

Wine Australia providing insights on Australian Wine

Variety snapshot 2020 - Mourvedre

Variety	Mourvedre	(Mataro)
Colour	Red	

Plantings

Source: ABS National Vineyard Survey 2015	Mourvedre	All varieties
Area planted in Australia (hectares)	751	135,133
Percentage of total area	0.6%	
Percentage of red varieties	0.9%	

Crush

Source: National Vintage Survey 2020	Mourvedre	All varieties
Tonnes crushed in 2020	4,807	1,520,608
Percentage of total crush	0.3%	
Percentage of red crush	0.6%	

Top five regions % of total crush	Mourvedre	All varieties
Riverland	48%	34%
Barossa Valley	15%	2%
McLaren Vale	11%	2%
Riverina	8%	20%
Heathcote	5%	1%
Others	14%	42%

Exports

Source: Wine Australia Wine Export Approval System 2019-20

Exports by variety content	Mourvedre	All varieties
Export volume ('000 litres)	1,487	729,712
Export value (\$'000 FOB)	17,667	2,839,993
Share of export volume	0.2%	
Share of export value	0.6%	

Label claim exports (packaged only)	Mourvedre and Mourvedre blends	All bottled wine exports
Total exports ('000 litres) in 2019-20	73	332,592
Change in volume from 2018-19	↓ -17%	↓ -8%
Total export value (\$'000 FOB) in 2019-20	1,451	2,321,680
Average value per litre	\$19.83	\$6.98

Top five export destinations and share of exports by value	Mourvedre and Mourvedre blends	All packaged wine exports
China mainland	68%	45%
USA	8%	15%
UK	7%	7%
Denmark	3%	1%
Sweden	3%	1%
Others	11%	32%

Top five varietal label claims by value with Mourvedre in the name

Mourvèdre
Mataro
Mataro, Grenache, Shiraz
Mataro, Shiraz, Grenache
Mourvèdre, Grenache, Shiraz, Carignan, Cinsaut

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