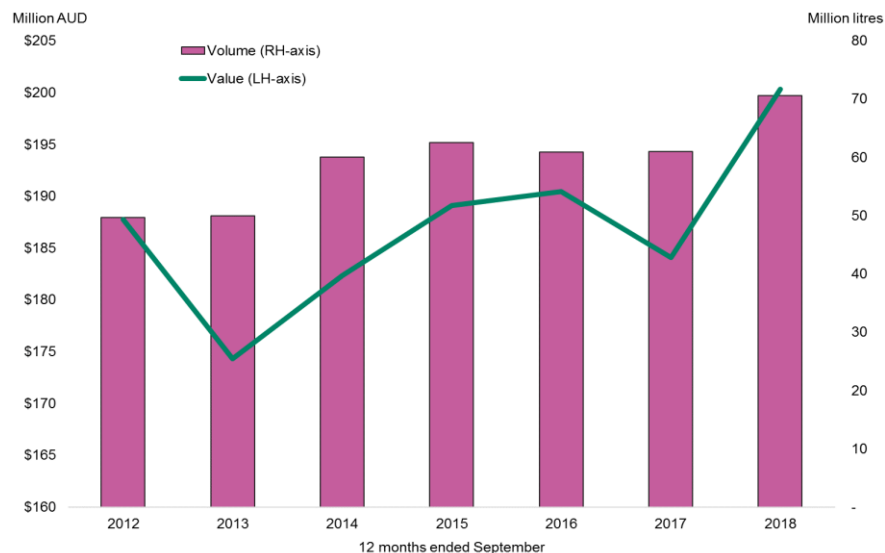
'Events like Australia Decanted in July and Aussie Wine Week in September drew unprecedented attention to our fine wine offering, and there continue to be incremental opportunities flowing through as a result. The stage is set for a fantastic Aussie Wine Month in 2019 that will push the category even further in the right direction', Aaron said.'

### Canada

In contrast to the USA, Canada has recently increased its imports of Australian wine. In the year ended September 2018, as illustrated in Figure 8, the value of wine exports to Canada increased by 9 per cent to \$200 million and volume increased by 16 per cent to 71 million litres (7.8 million 9-litre case equivalents). White wine remains the growth segment for this market, increasing by 24 per cent to \$70 million.

# Commentary (continued)

Figure 8: Australian wine exports to Canada by volume and value



## United Kingdom

Exports to the UK increased by 9 per cent in value to \$380 million and 6 per cent in volume to 239 million litres (27 million 9-litre case equivalents). Average value increased by 3 per cent to \$1.59 per litre.

Eighty per cent of Australian wine shipped to the UK is unpackaged and it is this market segment that was the growth driver. Shipments of unpackaged wine increased by 20 per cent in value and 8 per cent in volume; this translated to an 11 per cent increase in average value to \$1.04 per litre, the highest level since early 2016.

This trend can be seen in the increase in the value of shipments in the \$2.49 and under price segment (see Figure 9). An increase in the value of bottled shipments priced between \$2.50 and \$4.99 per litre can also be observed.

Figure 9: Exports to the UK by price segment (million AUD FOB)

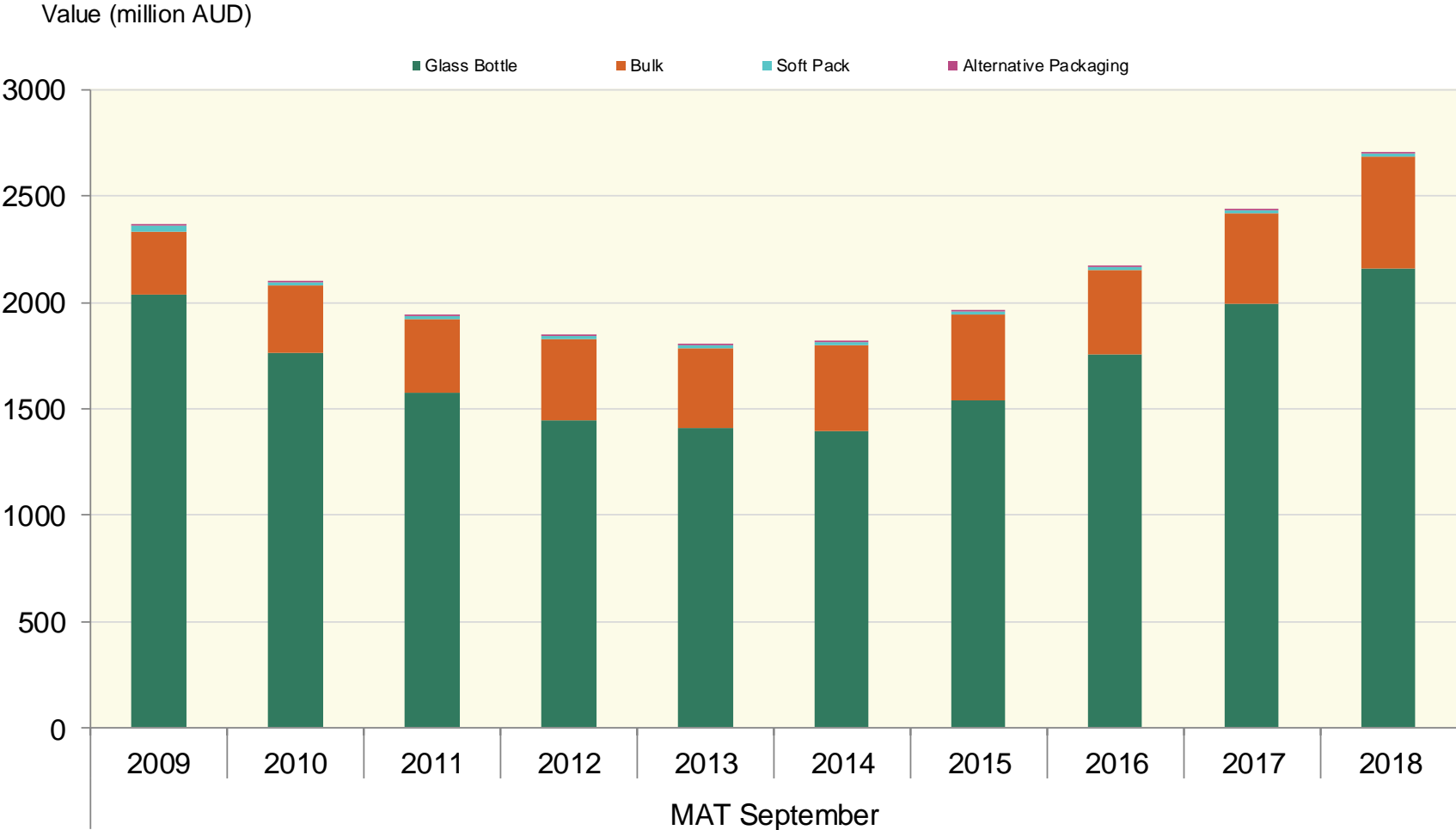
Price segment (A\$/litre)	MAT September 2018	Value change	Growth rate
\$2.49 and under	\$199	\$5.8	3%
\$2.50 to \$4.99	\$121	\$32	36%
\$5.00 to \$7.49	\$24	-\$2.4	-9%
\$7.50 to \$9.99	\$12	-\$1.0	-7%
\$10.00 to \$14.99	\$12	-\$1.5	-11%
\$15.00 to \$19.99	\$4.3	-\$0.3	-6%
\$20.00 to \$29.99	\$3.1	-\$0.3	-9%
\$30.00 to \$49.99	\$2.7	-\$0.2	-8%
\$50.00 to \$99.99	\$1.1	-\$0.6	-35%
\$100.00 to \$199.99	\$0.6	-\$0.2	-23%
\$200.00 +	\$0.5	-\$0.4	-41%
<b>Total value</b>	<b>\$380</b>	<b>\$31</b>	<b>9%</b>

Laura Jewell MW, Wine Australia's Regional General Manager, EMEA, said 'The UK continues to show growth by both value and volume, driven mainly by the larger brands packaging in the UK for distribution across Europe while it is still straightforward to do so. Brexit negotiations continue apace, which will have some impact on freedom of movement of trade, but until they are finalised the uncertainty remains, and brand owners are putting contingency plans in place for both worst- and best-case scenarios.

'The EMEA team is just back from the Nordic roadshow, where each of the Monopoly buyers shared some insights into their trading. In Sweden, 'bag in box' accounts for approximately 50 per cent of sales through Systembolaget, and organically certified wines now account for 7 per cent of the Australian portfolio (compared to a 22 per cent share of total sales). In Norway, the 'bag in box' number is over 60 per cent at Vinmonopolet, and Australia manages to keep its share of trade. In Finland, there are 283 Australian stock keeping units (SKUs), and only 17 are organically certified, but this is an increase on previous years. Here 'bag in box' is only 30 per cent, and they have not yet got into drinking rosé, with rosé at only 2 per cent of total sales. There was an optimistic buzz around the trade tastings in each market', Laura said.

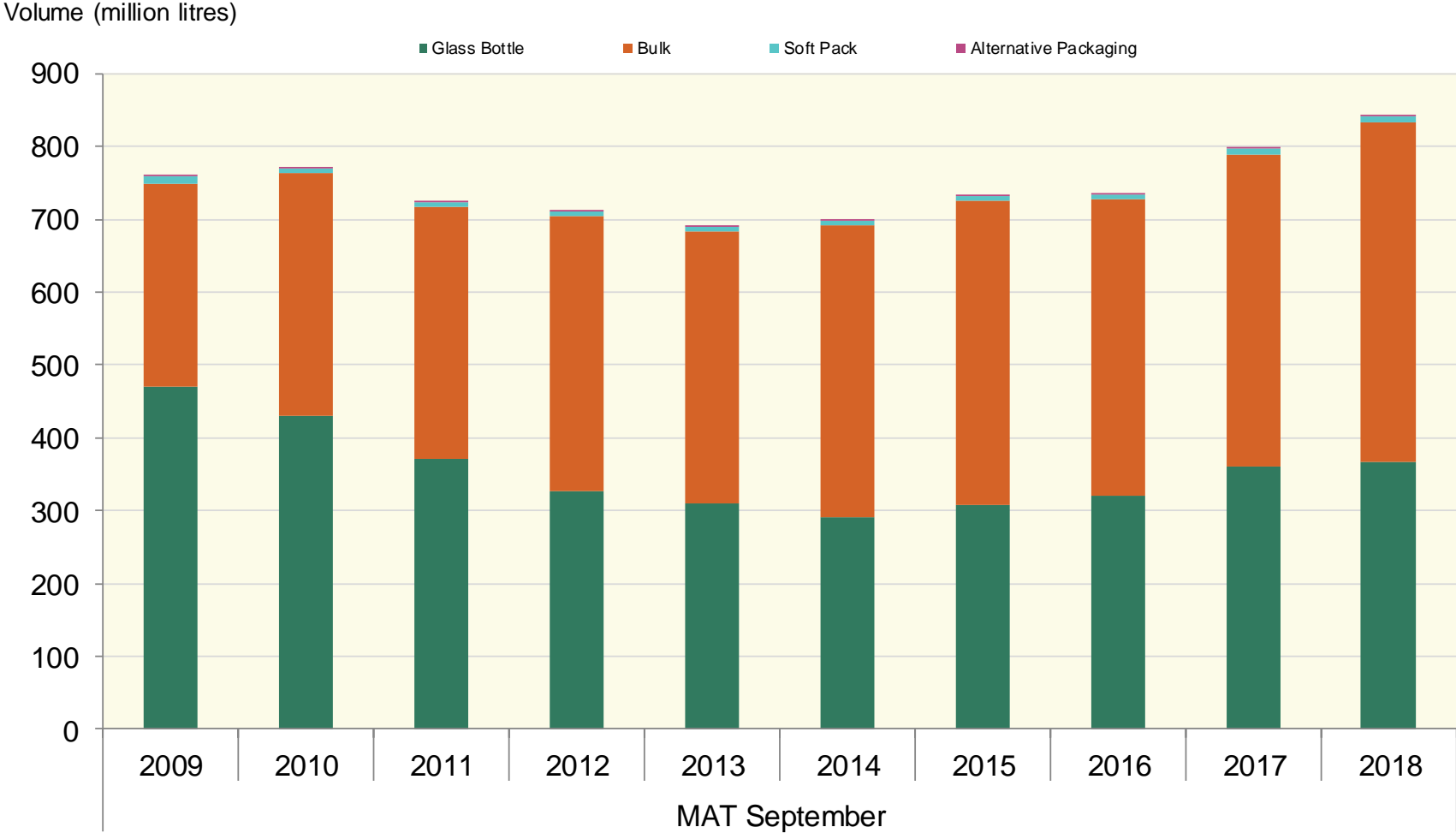
# Historic overview of exports

Value by container type in A\$ million



# Historic overview of exports

Volume by container type ('000 litres)

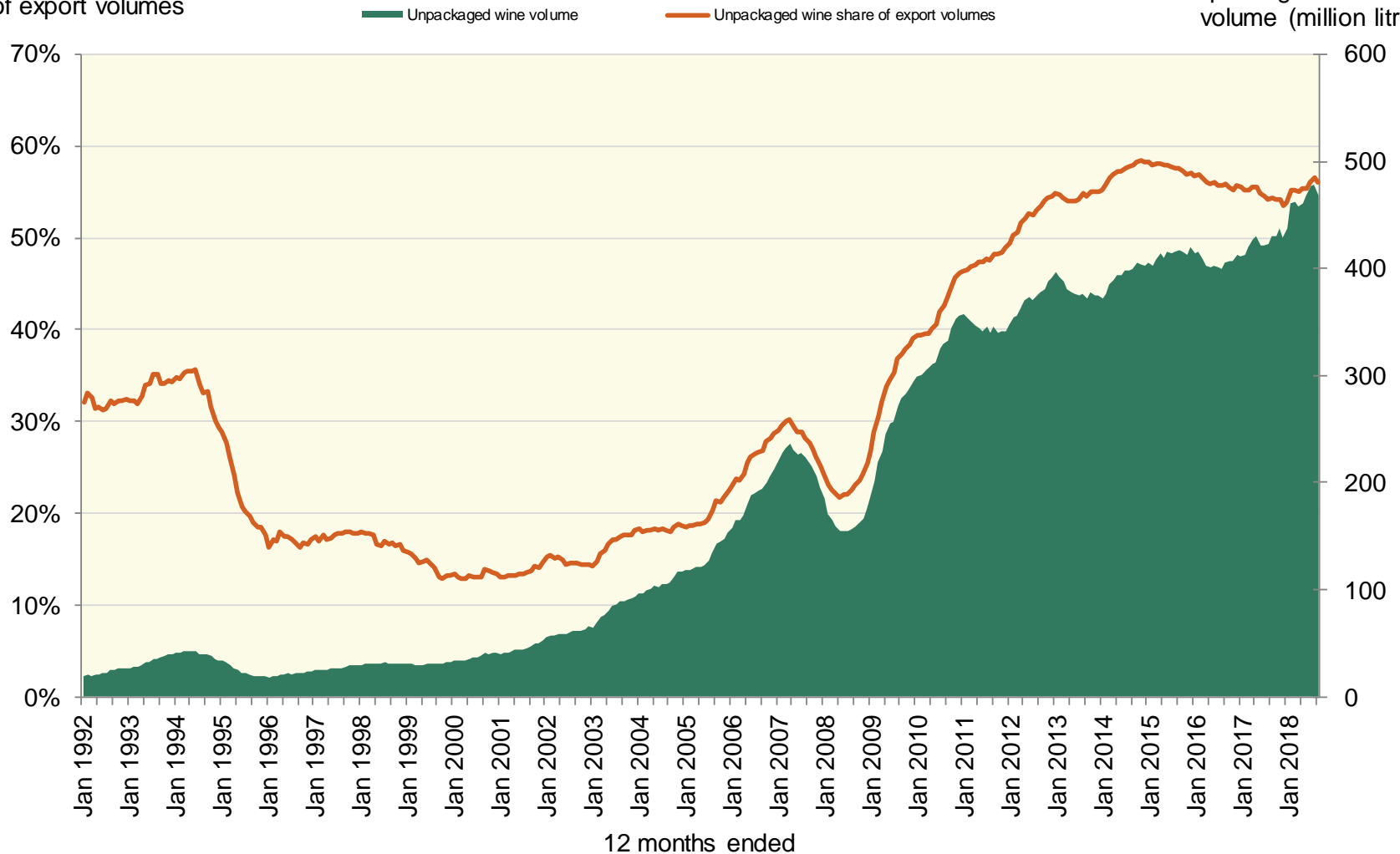


# Historic overview of exports

## Unpackaged share of export volumes

Unpackaged wine share  
of export volumes

Unpackaged wine export  
volume (million litres)



