

Wine Australia providing insights on Australian Wine

Variety snapshot 2020 - Petit Verdot

Variety	Petit Verdot
Colour	Red

Plantings

Source: ABS National Vineyard Survey 2015	Petit Verdot	All varieties
Area planted in Australia (hectares)	1,120	135,133
Percentage of total area	0.8%	
Percentage of red varieties	1.3%	

Crush

Source: National Vintage Survey 2020	Petit Verdot	All varieties
Tonnes crushed in 2020	22,179	1,520,608
Percentage of total crush	1.5%	
Percentage of red crush	2.7%	

Top five regions % of total crush	Petit Verdot	All varieties
Riverland	66%	34%
Riverina	13%	20%
Murray Darling - Swan Hill NSW	9%	9%
Murray Darling - Swan Hill VIC	5%	12%
Coonawarra	2%	2%
Others	5%	24%

Exports

Source: Wine Australia Wine Export Approval System 2019-20

Exports by variety content	Petit Verdot	All varieties
Export volume ('000 litres)	4,524	729,712
Export value (\$'000 FOB)	12,910	2,839,993
Share of export volume	0.6%	
Share of export value	0.5%	

Label claim exports (packaged only)	Petit Verdot and Petit Verdot blends	All bottled wine exports
Total exports ('000 litres) in 2019-20	466	332,592
Change in volume from 2018-19	↑ 27%	↓ -8%
Total export value (\$'000 FOB) in 2019-20	2,562	2,321,680
Average value per litre	\$5.50	\$6.98

Top five export destinations and share of exports by value	Petit Verdot and Petit Verdot blends	All packaged wine exports
China mainland	58%	45%
Canada	19%	7%
UK	12%	7%
New Zealand	4%	3%
Germany	2%	1%
Others	5%	38%

Top five varietal label claims by value with Petit Verdot in the name

- Petit Verdot
- Petit Verdot, Shiraz
- Petit Verdot, Cabernet Sauvignon, Merlot, Malbec
- Petit Verdot, Cabernet Sauvignon, Merlot
- Petit Verdot, Malbec, Cabernet Sauvignon, Cabernet Franc

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