

# Wine Australia providing insights on Australian Wine

## Regional snapshot 2020 - Adelaide Hills

State **South Australia**

Published **January 2021**

### Plantings

Source: National Vineyard Scan 2020 and ABS

	Adelaide Hills	All regions
Total vineyard area (hectares)	3,957	155,442
Percentage red varieties	40%	64%
Percentage of national vineyards	3%	
Percentage of South Australia vineyards	5%	

### Crush

Source: National Vintage Survey 2020

	Adelaide Hills	All regions
Estimated tonnes crushed in 2020	13,317	1,520,608
Average yield (tonnes/ha)	3.4	9.8
Change in crush from 2019	-25%	-11%

### Top five varieties in Adelaide Hills in 2020

	Share of tonnes	Av price/tonne
Sauvignon Blanc	35%	\$1,440
Pinot Noir	20%	\$1,865
Chardonnay	17%	\$1,689
Pinot Gris/Grigio	10%	\$1,428
Shiraz	7%	\$2,053

### Exports

Source: Wine Export Approvals year ending June 2020

Exports by GI content	Adelaide Hills	All exports
Export volume by GI content ('000 litres)	2,073	729,708
Percentage of total exports	0.3%	100%
Percentage of crush exported (estimate)	22%	69%

### Label claim exports (bottled only)

	Adelaide Hills and Adelaide Hills blends	Year over year change
Export volume by GI label claim ('000 litres)	1,460	↓ -33%
Export value by GI label claim (\$A '000)	16,748	↓ -30%
Average value per litre	\$11.47	→ 4%

### Share of bottled export volume by destination market

	Adelaide Hills and Adelaide Hills blends	All bottled wine exports
UK	29%	11%
China mainland	18%	31%
Canada	10%	8%
USA	8%	25%
New Zealand	5%	5%
UAE	4%	1%

### Share of bottled export volume by price point

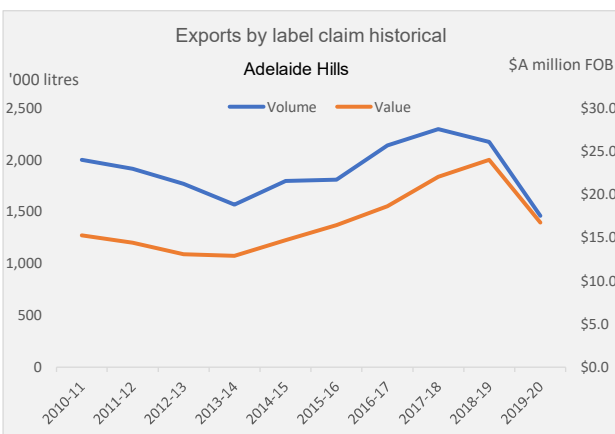
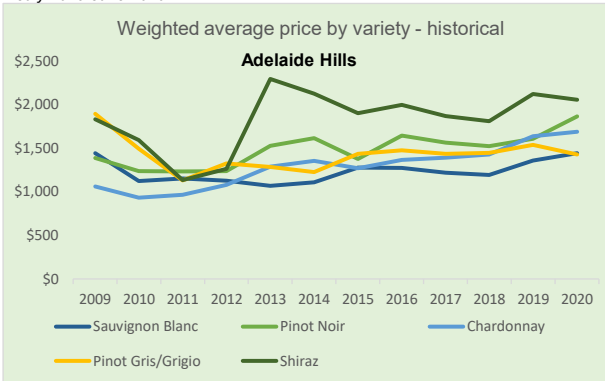
	Adelaide Hills and Adelaide Hills blends	All bottled wine exports
\$2.49 and under	0%	2%
\$2.50 to \$4.99	4%	62%
\$5.00 to \$7.49	23%	18%
\$7.50 to \$9.99	29%	5%
\$10.00 to \$14.99	26%	6%
\$15.00 to \$19.99	7%	1%
\$20 and over	11%	5%

### Climate data

Source: Bureau of Meteorology (2019)

Adelaide Hills					
Size (km <sup>2</sup> )	1 470	Elevation (m)	149-714	Latitude	34° 98'
Time period	Mean Jan temp (MJT)	Annual* rainfall	Oct-April GSR	GDD	
1961-1990 average	19.6 °C	801 mm	285 mm	1475	
1991-2019 average	20.6 °C	749 mm	258 mm	1641	
2019-20 season*	20.4 °C	688 mm	256 mm	1653	