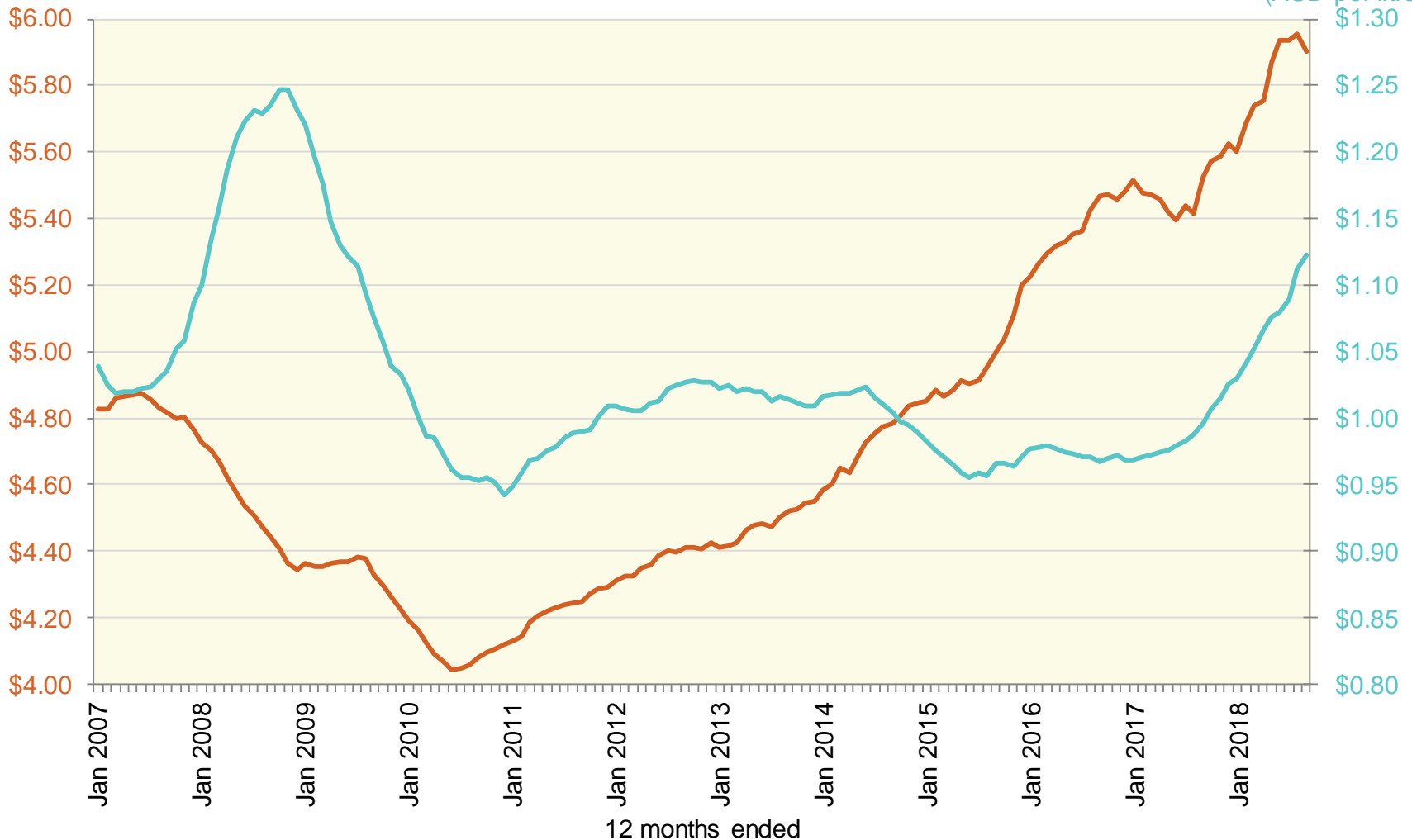
# Historic overview of exports

Average value of exports

Bottled average value  
(AUD per litre)

— Bottled — Unpackaged

Unpackaged average value  
(AUD per litre)

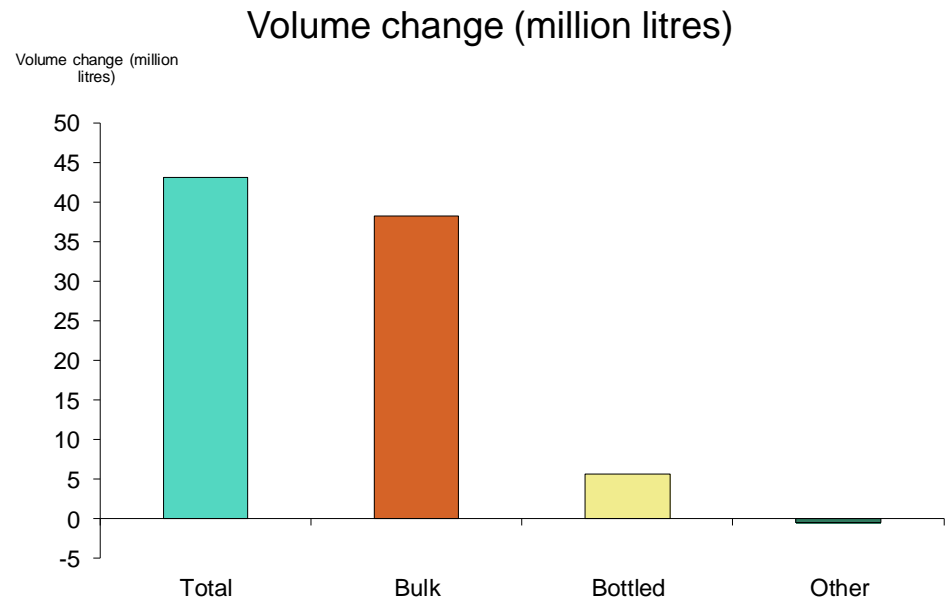
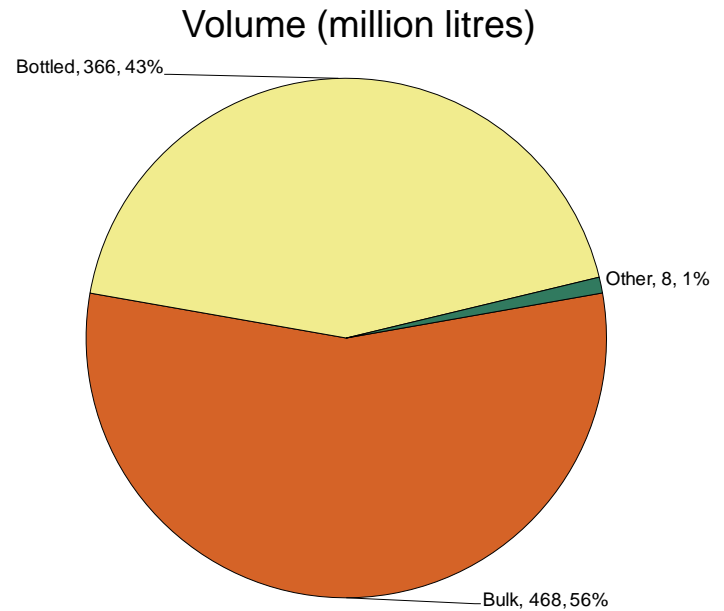


# Exports by container type

MAT September 2018

		Volume (ML)	Value (A\$M FOB)	Average Value (A\$/L FOB)
Bottled	2018	366	2,160	5.90
	Change	2%	8%	7%
	Share	43%	80%	
Bulk	2018	468	525	1.12
	Change	9%	23%	13%
	Share	56%	19%	
Other	2018	8	21	2.49
	Change	-7%	1%	8%
	Share	1%	1%	
Total	2018	842	2,706	3.21
	Change	5%	11%	5%
	Share	100%	100%	

“Other” includes wine in soft-packs and alternative packaging



# Wine exports

## by country, container and colour

Value for MAT September 2018

	Glass Bottle Red Wine		Bulk Red Wine		Other Red Wine		Glass Bottle White		Bulk White Wine		Other White Wine		Sparkling Wine		Other Wine		Total Wine	
	MAT September 2018 (A\$ '000s)	Change %	MAT September 2018 (A\$ '000s)	Change %	MAT September 2018 (A\$ '000s)	Change %	MAT September 2018 (A\$ '000s)	Change %	MAT September 2018 (A\$ '000s)	Change %	MAT September 2018 (A\$ '000s)	Change %	MAT September 2018 (A\$ '000s)	Change %	MAT September 2018 (A\$ '000s)	Change %	MAT September 2018 (A\$ '000s)	Change %
China, Pr	827,723	26%	78,279	92%	804	-1%	28,300	20%	2,043	-33%	68	-17%	2,240	-66%	4,400	-22%	948,794	29%
United States Of America	203,411	-12%	34,926	12%	75	-93%	127,605	5%	47,274	-14%	75	++	1,536	-66%	5,456	-63%	422,599	-8%
United Kingdom	106,708	-2%	126,831	25%	0	na	68,573	0%	73,069	12%	0	-100%	1,815	-60%	1,617	63%	380,301	9%
Canada	103,401	-2%	19,959	24%	942	52%	44,120	11%	24,261	62%	1,880	17%	1,317	-64%	1,756	-24%	200,328	9%
Hong Kong	95,739	-6%	31	na	1,575	15%	6,738	-3%	0	na	235	-21%	283	-75%	731	-9%	106,487	-6%
New Zealand	52,224	10%	11,543	++	705	5%	11,331	49%	6,962	2%	677	82%	2,307	-45%	2,516	-9%	93,645	24%
Singapore	76,001	40%	0	na	339	-16%	7,403	1%	0	na	114	8%	1,265	-81%	705	-6%	90,460	30%
Germany, Federal Republic	14,318	-20%	21,416	26%	0	na	4,858	36%	15,082	13%	0	na	17	-86%	56	3%	55,831	7%
Japan	23,079	20%	5,027	++	2,454	2%	11,398	9%	2,569	72%	1,016	-7%	2,159	-61%	4,358	-1%	54,429	16%
Netherlands	11,685	-23%	4,584	19%	0	na	13,647	3%	6,577	49%	0	na	483	-50%	115	-89%	37,443	-3%
Malaysia	32,579	-31%	0	na	113	++	2,730	8%	0	na	15	++	64	-67%	205	-19%	35,844	-29%
United Arab Emirates	20,311	84%	0	-100%	728	10%	5,165	-8%	0	na	473	1%	338	-63%	623	8%	28,407	47%
Denmark	9,315	-2%	6,744	31%	0	na	4,071	33%	2,512	-11%	0	na	320	-48%	377	-43%	23,890	10%
Thailand	15,079	9%	1,529	++	727	-42%	3,711	-6%	800	++	464	3%	311	-67%	145	-3%	23,653	11%
Sweden	12,189	10%	2,331	-10%	0	na	5,381	-2%	1,438	3%	0	na	405	-7%	15	7%	22,574	7%
Korea, R	12,600	30%	0	na	939	8%	2,806	29%	0	na	32	-10%	142	-69%	106	-58%	16,898	25%
Finland	5,374	-22%	4,813	72%	0	na	2,715	9%	2,834	-4%	0	na	275	-75%	224	-52%	16,269	-3%
Taiwan Province	13,982	29%	0	-100%	298	25%	1,301	29%	44	na	120	40%	50	-79%	279	-22%	16,144	26%
Belgium	3,492	-16%	3,280	11%	0	na	4,027	0%	4,454	36%	0	na	204	-44%	262	++	16,100	8%
Ireland	5,188	-40%	31	na	0	na	4,538	-29%	31	-50%	0	na	98	-51%	17	-81%	9,984	-35%
Rest of the world	62,233	7%	7,092	-53%	1,750	10%	21,632	8%	6,248	23%	1,196	-11%	956	-65%	2,285	-4%	105,726	-1%
World	1,706,631	10%	328,417	33%	11,449	-5%	382,049	6%	196,199	9%	6,365	7%	16,587	-64%	26,252	-33%	2,705,804	11%



# Wine exports

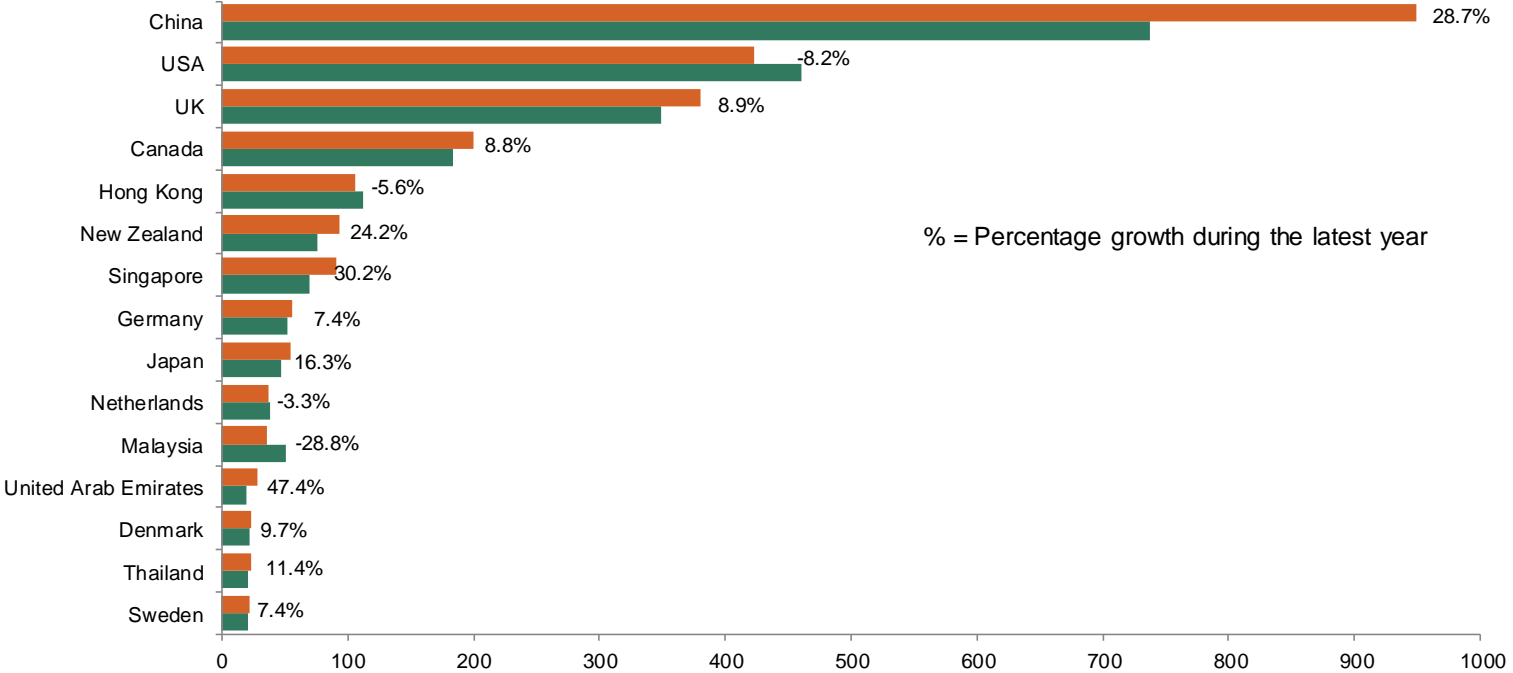
## by country, container and colour

Volume for MAT September 2018

	Glass Bottle Red Wine		Bulk Red Wine		Other Red Wine		Wine		Bulk White Wine		Other White Wine		Sparkling Wine		Other Wine		Total Wine	
	MAT September 2018 ('000 Litres)	Change %	MAT September 2018 ('000 Litres)	Change %	MAT September 2018 ('000 Litres)	Change %	MAT September 2018 ('000 Litres)	Change %	MAT September 2018 ('000 Litres)	Change %	MAT September 2018 ('000 Litres)	Change %	MAT September 2018 ('000 Litres)	Change %	MAT September 2018 ('000 Litres)	Change %	MAT September 2018 ('000 Litres)	Change %
United Kingdom	24,153	-3%	115,329	13%	0	na	20,199	-3%	77,854	1%	0	-100%	727	-33%	310	20%	238,572	6%
China, Pr	109,029	18%	50,403	64%	246	-32%	4,634	23%	1,476	-35%	21	-49%	1,068	-9%	670	-27%	167,547	27%
United States Of America	48,560	-13%	22,695	-5%	14	-96%	36,044	3%	51,702	-14%	14	++	749	-5%	1,432	-65%	161,209	-11%
Canada	17,086	-1%	18,683	10%	219	17%	9,421	7%	23,682	45%	418	13%	683	8%	352	-20%	70,545	16%
Germany, Federal Republic	3,526	-29%	16,128	1%	0	na	1,352	-15%	16,396	3%	0	na	6	-43%	17	++	37,426	-3%
New Zealand	10,132	12%	7,585	55%	307	-14%	3,668	63%	8,538	-4%	222	11%	1,458	72%	489	-25%	32,401	19%
Netherlands	3,461	-17%	3,836	-2%	0	na	3,955	-4%	7,275	40%	0	na	238	-3%	49	-85%	18,814	5%
Japan	3,748	3%	4,050	++	1,475	4%	2,040	-3%	2,702	73%	606	0%	975	-18%	898	-2%	16,494	27%
Denmark	1,519	3%	5,572	4%	0	na	1,003	36%	2,676	-26%	0	na	190	45%	75	-58%	11,033	-4%
Belgium	505	-30%	2,913	-2%	0	na	731	-20%	5,075	27%	0	na	117	34%	38	40%	9,378	8%
Finland	864	-22%	3,292	63%	0	na	576	14%	2,913	0%	0	na	55	-75%	58	-48%	7,757	13%
Hong Kong	5,806	-9%	24	na	589	6%	903	-9%	0	na	99	-23%	152	16%	64	-16%	7,637	-8%
Singapore	4,644	22%	0	na	188	-13%	923	-5%	0	na	38	-35%	631	0%	72	-4%	6,495	13%
Sweden	2,397	2%	1,421	-11%	0	na	1,488	-3%	746	-8%	0	na	317	++	3	++	6,372	0%
Thailand	1,729	-25%	1,174	++	367	-46%	788	-19%	840	++	244	-9%	176	30%	33	2%	5,351	8%
France	160	-23%	3,104	74%	4	na	59	-11%	1,650	-21%	1	na	1	73%	0	na	4,980	20%
United Arab Emirates	1,949	58%	0	-100%	438	8%	877	-5%	0	na	328	3%	156	-15%	175	5%	3,923	20%
Malaysia	3,027	-16%	0	na	61	++	501	7%	0	na	6	++	30	-13%	34	-20%	3,658	-12%
Ireland	1,446	-34%	26	na	0	na	1,556	-23%	26	-50%	0	na	40	-32%	5	-53%	3,099	-28%
Korea, R	1,723	20%	0	na	455	6%	495	33%	0	na	12	24%	60	-26%	18	-56%	2,764	17%
Rest of the world	11,524	3%	2,053	-81%	849	4%	4,806	9%	5,695	80%	596	-15%	510	3%	558	-9%	26,593	-18%
World	256,990	3%	258,289	15%	5,212	-10%	96,017	3%	209,245	2%	2,606	-4%	8,339	1%	5,351	-41%	842,048	5%

