

Wine Australia providing insights on Australian Wine

Variety snapshot 2019 - Montepulciano

Variety	Montepulciano
Colour	Red

Plantings

Source: ABS National Vineyard Survey 2015

	Montepulciano	All varieties
Area planted in Australia (hectares)	74	135,133
Percentage of total area	0.1%	
Percentage of red varieties	0.1%	

Crush

Source: National Vintage Survey 2019

	Montepulciano	All varieties
Tonnes crushed in 2019	778	1,728,454
Percentage of total crush	0.0%	
Percentage of red crush	0.1%	

Top five regions % of total crush

	Montepulciano	All varieties
Murray Darling - Swan Hill	26%	22%
Riverina	26%	19%
Riverland	25%	30%
Barossa Valley	8%	3%
Heathcote	4%	1%
Others	11%	25%

Exports

Source: Wine Australia Wine Export Approval System 2018-19

Exports by variety content

	Montepulciano	All varieties
Exports by variety content in 2018-19 ('000 litres)	100	800,925
Percentage of total exports	0.0%	
Percentage of red exports	0.0%	

Label claim exports (bottled only)

	Montepulciano and Montepulciano blends	All bottled wine exports
Total exports ('000 litres) in 2018-19	24	376,204
Change in volume from 2017-18	↓ -10%	8%
Average value per litre	\$9.66	\$5.94

Top five export destinations and share of exports

	Montepulciano and Montepulciano blends	All bottled wine exports
United Kingdom	44%	13%
United States Of America	25%	24%
Japan	7%	2%
Canada	7%	7%
China, Pr	7%	32%
Others	9%	22%

Top five varietal label claims with Montepulciano in the name

Montepulciano
 Montepulciano/Nero d'Avola
 Lagrein/Nero d'Avola/Montepulciano/Tempranillo
 Sangiovese/Barbera/Montepulciano/Nebbiolo/Sagrantino
 Montepulciano/Sangiovese/Barbera/Nebbiolo/Sagrantino

Prepared Nov-2019

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