\*July 2019-June 2020



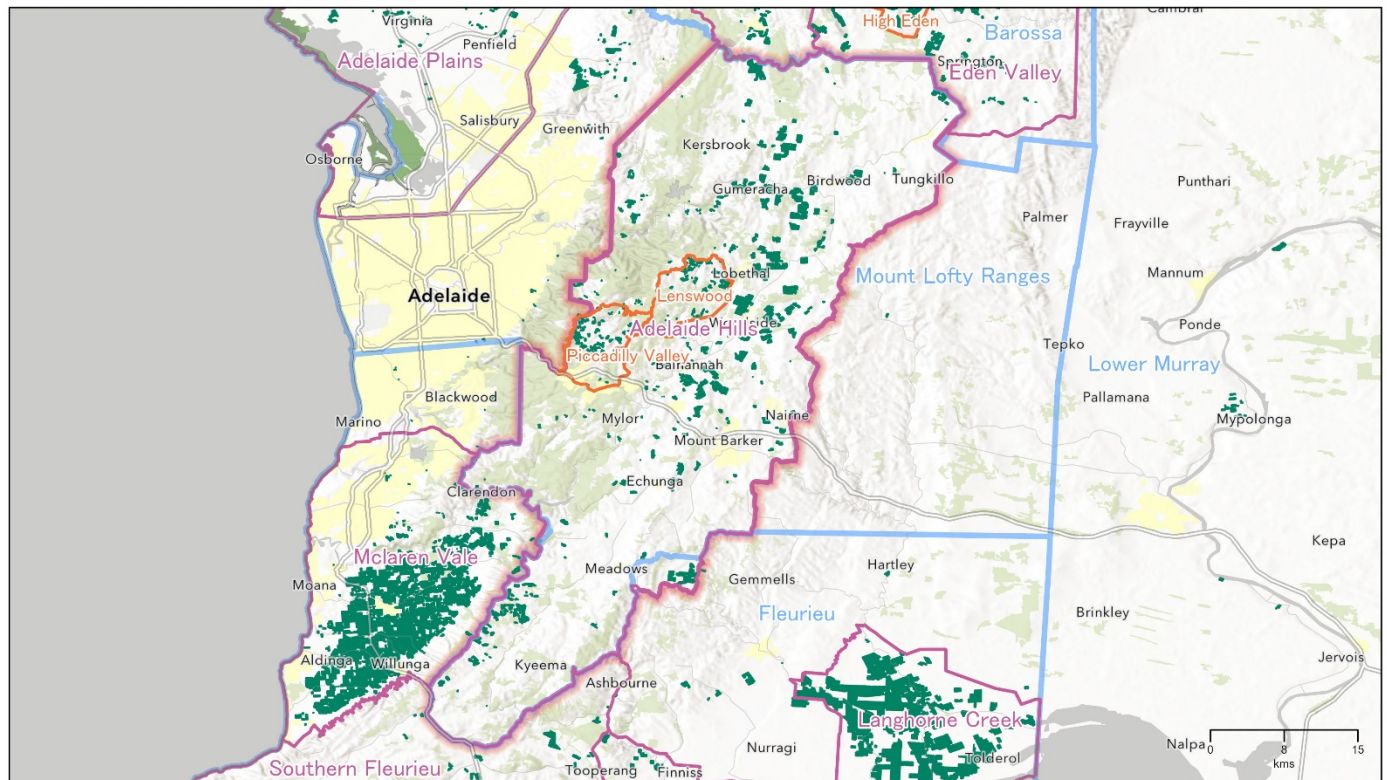
### Notes

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.

# Regional snapshot 2020 – Adelaide Hills

## ADELAIDE HILLS

South Australia



Wine Australia  
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Australian  
Wine

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Map produced by TerraViva Solutions Pty Ltd, June 2020



- ▭ GI Sub Regions
- ▭ GI Regions
- ▭ GI Zones
- ▭ Vineyards (GAIA 2019)

This map provides a visual representation of the Geographical Indications (GI) boundary defined in the Initial Description for the GI. This boundary description is the legal definition of the GI and in case of any discrepancy or ambiguity, the Initial Description prevails.



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**About Wine Australia:** Wine Australia supports a competitive wine sector by investing in research, development and adoption (RDA), growing domestic and international markets, protecting the reputation of Australian wine and administering the Export and Regional Wine Support Package (ERWSP).

Wine Australia is an Australian Commonwealth Government statutory authority, established under the Wine Australia Act 2013, and funded by grape growers and winemakers through levies and user-pays charges and the Australian Government, which provides matching funding for RDA investments and funds the ERWSP.

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