# Exports by top 15 destinations

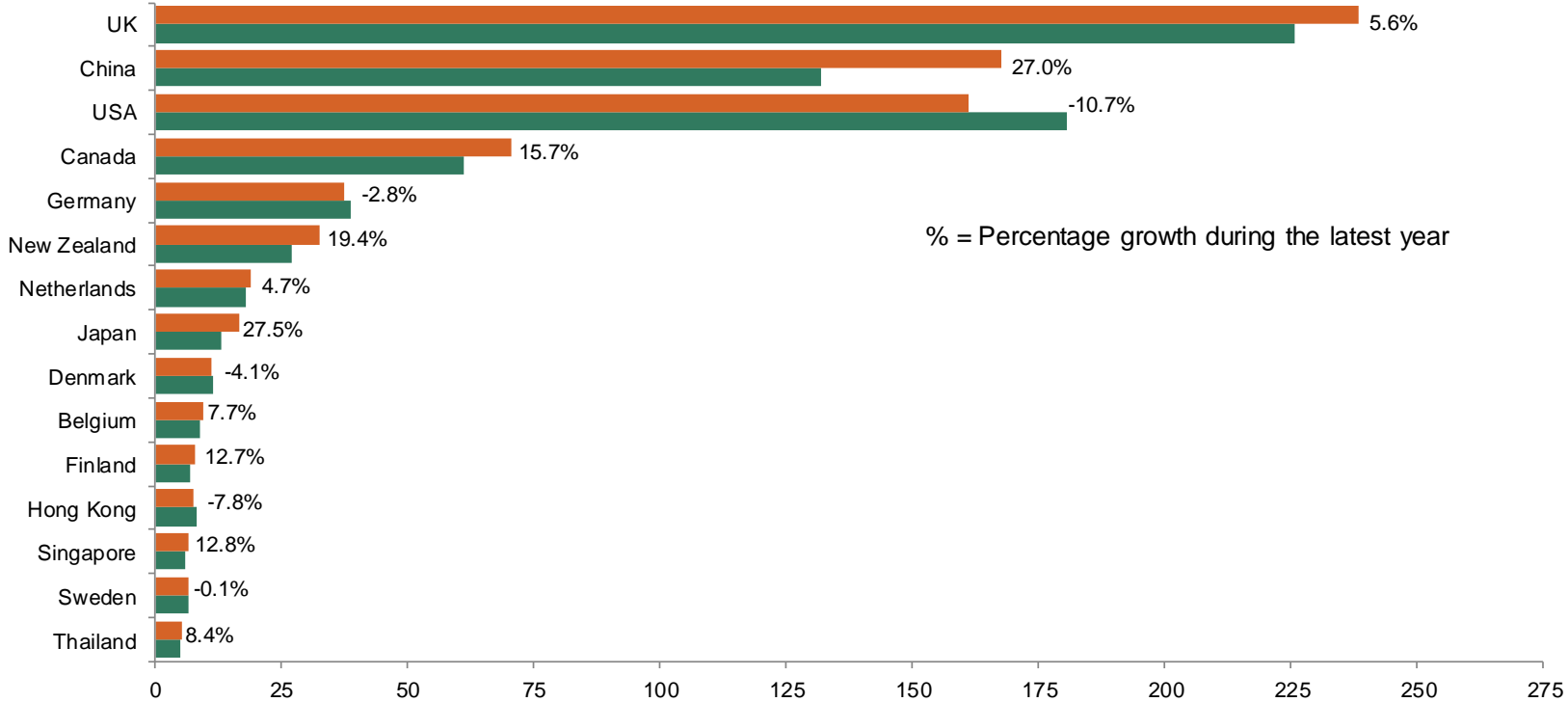
Value (million A\$) for MAT September 2018



	Sweden	Thailand	Denmark	United Arab Emirates	Malaysia	Netherlands	Japan	Germany	Singapore	New Zealand	Hong Kong	Canada	UK	USA	China
2018	22.6	23.7	23.9	28.4	35.8	37.4	54.4	55.8	90.5	93.6	106.5	200.3	380.3	422.6	948.8
2017	21.0	21.2	21.8	19.3	50.3	38.7	46.8	52.0	69.5	75.4	112.9	184.1	349.2	460.6	737.4

# Exports by top 15 destinations

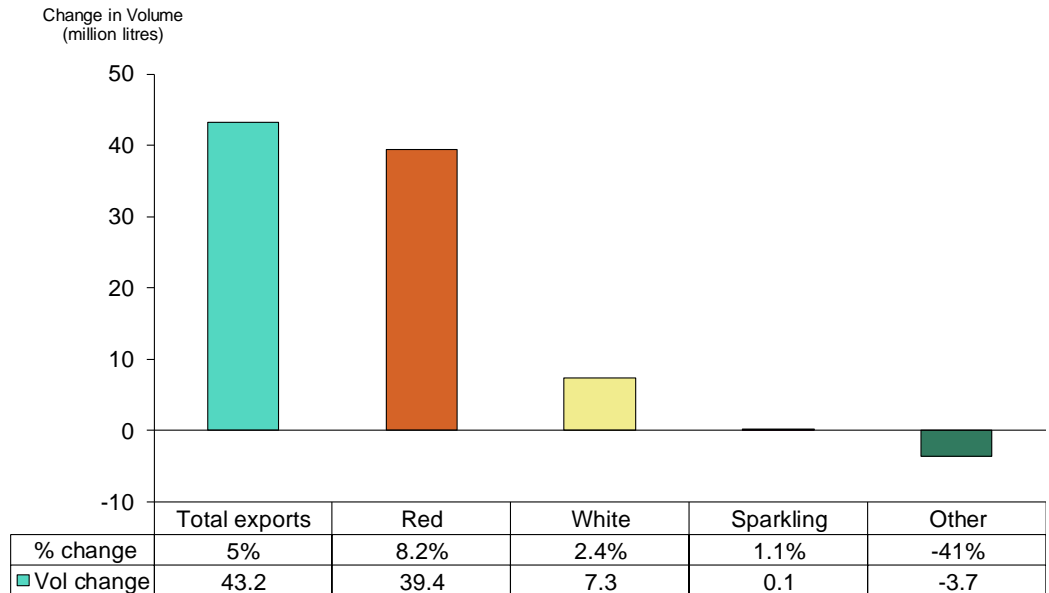
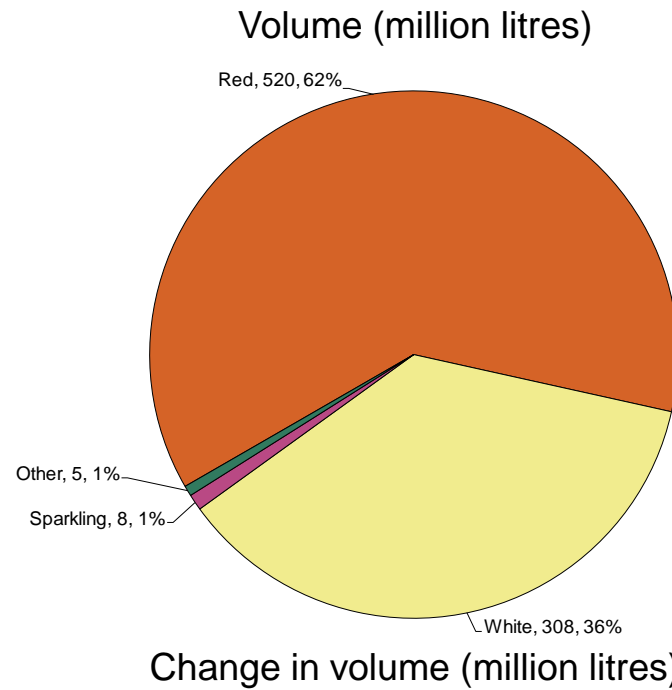
Volume (million litres) for MAT September 2018



	Thailand	Sweden	Singapore	Hong Kong	Finland	Belgium	Denmark	Japan	Netherlands	New Zealand	Germany	Canada	USA	China	UK
2018	5.4	6.4	6.5	7.6	7.8	9.4	11.0	16.5	18.8	32.4	37.4	70.5	161.2	167.5	238.6
2017	4.9	6.4	5.8	8.3	6.9	8.7	11.5	12.9	18.0	27.1	38.5	61.0	180.5	132.0	225.8

# Exports by colour/ wine style

MAT September 2018



# Bottled wine exports report

Bottled exports by price point and destination	22
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Bottled exports by top 15 GI regions	34
Bottled exports by price point	38

# Bottled exports by price point and destination

Value ('000 A\$) for MAT September 2018

	\$2.49 and under		\$2.50 to \$4.99		\$5.00 to \$7.49		\$7.50 to \$9.99		\$10.00 to \$19.99		\$20.00 to \$49.99		\$50.00 and above		Total	
	MAT September 2018 ('000 AUD)	Change %	MAT September 2018 ('000 AUD)	Change %	MAT September 2018 ('000 AUD)	Change %	MAT September 2018 ('000 AUD)	Change %	MAT September 2018 ('000 AUD)	Change %	MAT September 2018 ('000 AUD)	Change %	MAT September 2018 ('000 AUD)	Change %	MAT September 2018 ('000 AUD)	Change %
China	9,244	-17%	223,548	15%	140,975	23%	57,390	11%	127,500	18%	157,740	46%	151,198	45%	867,594	25%
USA	10,140	-41%	253,497	-8%	22,258	-4%	15,221	6%	26,056	-10%	9,579	-12%	3,497	-3%	340,248	-9%
UK	6,988	-79%	113,184	36%	23,612	-9%	12,012	-5%	16,512	-10%	5,744	-8%	2,142	-34%	180,194	-1%
Canada	1,438	-61%	44,049	-4%	66,333	16%	17,088	-15%	20,617	0%	2,874	21%	863	32%	153,261	2%
New Zealand	2,393	45%	35,837	28%	18,777	8%	7,785	16%	6,193	3%	1,578	28%	1,120	21%	73,683	19%
Netherlands	6,288	58%	12,456	-43%	4,995	85%	973	44%	1,055	18%	336	48%	177	96%	26,281	-14%
Japan	768	19%	18,331	-8%	5,492	-5%	3,354	-24%	5,714	23%	2,748	53%	4,606	1194%	41,014	9%
Hong Kong	69	14%	8,829	-17%	8,141	-5%	5,893	6%	18,403	-10%	23,995	14%	39,312	-12%	104,643	-6%
Singapore	299	28%	6,354	-7%	6,499	67%	6,129	53%	16,316	-23%	27,332	117%	27,065	35%	89,996	31%
Germany	3,751	-36%	7,202	-13%	2,456	14%	1,678	4%	3,035	22%	738	-15%	474	62%	19,333	-10%
Sweden	1,122	-16%	10,204	13%	3,401	34%	2,138	-21%	1,374	31%	472	67%	92	22%	18,804	10%
Malaysia	126	-44%	4,875	2%	7,113	-12%	1,668	-17%	3,978	-49%	10,144	-11%	7,812	-51%	35,715	-29%
United Arab Emirates	25	-46%	5,382	-4%	5,247	139%	2,471	67%	3,446	2%	4,825	123%	5,647	84%	27,043	51%
Ireland	2,220	-3%	5,633	-41%	974	-40%	479	-57%	428	-4%	158	-37%	29	-52%	9,922	-35%
Denmark	1,232	82%	4,090	-1%	3,051	23%	2,171	-27%	2,538	8%	1,222	52%	328	-13%	14,633	6%
Thailand	436	6%	5,423	-34%	2,804	25%	2,050	18%	2,339	-26%	3,787	196%	3,295	84%	20,134	7%
Korea, R	-	-100%	3,963	75%	4,295	-4%	1,582	31%	3,733	29%	1,730	29%	613	208%	15,915	26%
India	17	176%	7,079	105%	487	42%	82	11%	543	163%	176	214%	289	547%	8,673	107%
Taiwan Province	14	7%	4,502	-1%	1,461	23%	735	-9%	1,848	-20%	3,210	42%	3,912	203%	15,681	26%
Philippines	68	-20%	5,482	-8%	886	-41%	208	-38%	551	-34%	404	58%	441	-5%	8,041	-15%
Other	1,784	-19%	31,001	-10%	17,342	12%	9,467	-2%	17,315	2%	7,002	11%	5,399	24%	89,299	0%
Total	48,424	-43%	810,919	3%	346,600	14%	150,576	3%	279,495	2%	265,793	38%	258,313	26%	2,160,108	8%

