

Wine Australia providing insights on Australian Wine

Variety snapshot 2020 - Durif

Variety	Durif
Colour	Red

Plantings

Source: ABS National Vineyard Survey 2015	Durif	All varieties
Area planted in Australia (hectares)	625	135,133
Percentage of total area	0.5%	
Percentage of red varieties	0.7%	

Crush

Source: National Vintage Survey 2020	Durif	All varieties
Tonnes crushed in 2020	12,796	1,520,608
Percentage of total crush	0.8%	
Percentage of red crush	1.5%	

Top five regions % of total crush	Durif	All varieties
Riverina	71%	20%
Riverland	10%	34%
Murray Darling - Swan Hill	6%	4%
Rutherglen	4%	0%
Heathcote	2%	1%
Others	8%	42%

Exports

Source: Wine Australia Wine Export Approval System 2019-20

Exports by variety content	Durif	All varieties
Export volume ('000 litres)	3,512	729,712
Export value (\$'000 FOB)	15,391	2,839,993
Share of export volume	0.5%	
Share of export value	0.5%	

Label claim exports (packaged only)	Durif and Durif blends	All bottled wine exports
Total exports ('000 litres) in 2019-20	1,786	332,592
Change in volume from 2018-19	↑ 18%	↓ -8%
Total export value (\$'000 FOB) in 2019-20	8,646	2,321,680
Average value per litre	\$4.84	\$6.98

Top five export destinations and share of exports by value	Durif and Durif blends	All packaged wine exports
UK	52%	7%
China mainland	25%	45%
USA	11%	15%
New Zealand	3%	3%
Canada	2%	7%
Others	7%	23%

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

Durif, Shiraz
Durif
Durif, Shiraz, Touriga
Durif, Grenache, Shiraz, Sauvignon Blanc
Durif, Mataro

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