

Wine Australia providing insights on Australian Wine

Variety snapshot 2020 - Pinot Gris

| Variety Colour | Pinot Gris White | *includes Pinot Grigio |
|-------------------|---------------------|---------------------------|
|-------------------|---------------------|---------------------------|

Plantings

| Source: ABS National Vineyard Survey 2015 | Pinot Gris | All varieties |
|---|------------|---------------|
| Area planted in Australia (hectares) | 3,731 | 135,133 |
| Percentage of total area | 2.8% | |
| Percentage of white varieties | 7.7% | |

Crush

| Source: National Vintage Survey 2020 | Pinot Gris | All varieties |
|--------------------------------------|------------|---------------|
| Tonnes crushed in 2020 | 70,415 | 1,520,608 |
| Percentage of total crush | 4.6% | |
| Percentage of white crush | 10.3% | |

| Top five regions % of total crush | Pinot Gris | All varieties |
|-----------------------------------|------------|---------------|
| Murray Darling - Swan Hill NSW | 28% | 9% |
| Riverina | 28% | 20% |
| Murray Darling - Swan Hill VIC | 11% | 12% |
| Riverland | 10% | 34% |
| Murray Darling - Swan Hill | 4% | 4% |
| Others | 19% | 21% |

Exports

Source: Wine Australia Wine Export Approval System 2019-20

| Exports by variety content | Pinot Gris | All varieties |
|-----------------------------|------------|---------------|
| Export volume ('000 litres) | 39,716 | 729,712 |
| Export value (\$'000 FOB) | 83,771 | 2,839,993 |
| Share of export volume | 5.4% | |
| Share of export value | 2.9% | |

| Label claim exports (packaged only) | Pinot Gris and Pinot Gris blends | All bottled wine exports |
|--|--|-----------------------------|
| Total exports ('000 litres) in 2019-20 | 15,381 | 332,592 |
| Change in volume from 2018-19 | ↑ 8% | ↓ -8% |
| Total export value (\$'000 FOB) in 2019-20 | 59,209 | 2,321,680 |
| Average value per litre | \$3.85 | \$6.98 |

| Top five export destinations and share of exports by value | Pinot Gris and Pinot Gris blends | All packaged wine exports |
|--|--|------------------------------|
| USA | 60% | 15% |
| Canada | 12% | 7% |
| UK | 10% | 7% |
| Netherlands | 5% | 1% |
| New Zealand | 3% | 3% |
| Others | 9% | 67% |

Top five varietal label claims by value with Pinot Gris in the name

- Pinot Gris
- Pinot Grigio
- Pinot Gris, Traminer
- Pinot Gris, Vermentino, Fiano
- Pinot Gris, Verdelho, Viognier

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