# Bottled exports by price point and destination

Volume ('000 litres) for MAT September 2018

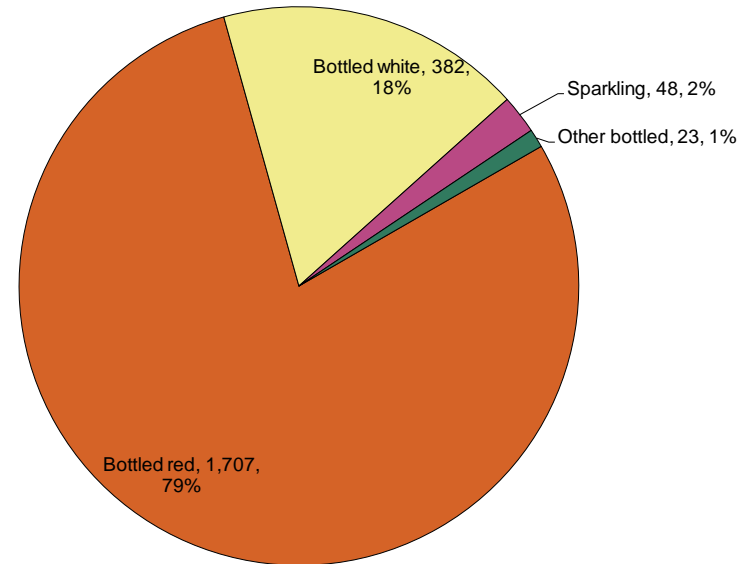
	\$2.49 and under		\$2.50 to \$4.99		\$5.00 to \$7.49		\$7.50 to \$9.99		\$10.00 to \$19.99		\$20.00 to \$49.99		\$50.00 and above		Total	
	MAT September 2018 ('000 Litres)	Change %	MAT September 2018 ('000 Litres)	Change %	MAT September 2018 ('000 Litres)	Change %	MAT September 2018 ('000 Litres)	Change %	MAT September 2018 ('000 Litres)	Change %	MAT September 2018 ('000 Litres)	Change %	MAT September 2018 ('000 Litres)	Change %	MAT September 2018 ('000 Litres)	Change %
China	4,304	-16%	62,554	15%	24,131	24%	6,592	9%	9,860	20%	6,056	53%	1,903	48%	115,400	17%
USA	4,321	-40%	74,476	-7%	3,854	-6%	1,761	9%	1,970	-13%	359	-11%	44	9%	86,785	-10%
UK	2,951	-80%	35,388	42%	3,978	-9%	1,385	-5%	1,328	-9%	199	-9%	21	-33%	45,250	-4%
Canada	592	-62%	11,901	1%	11,183	17%	1,992	-15%	1,760	3%	100	20%	10	17%	27,538	2%
New Zealand	1,035	43%	10,119	30%	3,070	7%	906	19%	509	9%	58	32%	16	38%	15,713	24%
Netherlands	3,284	68%	3,330	-47%	875	85%	117	49%	83	17%	12	63%	2	60%	7,703	-13%
Japan	350	20%	5,084	-5%	899	-7%	389	-24%	437	25%	95	43%	57	1132%	7,310	-3%
Hong Kong	50	92%	2,228	-18%	1,327	-6%	677	5%	1,454	-10%	848	11%	340	-20%	6,925	-9%
Singapore	147	34%	1,600	-10%	1,041	63%	702	49%	1,300	-24%	1,125	133%	352	27%	6,268	14%
Germany	1,883	-48%	2,118	-3%	436	25%	199	10%	236	22%	26	-11%	4	66%	4,901	-26%
Sweden	472	-15%	2,827	9%	550	34%	240	-22%	98	18%	16	67%	1	46%	4,205	6%
Malaysia	55	-45%	1,294	0%	1,219	-10%	191	-20%	317	-39%	432	-13%	83	-50%	3,591	-14%
United Arab Emirat	11	-55%	1,417	-6%	849	134%	290	63%	284	10%	185	149%	63	81%	3,098	27%
Ireland	1,114	-2%	1,669	-38%	166	-38%	56	-54%	37	-1%	5	-53%	0	-64%	3,047	-29%
Denmark	631	96%	1,165	-6%	495	19%	255	-25%	195	11%	42	50%	4	-18%	2,786	11%
Thailand	185	-5%	1,469	-38%	442	25%	243	20%	193	-19%	156	213%	39	38%	2,726	-21%
Korea, R	-	-100%	1,011	64%	761	-5%	185	28%	273	23%	59	26%	6	108%	2,295	19%
India	8	-26%	1,983	92%	86	55%	10	12%	45	158%	6	200%	5	559%	2,143	90%
Taiwan Province	6	6%	1,113	-2%	255	26%	87	-7%	130	-23%	118	41%	39	175%	1,748	2%
Philippines	30	-25%	1,431	-11%	153	-41%	24	-37%	42	-39%	16	66%	5	13%	1,702	-16%
Other	833	-17%	8,331	-11%	2,936	14%	1,099	-1%	1,363	4%	251	7%	63	23%	14,876	-5%
Total	22,261	-43%	232,508	4%	58,707	15%	17,400	3%	21,914	4%	10,163	43%	3,056	27%	366,010	2%

# Bottled exports by colour/wine style

## Value

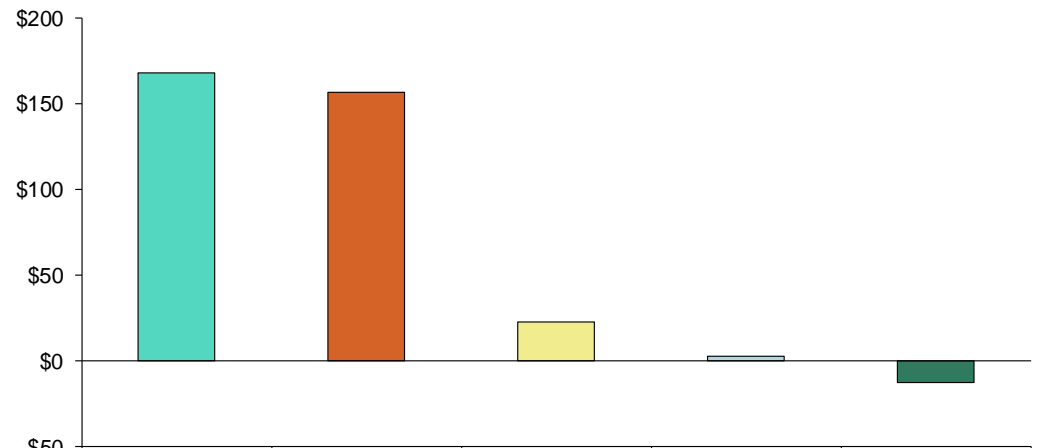
MAT September 2018

Value (A\$ million)



Change in value (A\$ million)

Change in Value (million AUD)



	Total bottled	Bottled red	Bottled white	Sparkling	Other bottled
% change	8.5%	10.1%	6.2%	5.6%	-36.1%
Vol change	168.4	156.7	22.2	2.5	-13.1

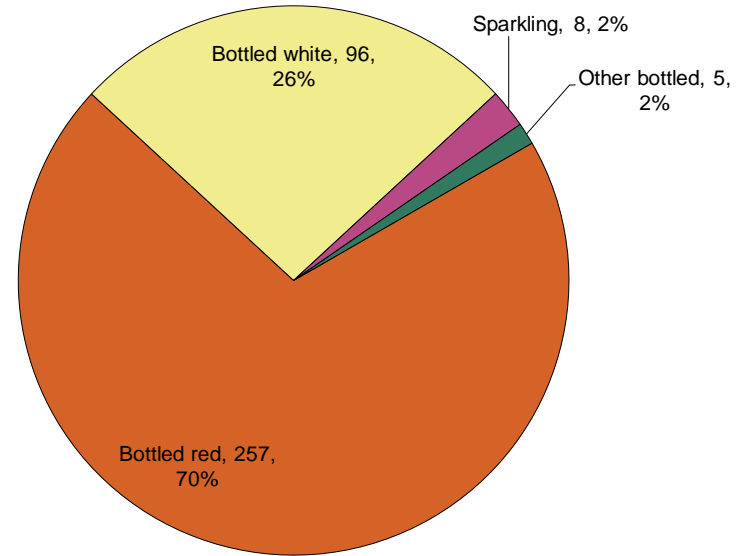


# Bottled exports by colour/wine style

## Volume

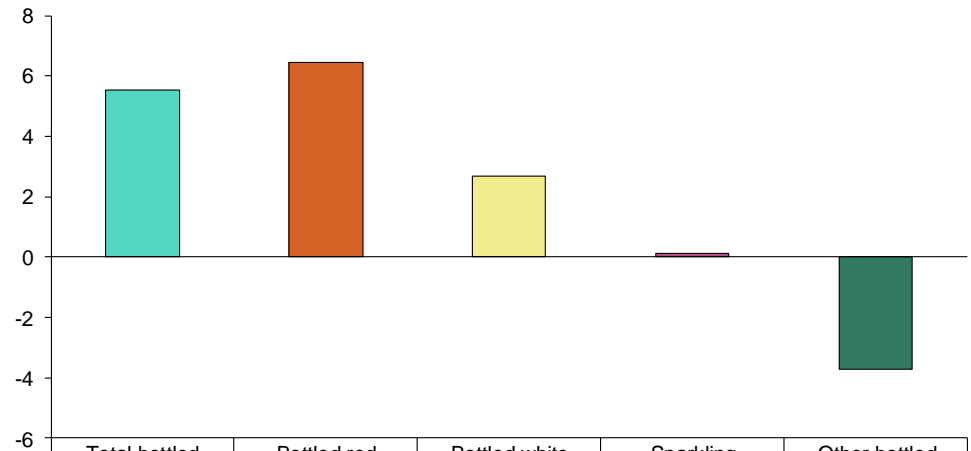
MAT September 2018

Volume (million litres)



Change in volume (million litres)

Change in Volume (million litres)



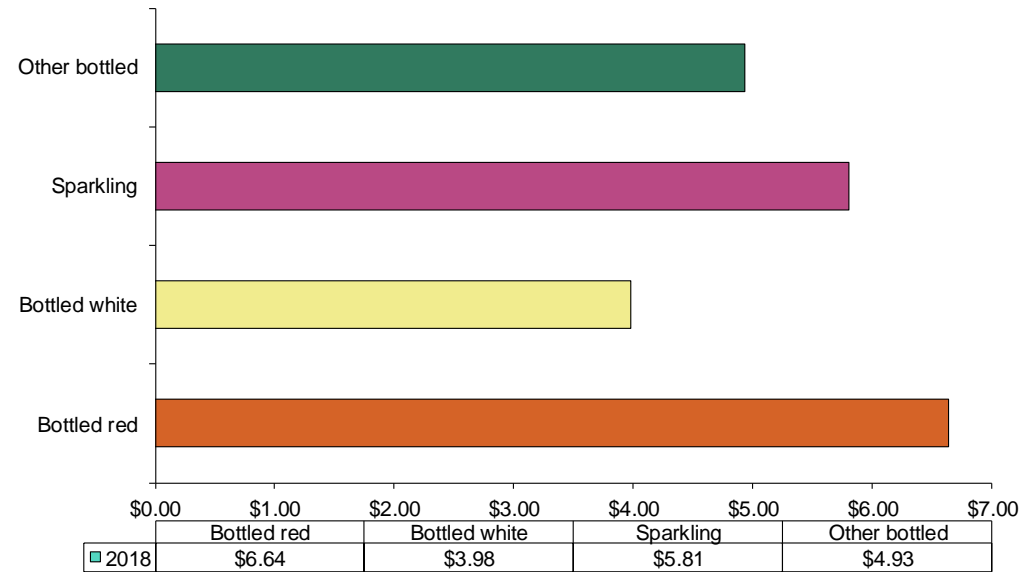
	Total bottled	Bottled red	Bottled white	Sparkling	Other bottled
% change	1.5%	2.6%	2.9%	1.6%	-44.2%
Vol change	5.5	6.4	2.7	0.1	-3.7

# Bottled exports by colour/wine style

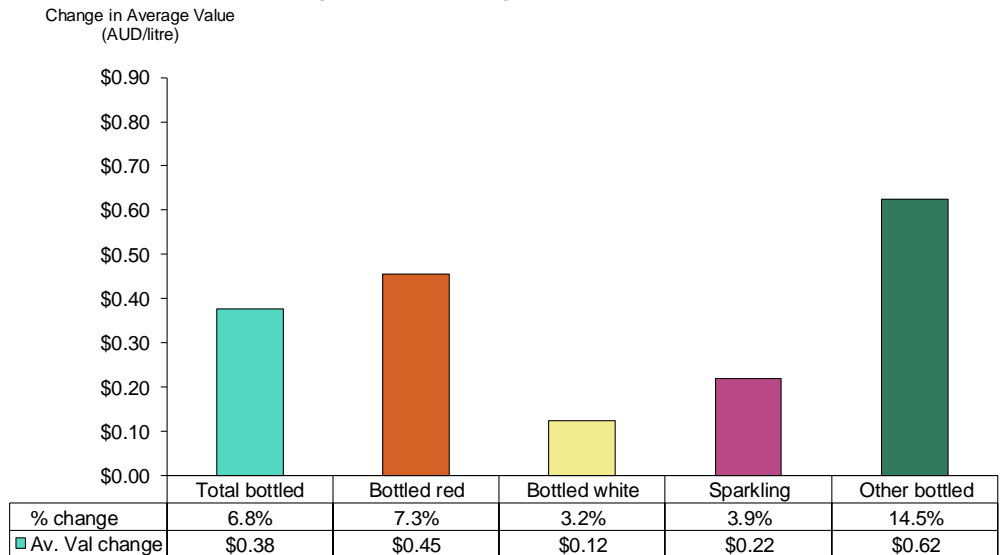
## Average value

MAT September 2018

Average value (A\$ per litre)

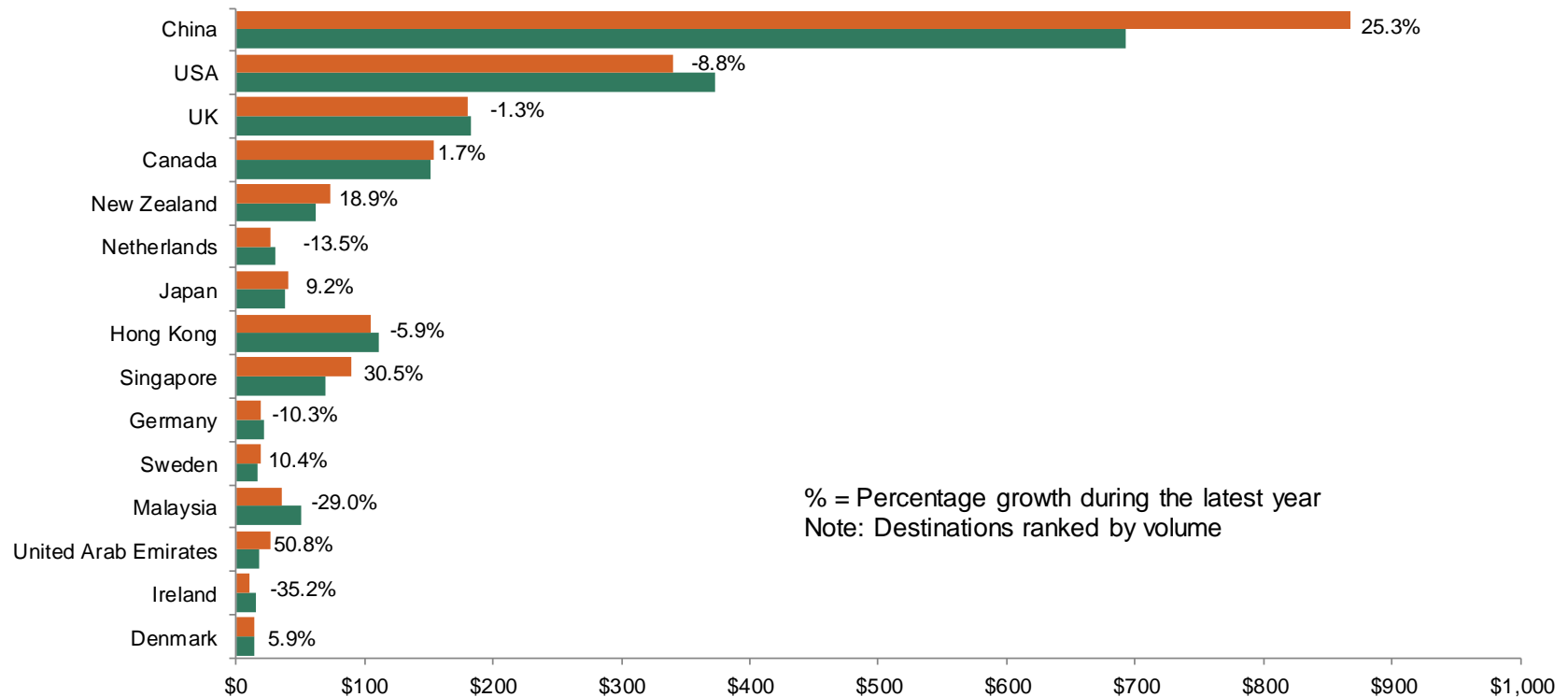


Change in average value (A\$ per litre)



# Bottled exports by top 15 destinations

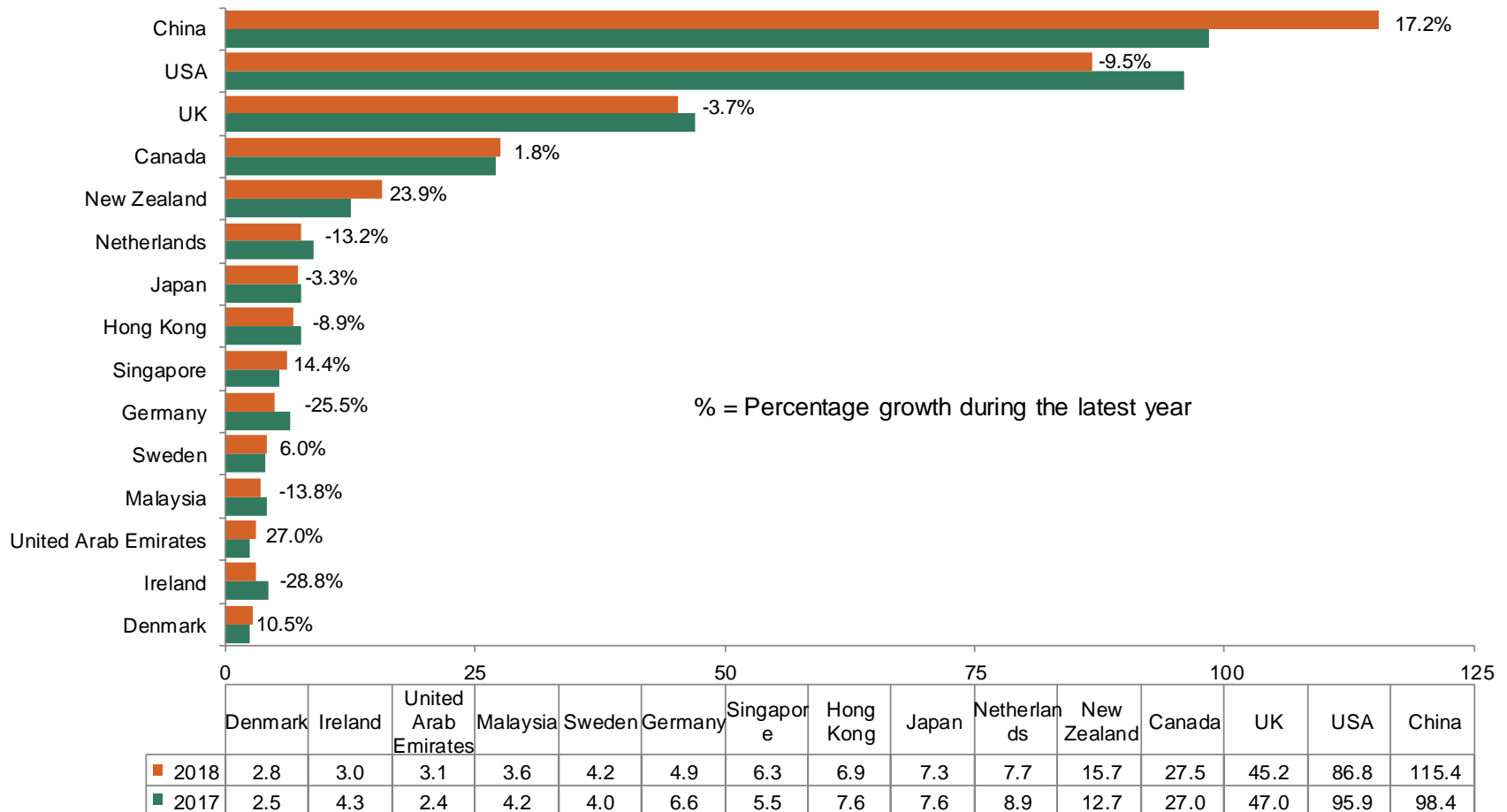
Value (million A\$) for MAT September 2018



	Denmark	Ireland	United Arab Emirates	Malaysia	Sweden	Germany	Singapore	Hong Kong	Japan	Netherlands	New Zealand	Canada	UK	USA	China
2018	14.6	9.9	27.0	35.7	18.8	19.3	90.0	104.6	41.0	26.3	73.7	153.3	180.2	340.2	867.6
2017	13.8	15.3	17.9	50.3	17.0	21.6	68.9	111.2	37.6	30.4	62.0	150.7	182.5	373.2	692.6

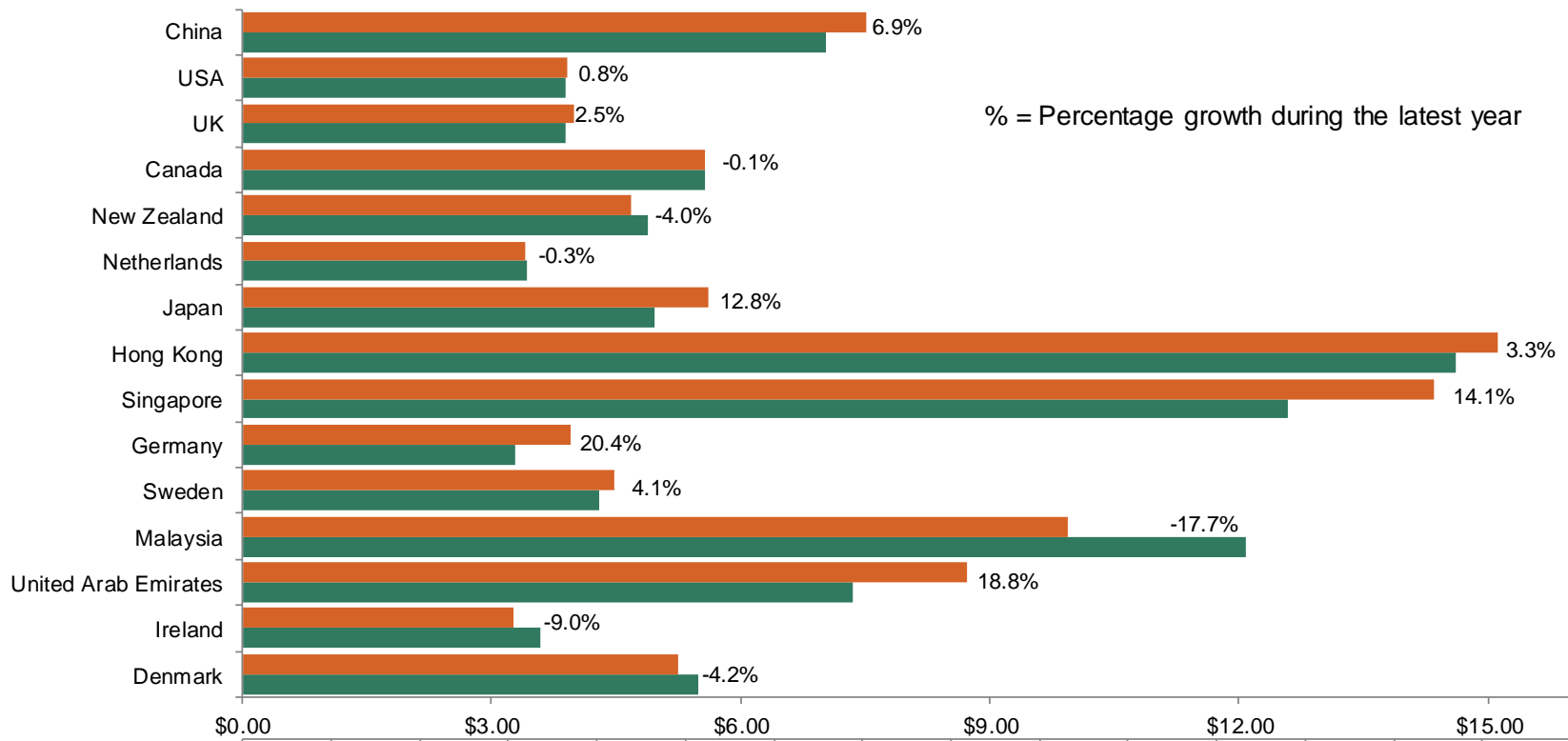
# Bottled exports by top 15 destinations

Volume (million litres) for MAT September 2018



# Bottled exports by top 15 destinations

Average value (A\$ per litre) for MAT September 2018



	Denmark	Ireland	United Arab Emirates	Malaysia	Sweden	Germany	Singapore	Hong Kong	Japan	Netherlands	New Zealand	Canada	UK	USA	China
2018	\$5.25	\$3.26	\$8.73	\$9.95	\$4.47	\$3.94	\$14.36	\$15.11	\$5.61	\$3.41	\$4.69	\$5.57	\$3.98	\$3.92	\$7.52
2017	\$5.48	\$3.58	\$7.35	\$12.08	\$4.29	\$3.28	\$12.59	\$14.62	\$4.97	\$3.42	\$4.88	\$5.57	\$3.88	\$3.89	\$7.04

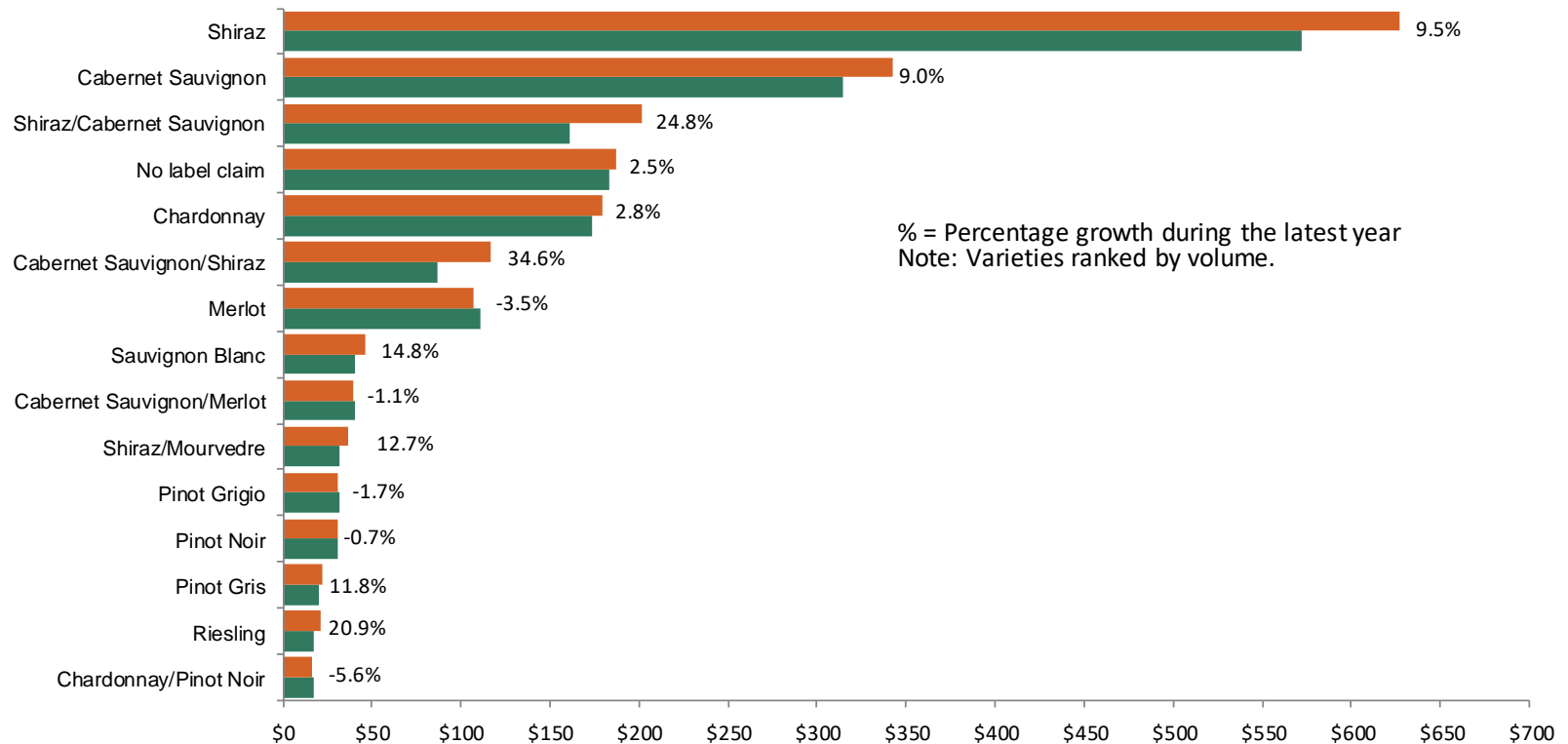
# Bottled exports by top 15 variety label claims

MAT September 2018

Top 15 variety label claims	Volume (million litres)		Value (A\$ million FOB)		Average value (\$A per litre FOB)	
	2018	Change	2018	Change	2018	Change
Shiraz	89.04	6%	626.89	9%	7.04	4%
Cabernet Sauvignon	51.66	4%	342.33	9%	6.63	5%
Shiraz/Cabernet Sauvignon	32.47	1%	201.44	25%	6.20	24%
No label claim	39.89	4%	187.59	2%	4.70	-1%
Chardonnay	46.13	-2%	178.94	3%	3.88	4%
Cabernet Sauvignon/Shiraz	5.54	19%	117.07	35%	21.14	14%
Merlot	27.47	-4%	106.77	-4%	3.89	1%
Sauvignon Blanc	13.27	15%	46.18	15%	3.48	0%
Cabernet Sauvignon/Merlot	8.73	-1%	39.80	-1%	4.56	-1%
Shiraz/Mourvedre	1.79	-1%	36.21	13%	20.26	14%
Pinot Grigio	8.34	-4%	30.95	-2%	3.71	3%
Pinot Noir	5.27	-7%	30.64	-1%	5.82	7%
Pinot Gris	6.67	7%	22.33	12%	3.35	5%
Riesling	3.65	10%	21.44	21%	5.88	10%
Chardonnay/Pinot Noir	3.04	-4%	16.31	-6%	5.36	-2%

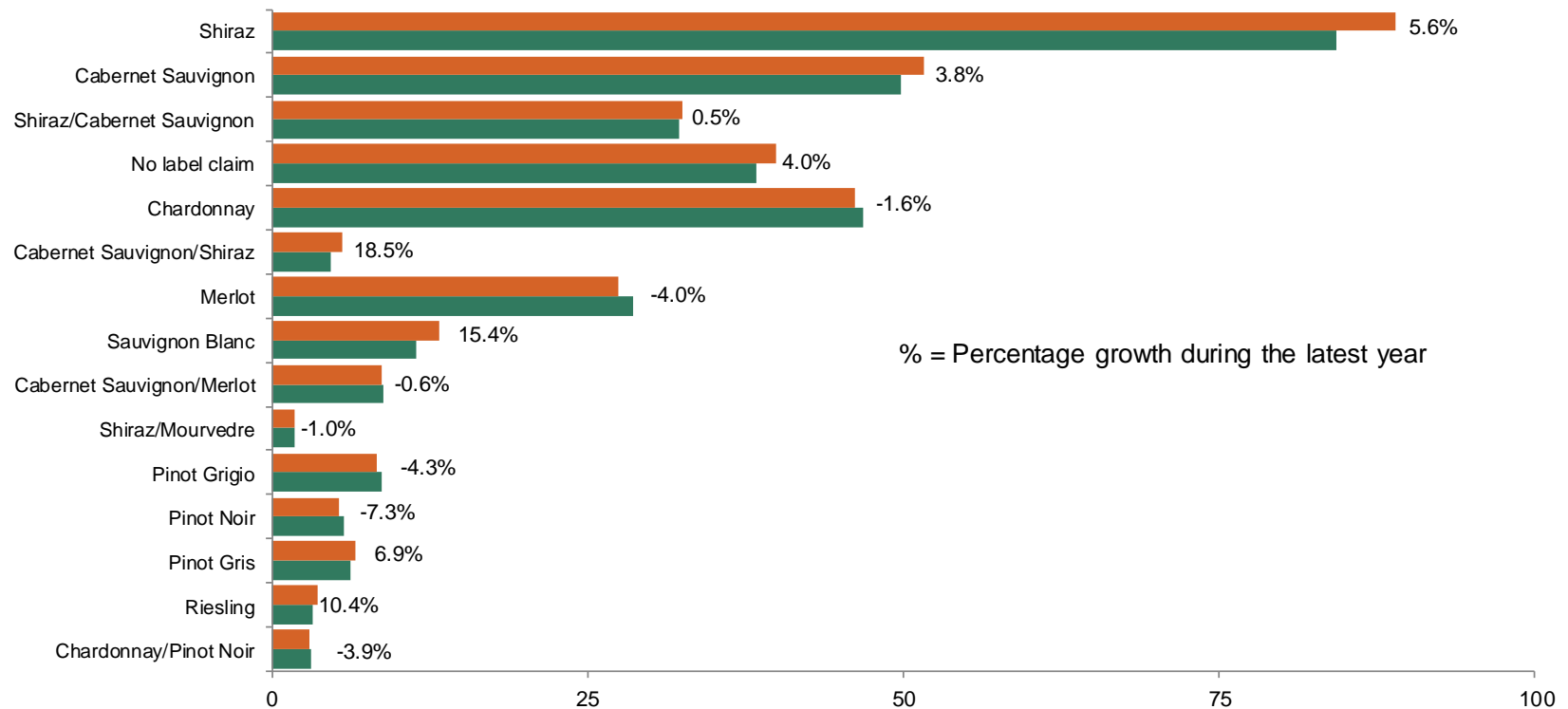
# Bottled exports by top 15 variety label claims

Value (million A\$) for MAT September 2018



# Bottled exports by top 15 variety label claims

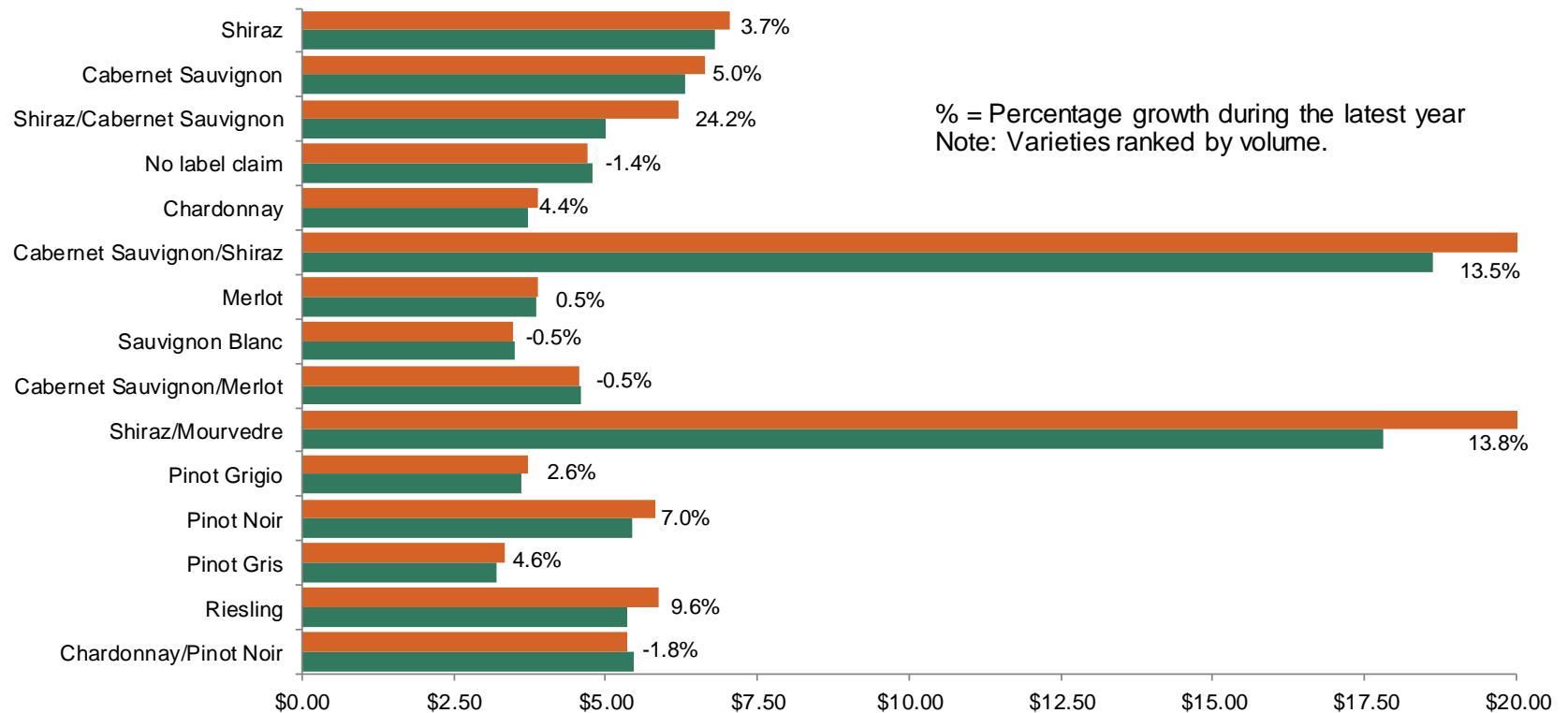
Volume (million litres) for MAT September 2018





# Bottled exports by top 15 variety label claims

Average Value (A\$ per litre) for MAT September 2018



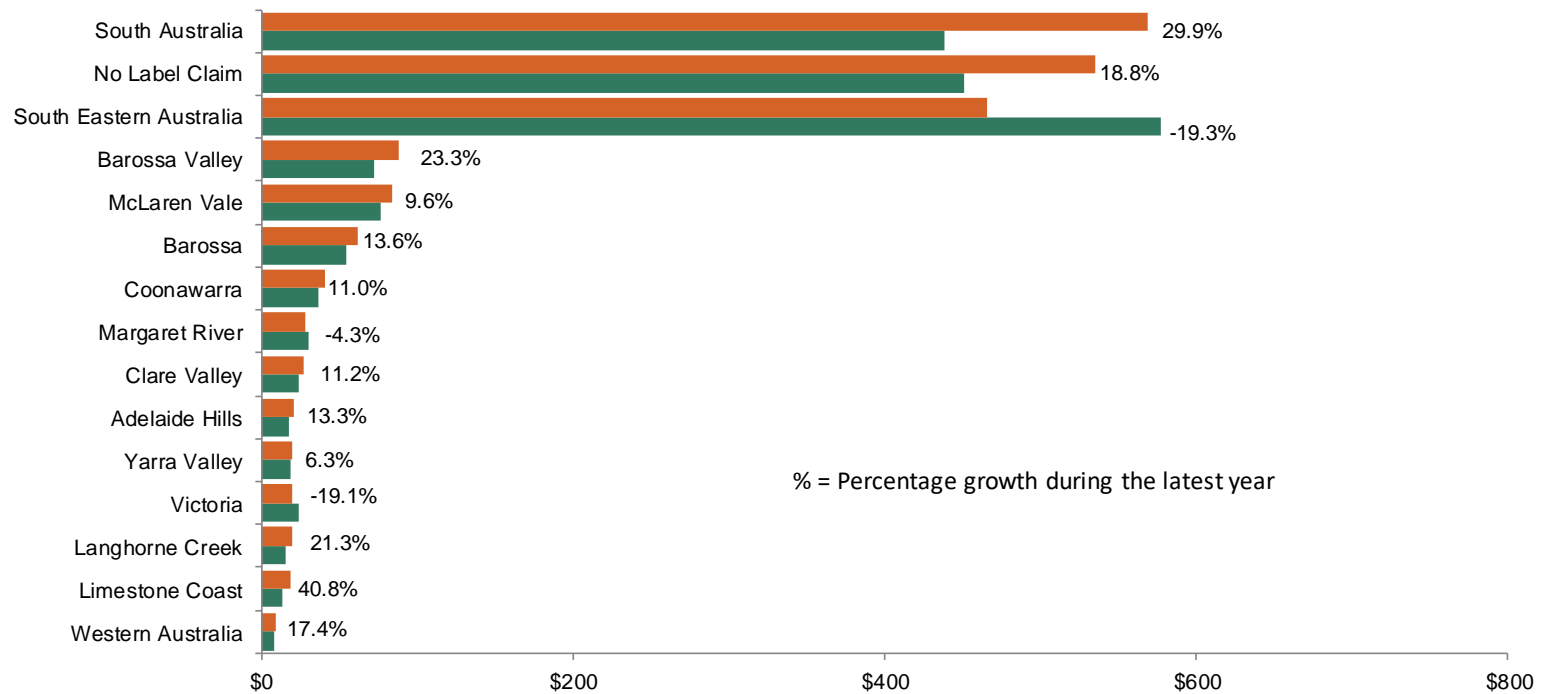
# Bottled exports by top 15 GI region label claims

MAT September 2018

Top 15 GI label claims	Volume (million litres)		Value (A\$ million FOB)		Average value (\$A per litre FOB)	
	2018	Change	2018	Change	2018	Change
South Australia	62.12	20%	568.90	30%	9.16	8%
No Label Claim	110.72	26%	535.43	19%	4.84	-6%
South Eastern Australia	133.85	-20%	465.81	-19%	3.48	0%
Barossa Valley	4.88	9%	88.42	23%	18.12	14%
McLaren Vale	7.25	4%	84.12	10%	11.61	5%
Barossa	5.40	5%	62.01	14%	11.48	8%
Coonawarra	3.44	15%	40.90	11%	11.88	-4%
Margaret River	2.35	-4%	28.43	-4%	12.11	0%
Clare Valley	3.28	20%	26.54	11%	8.08	-7%
Adelaide Hills	1.98	1%	20.18	13%	10.17	13%
Yarra Valley	1.32	-3%	19.41	6%	14.69	9%
Victoria	3.10	-19%	19.18	-19%	6.19	0%
Langhorne Creek	2.16	15%	19.05	21%	8.81	5%
Limestone Coast	3.16	41%	18.98	41%	6.00	0%
Western Australia	1.41	11%	9.42	17%	6.68	5%

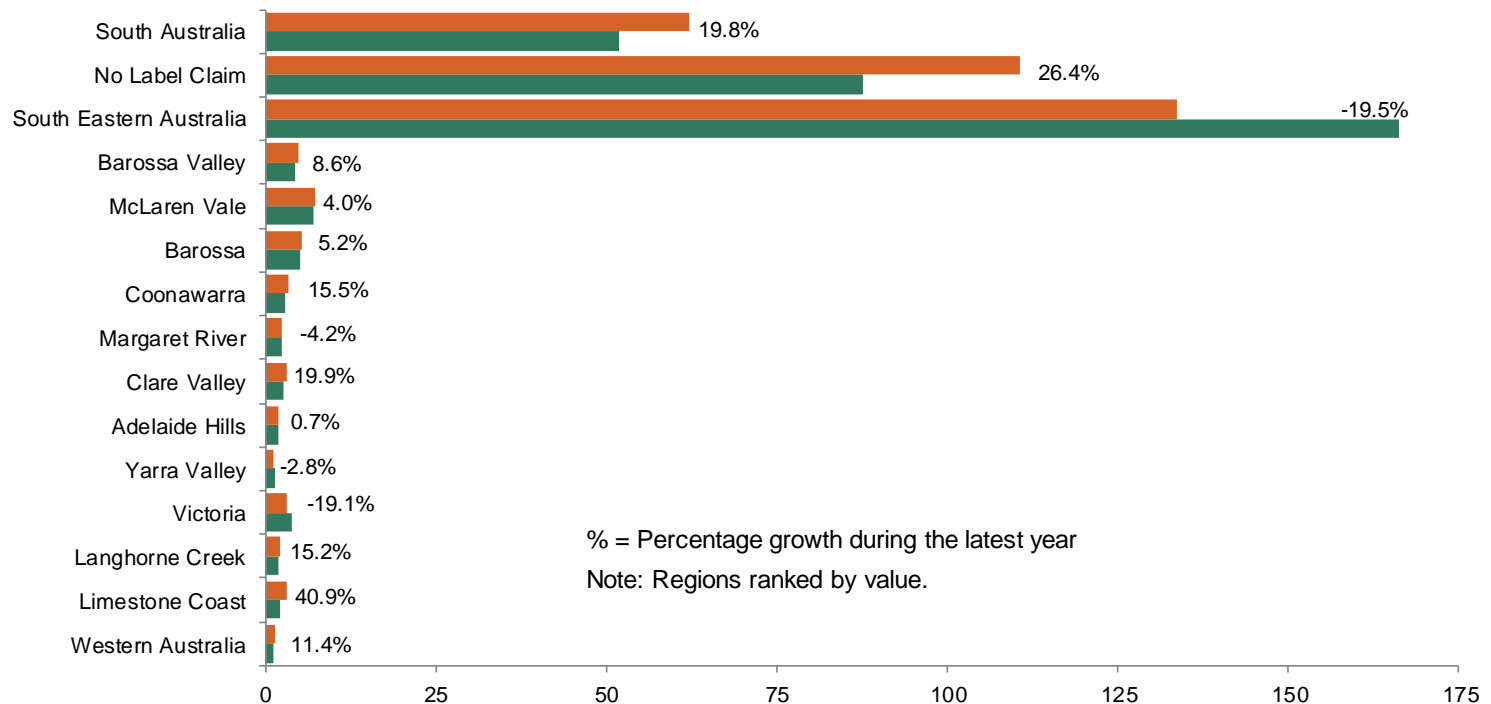
# Bottled exports by top 15 GI region label claims

Value (million A\$) for MAT September 2018



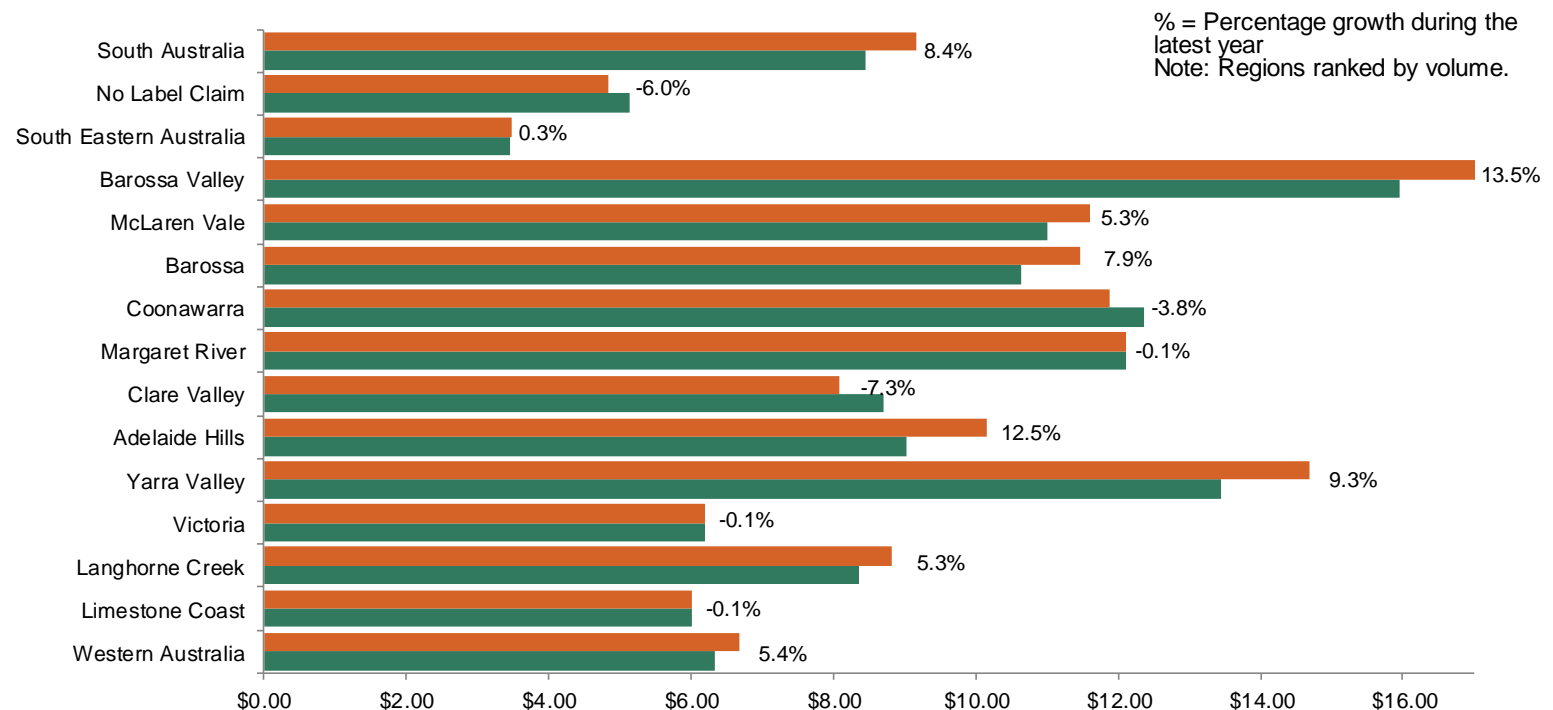
# Bottled exports by top 15 GI region label claims

Volume (million litres) for MAT September 2018



# Bottled exports by top 15 GI region label claims

Average Value (A\$ per litre) for MAT September 2018

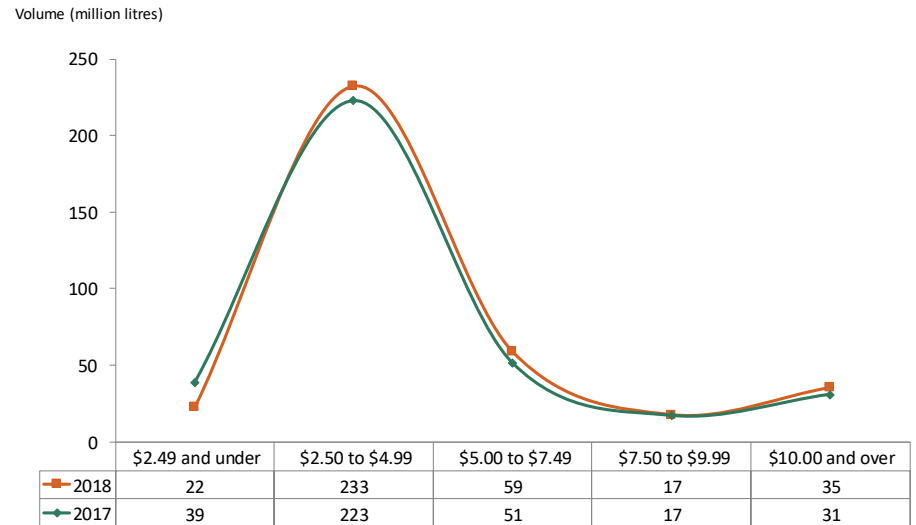


# Bottled exports by price point

## Volume

MAT September 2018

Volume (million litres)



Change in volume (million litres)



# Unpackaged wine exports report

Unpackaged exports by price point and destination	40
Unpackaged exports by colour/wine style	42
Unpackaged exports by top 15 destinations	45
Unpackaged exports by price point	48

# Unpackaged wine exports by price point and destination

Value ('000 A\$) for MAT September 2018

	\$0.50 and under		\$0.50 to \$1.00		\$1.00 to \$1.50		\$1.50 to \$2.00		\$2.00 to \$2.50		\$2.50 and above		Total	
	MAT September 2018 ('000 AUD)	Change %	MAT September 2018 ('000 AUD)	Change %	MAT September 2018 ('000 AUD)	Change %	MAT September 2018 ('000 AUD)	Change %	MAT September 2018 ('000 AUD)	Change %	MAT September 2018 ('000 AUD)	Change %	MAT September 2018 ('000 AUD)	Change %
UK	27	-64%	85,802	-10%	93,754	93%	9,516	-21%	2,655	-24%	8,352	26%	200,108	20%
USA	26	na	38,730	-15%	23,148	-25%	15,035	159%	2,233	200%	3,027	-10%	82,200	-5%
China	-	na	3,592	-53%	41,214	61%	8,461	277%	8,712	112%	18,348	324%	80,328	83%
Canada	-	na	12,614	-41%	30,801	236%	581	104%	225	240%	-	-100%	44,220	43%
Germany	-	na	14,280	-26%	17,345	84%	393	959%	777	32%	3,703	227%	36,498	20%
New Zealand	42	24%	6,631	9%	6,283	36%	675	74%	113	0%	4,774	298%	18,518	49%
Netherlands	-	-100%	5,327	5%	5,495	77%	340	346%	-	na	-	-100%	11,161	35%
Denmark	16	248%	2,108	-63%	5,486	311%	1,076	93%	307	50%	263	14%	9,256	16%
Belgium	-	na	4,164	-6%	3,205	97%	365	189%	-	-100%	-	na	7,734	24%
Finland	-	na	2,417	-2%	3,284	33%	1,272	459%	398	na	276	-54%	7,647	33%
Japan	-	na	2,253	36%	4,334	562%	765	59%	-	-100%	245	-63%	7,596	101%
France	-	na	916	-54%	3,563	155%	903	187%	101	96%	249	207%	5,731	50%
Sweden	-	na	70	-76%	958	41%	1,007	11%	1,037	-49%	698	773%	3,769	-6%
Thailand	-	na	549	141%	1,563	287%	216	na	-	-100%	-	na	2,328	254%
Switzerland	-	na	944	133%	635	48%	37	-49%	-	-100%	-	-100%	1,617	31%
Spain	-	na	887	207%	378	-7%	82	na	109	na	-	na	1,455	109%
Italy	-	na	1,047	165%	-	-100%	238	-32%	2	na	23	-39%	1,310	-90%
Norway	-	na	-	-100%	832	-6%	-	na	-	na	72	na	904	-1%
Other	-	na	1,056	518%	620	32%	366	14%	54	na	544	850%	2,640	159%
Total	111	-17%	183,387	-16%	242,897	58%	41,327	70%	16,723	39%	40,575	116%	525,021	23%



# Unpackaged wine exports by price point and destination

Volume ('000 litres) for MAT September 2018

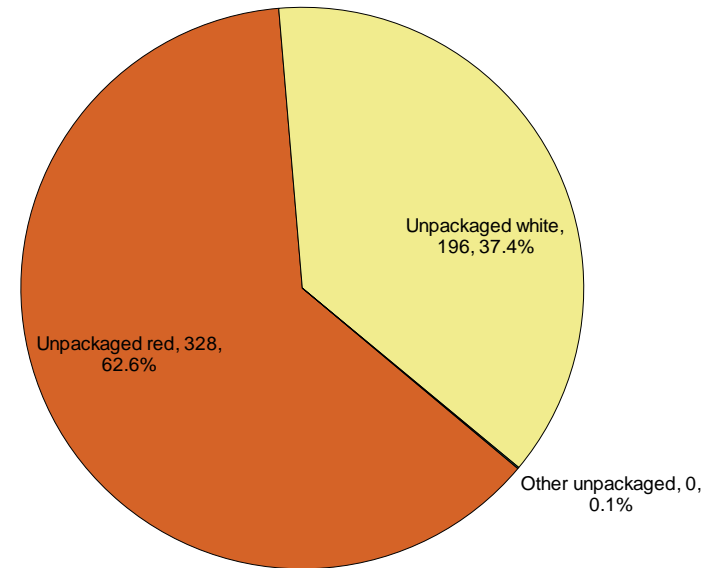
	\$0.50 and under		\$0.50 to \$1.00		\$1.00 to \$1.50		\$1.50 to \$2.00		\$2.00 to \$2.50		\$2.50 and above		Total	
	MAT September 2018 ('000 Litres)	Change %	MAT September 2018 ('000 Litres)	Change %	MAT September 2018 ('000 Litres)	Change %	MAT September 2018 ('000 Litres)	Change %	MAT September 2018 ('000 Litres)	Change %	MAT September 2018 ('000 Litres)	Change %	MAT September 2018 ('000 Litres)	Change %
UK	95	-52%	102,991	-18%	80,975	90%	5,614	-19%	1,216	-24%	2,430	26%	193,322	8%
USA	72	na	44,672	-17%	18,405	-29%	9,452	181%	1,104	254%	692	-23%	74,397	-12%
China	-	na	4,033	-53%	35,177	73%	5,135	289%	3,912	120%	3,623	234%	51,880	57%
Canada	-	na	14,780	-40%	27,112	218%	363	119%	110	232%	-	-100%	42,365	27%
Germany	-	na	16,302	-29%	14,423	75%	240	900%	384	33%	1,176	206%	32,525	2%
New Zealand	143	15%	9,331	1%	5,298	36%	412	71%	48	0%	916	213%	16,147	16%
Netherlands	-	-100%	6,319	2%	4,571	62%	222	362%	-	na	-	-100%	11,111	22%
Denmark	72	202%	2,471	-66%	4,881	284%	631	95%	131	37%	61	3%	8,247	-8%
Belgium	-	na	4,993	-8%	2,777	91%	218	187%	-	-100%	-	na	7,988	15%
Japan	-	na	2,516	36%	3,727	523%	437	57%	-	-100%	72	-63%	6,752	120%
Finland	-	na	2,552	1%	2,712	28%	716	479%	175	na	50	-71%	6,205	26%
France	-	na	1,055	-56%	3,059	143%	534	215%	48	87%	58	221%	4,754	23%
Sweden	-	na	71	-77%	747	31%	579	10%	512	-48%	258	1418%	2,167	-10%
Thailand	-	na	624	160%	1,246	333%	144	na	-	-100%	-	na	2,014	273%
Switzerland	-	na	1,272	165%	480	33%	24	-50%	-	-100%	-	-100%	1,776	72%
Spain	-	na	1,200	233%	312	-13%	48	na	52	na	-	na	1,612	124%
Italy	-	na	1,276	215%	-	-100%	144	-33%	1	na	8	-38%	1,429	-87%
Portugal	-	na	1,200	na	-	na	-	na	-	na	-	na	1,200	na
Other	-	na	240	11%	1,203	2%	216	13%	24	na	164	2614%	1,847	16%
Total	383	-3%	217,897	-20%	207,105	57%	25,129	79%	7,716	41%	9,507	84%	467,738	9%

# Unpackaged exports by colour/wine style

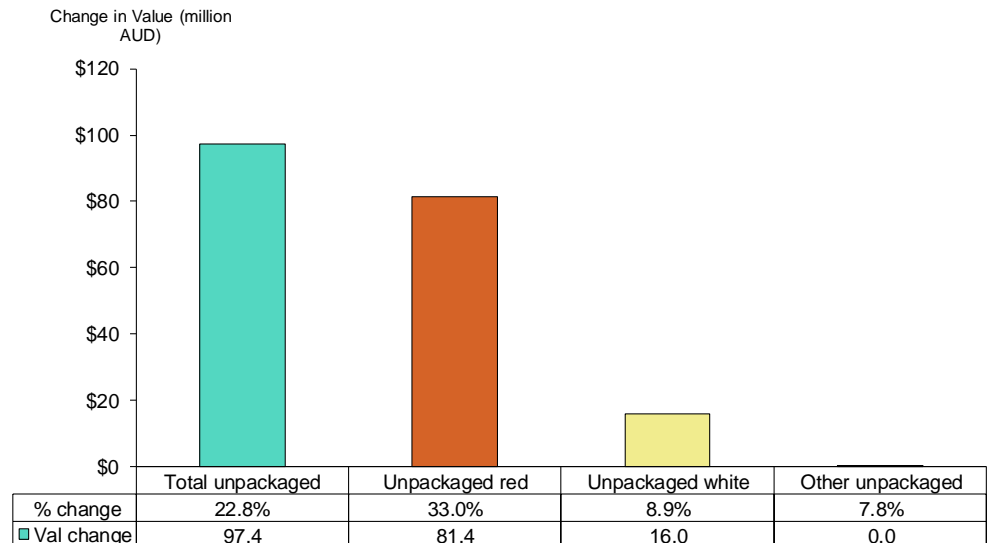
## Value

MAT September 2018

Value (A\$ million)



Change in Value (A\$ million)

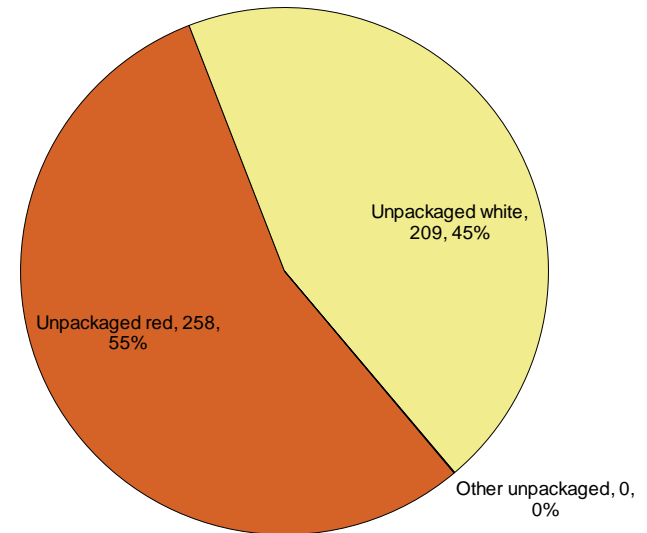


# Unpackaged exports by colour/wine style

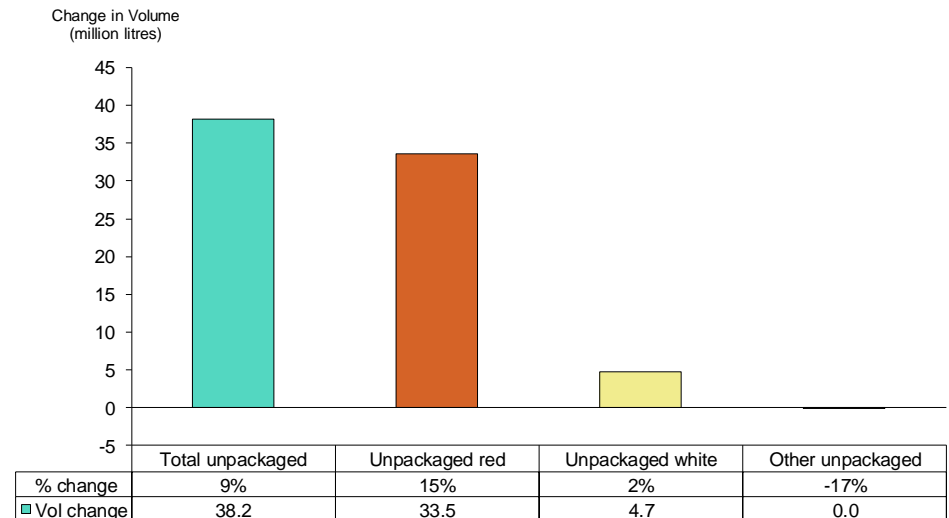
## Volume

MAT September 2018

Volume (million litres)



Change in Volume (million litres)

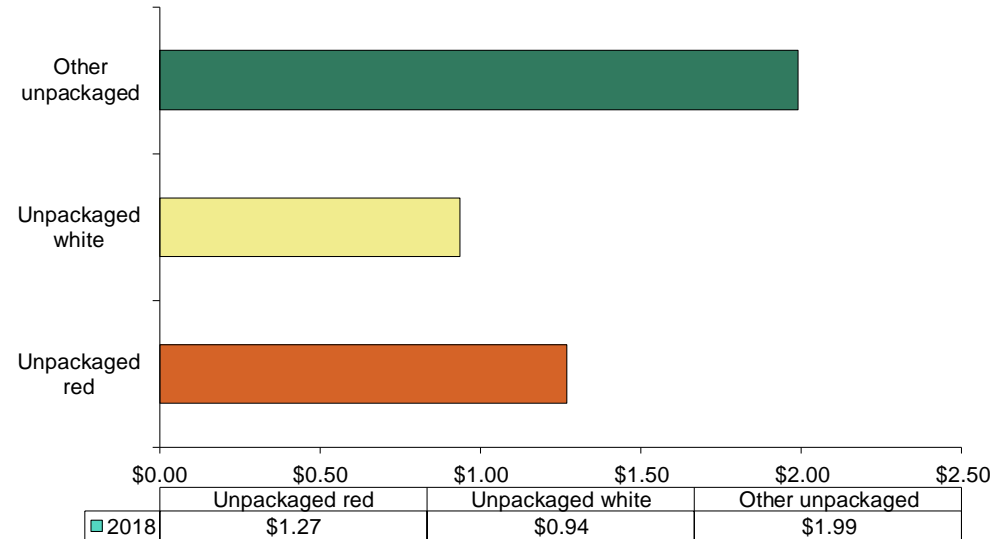


# Unpackaged exports by colour/wine style

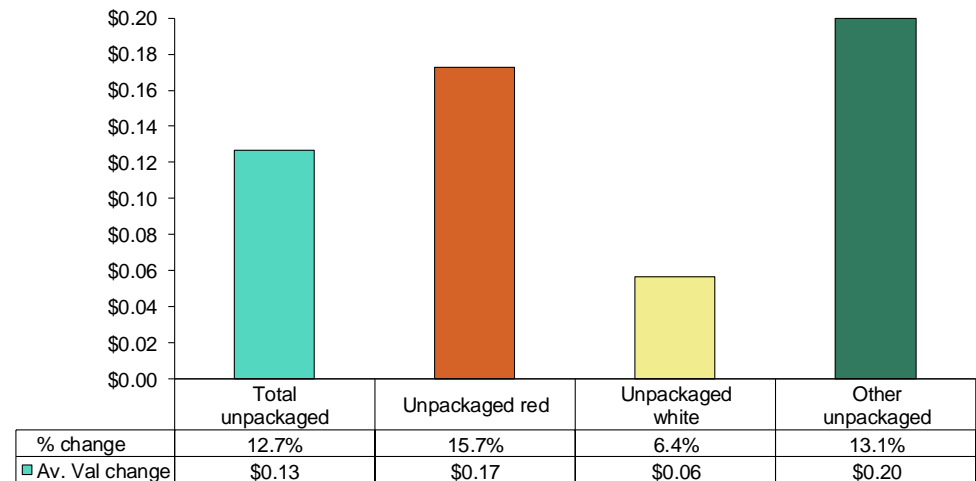
## Average value

MAT September 2018

Average value (A\$ per litre)

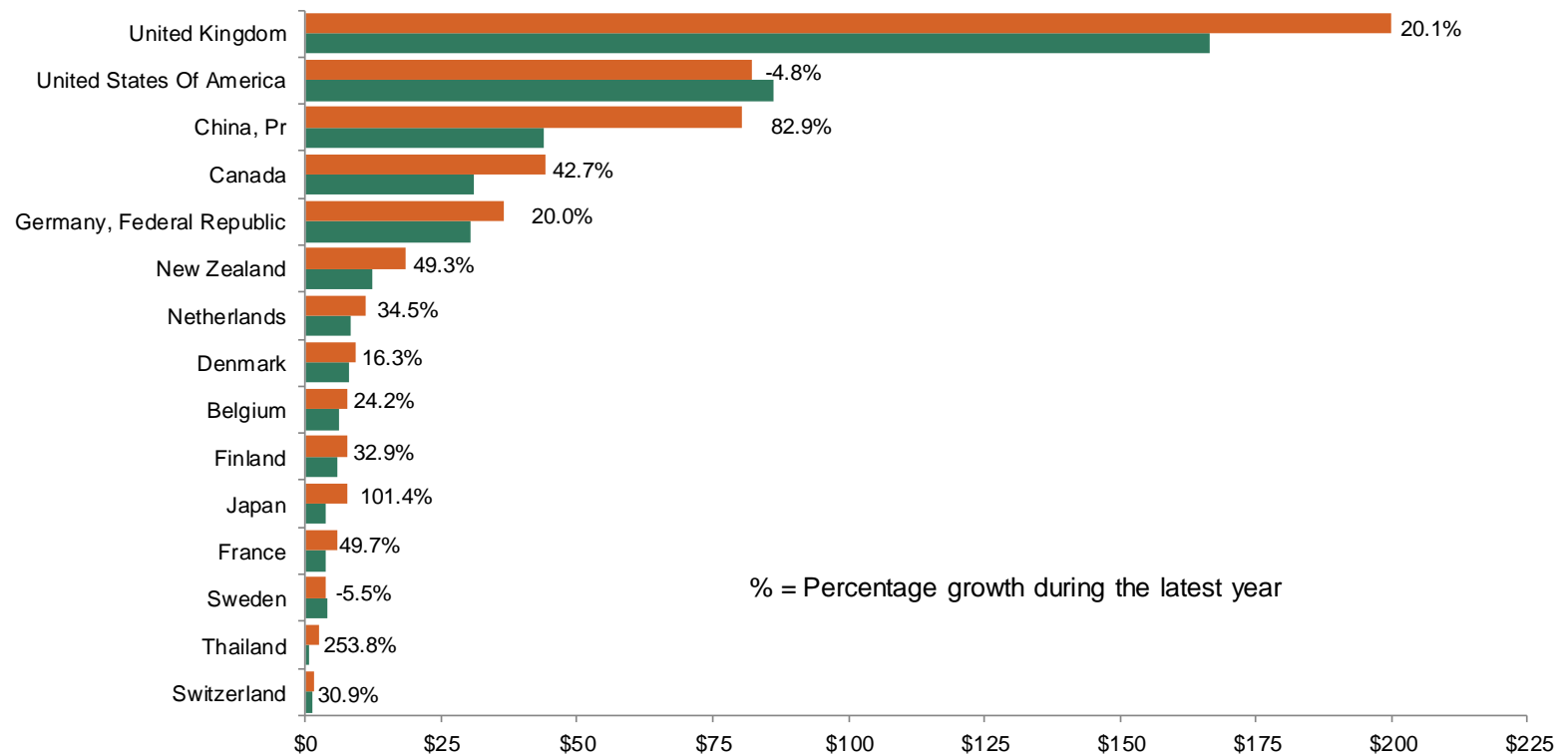


Change in average value (A\$ per litre)



# Unpackaged exports by top 15 destinations

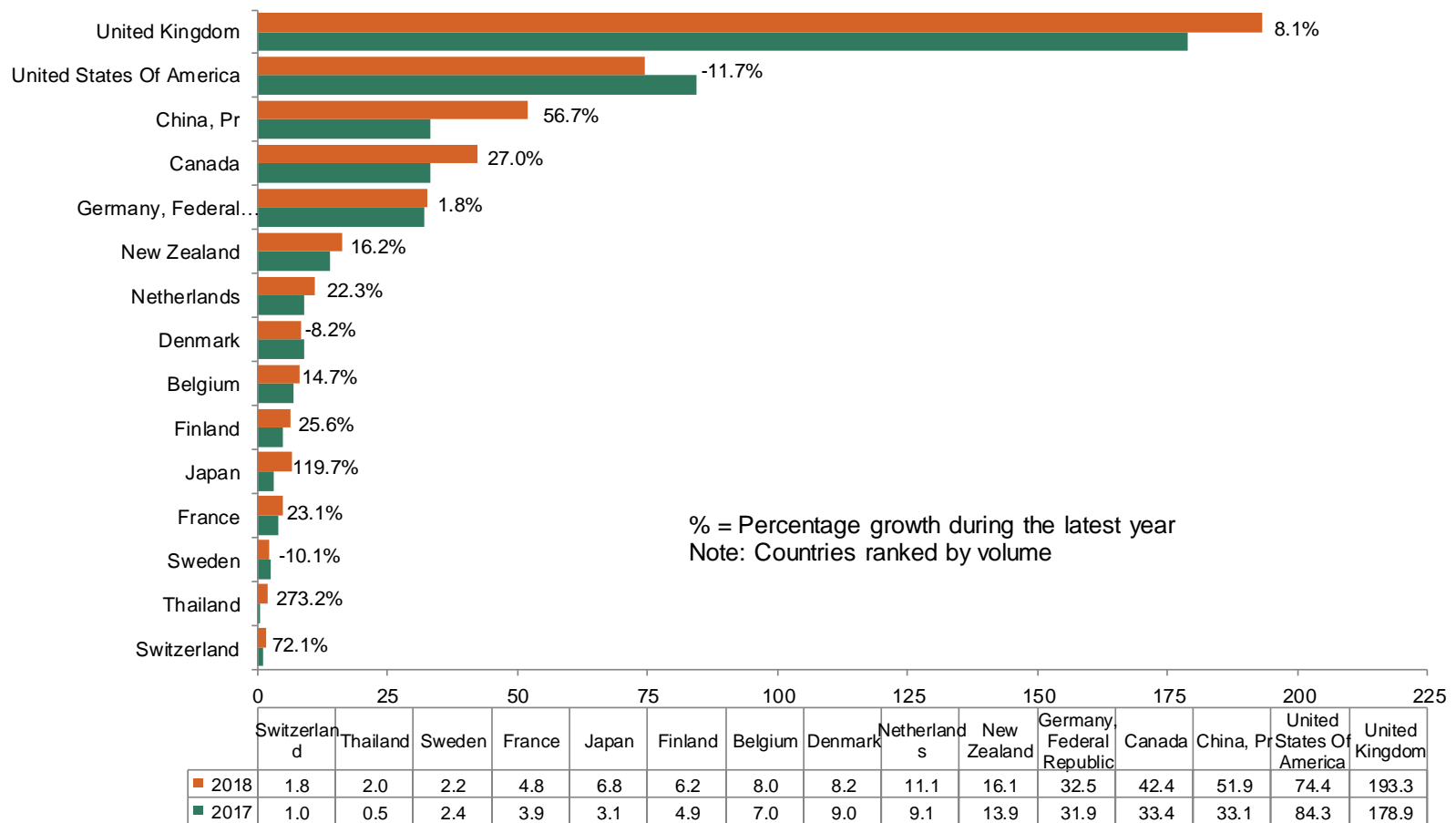
Value (million A\$) for MAT September 2018



	Switzerland	Thailand	Sweden	France	Japan	Finland	Belgium	Denmark	Netherlands	New Zealand	Germany, Federal Republic	Canada	China, Pr	United States Of America	United Kingdom
2018	1.6	2.3	3.8	5.7	7.6	7.6	7.7	9.3	11.2	18.5	36.5	44.2	80.3	82.2	200.1
2017	1.2	0.7	4.0	3.8	3.8	5.8	6.2	8.0	8.3	12.4	30.4	31.0	43.9	86.3	166.6

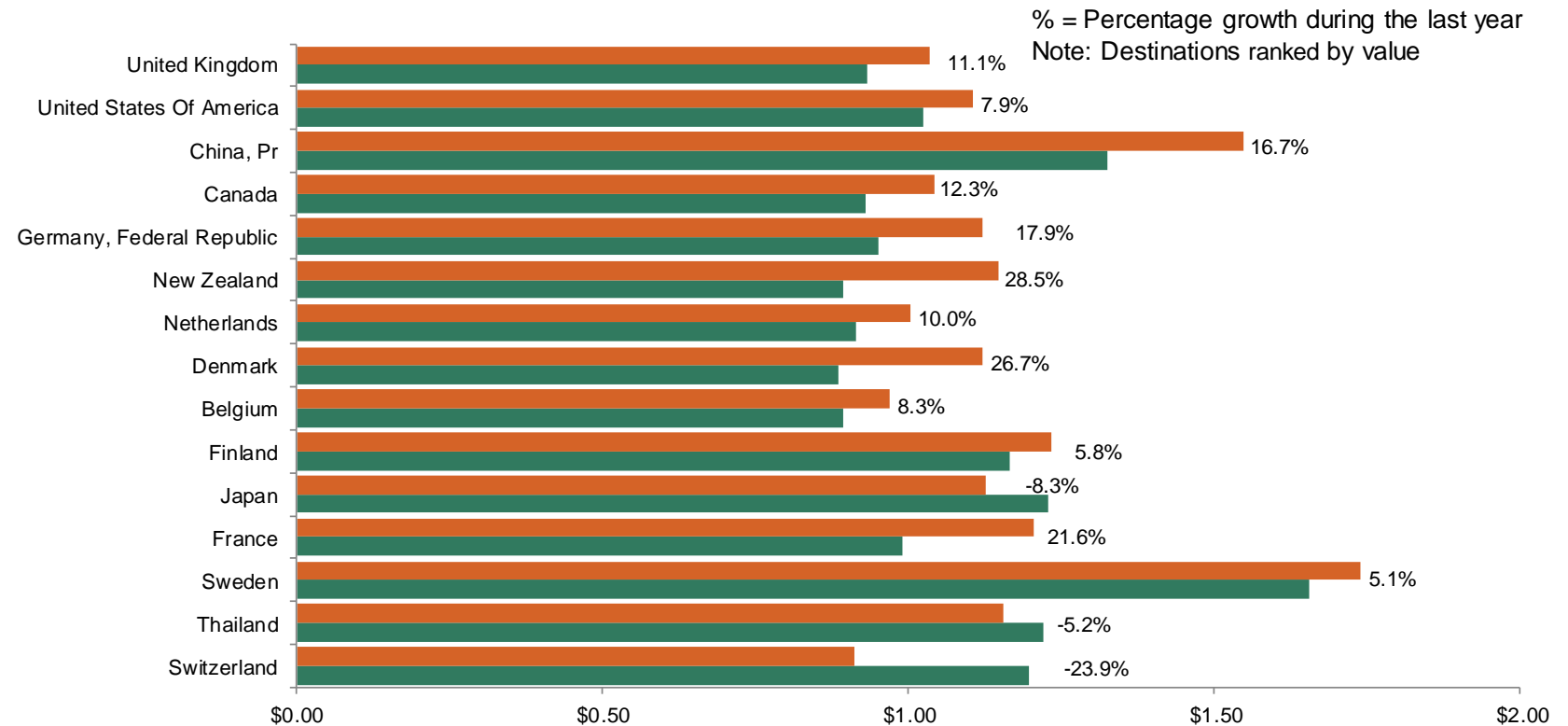
# Unpackaged exports by top 15 destinations

Volume (million litres) for MAT September 2018



# Unpackaged exports by top 15 destinations

Average Value (A\$ per litre) for MAT September 2018



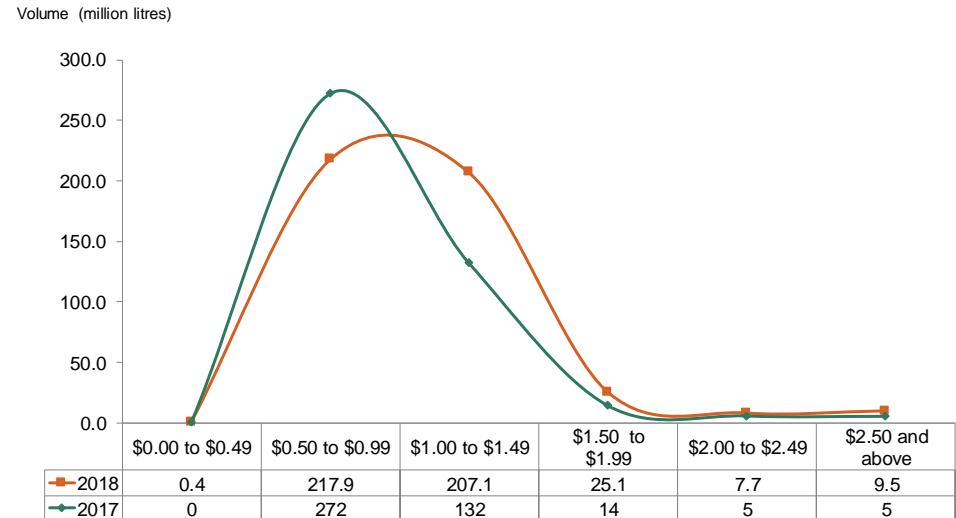
	Switzerland	Thailand	Sweden	France	Japan	Finland	Belgium	Denmark	Netherlands	New Zealand	Germany, Federal Republic	Canada	China, Pr	United States Of America	United Kingdom
2018	\$0.91	\$1.16	\$1.74	\$1.21	\$1.13	\$1.23	\$0.97	\$1.12	\$1.00	\$1.15	\$1.12	\$1.04	\$1.55	\$1.10	\$1.04
2017	\$1.20	\$1.22	\$1.66	\$0.99	\$1.23	\$1.16	\$0.89	\$0.89	\$0.91	\$0.89	\$0.95	\$0.93	\$1.33	\$1.02	\$0.93

# Unpackaged exports by price point

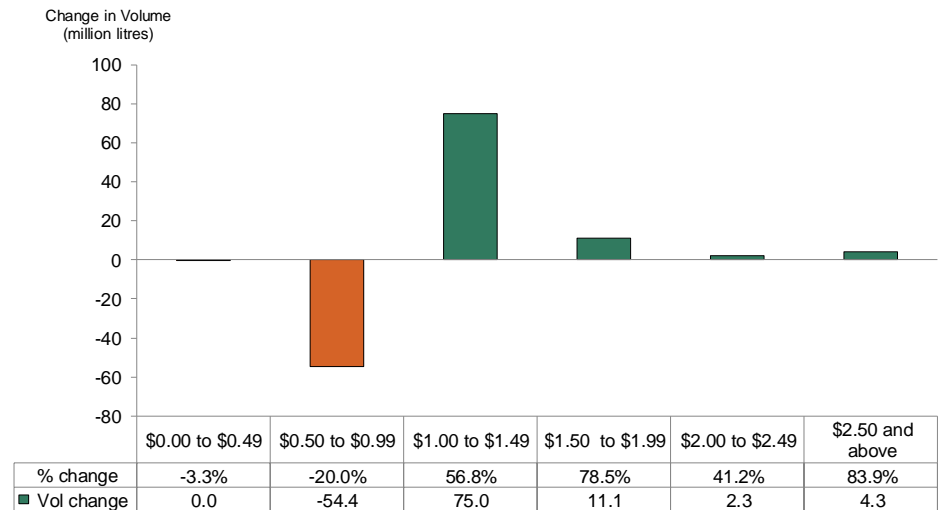
## Volume

MAT September 2018

Volume (million litres)



Change in Volume (million litres)





# Notes & Definitions

**Disclaimer:** While Wine Australia makes every effort to ensure the accuracy and currency of information within this report, we accept no responsibility for information, which may later prove to be misrepresented or inaccurate, or reliance placed on that information by readers.

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- **Export Approvals:** Wine approved by the Wine Australia for export on specified dates. Exports reported in this document refer to the date wine is shipped and not the date of approval. Note that the A\$ FOB value of wine reported in this document may differ from export values reported by the Australian Bureau of Statistics (ABS). The divergence between the two values derives from differences between the Wine Australia and ABS in the method of converting the value of exports denominated in foreign currency to A\$. In the case of Australia, the exporter makes the conversion when submitting wine for export approval while the ABS converts the value on the day of shipment, at the daily conversion rate. With the Wine Australia method, it is expected that some of the conversions will occur at hedged rates while this does not occur with the ABS method. When the Australian exchange rate is moving significantly the alternative methods will result in diverging valuations. Volumes reported by the Wine Australia and ABS differ only marginally due to the “approval” versus “shipment” basis of reporting as well as marginal differences in scope and definition.
- **MAT:** Moving Annual Total - refers to the twelve months ending with the nominated month.
- **% Change :** Is calculated as the percentage change in the MAT for the immediate past 13 months compared to the preceding 13 months.
- **Formula:**  $\% \text{ Change} = ((\text{current MAT} - \text{preceding MAT}) / \text{preceding MAT}) \times 100$
- **A\$:** Australian dollars
- **FOB:** 'Free on board' value of the wine, where the point of valuation is where goods are placed on board the international carrier, at the border of the exporting country. The FOB value includes production and other costs up until placement on the international carrier but excludes international insurance and transport costs.
- **Country:** In most instances, this indicates where the wine is consumed. In some instances, it may be the country at which the wine is off-loaded for bottling and/or trans-shipment to the country of final consumption.

# Notes & Definitions (continued)

- **Still wine:** Still wine in bottles, casks, flagons or bulk containers.
- **Unpackaged:** Wine shipped for repackaging elsewhere. This may involve containers with a capacity of 20 litres or more but will most often mean large shipping containers of size ranging between 10 000 and 24 000 litres.
- **Cask or Soft packs:** Plastic containers within cardboard outers usually carrying between 2 and 20 litres.
- **Flagons:** Glass containers holding 2 litres or more.
- **Bottles:** Glass containers holding less than 2 litres.
- **Alternative Packaging:** Includes: Flagon, Tetra-pak, PET and Aluminium
- **Red Wine:** Amounts reported may or may not include both dry red wine and rose
- **White wine:** Amounts reported may or may not include both dry and sweet white wine
- **Fermented sparkling:** Sparkling wine in which the effervescence is produced naturally through secondary fermentation in the bottle.

Wine Australia providing insights on Australian Wine

Export Report