

Wine Australia providing insights on Australian Wine

Variety snapshot 2019 - Barbera

Variety	Barbera
Colour	Red

Plantings

Source: ABS National Vineyard Survey 2015

	Barbera	All varieties
Area planted in Australia (hectares)	110	135,133
Percentage of total area	0.1%	
Percentage of red varieties	0.1%	

Crush

Source: National Vintage Survey 2019

	Barbera	All varieties
Tonnes crushed in 2019	615	1,728,454
Percentage of total crush	0.0%	
Percentage of red crush	0.1%	

Top five regions % of total crush	Barbera	All varieties
Riverina	69%	19%
King Valley	9%	1%
McLaren Vale	4%	2%
Hunter	3%	0%
Adelaide Hills	3%	1%
Others	13%	77%

Exports

Source: Wine Australia Wine Export Approval System 2018-19

Exports by variety content	Barbera	All varieties
Exports by variety content in 2018-19 ('000 litres)	56	800,925
Percentage of total exports	0.0%	
Percentage of red exports	0.0%	

Label claim exports (bottled only)

	Barbera and Barbera blends	All bottled wine exports
Total exports ('000 litres) in 2018-19	20	376,204
Change in volume from 2017-18	↓ -46%	8%
Average value per litre	\$11.36	\$5.94

Top five export destinations and share of exports	Barbera and Barbera blends	All bottled wine exports
United Kingdom	57%	13%
China, Pr	22%	32%
Hong Kong	5%	2%
United States Of America	5%	24%
Japan	3%	2%
Others	9%	28%

Top five varietal label claims with Barbera in the name

- Shiraz/Barbera
- Barbera
- Sangiovese/Barbera
- Barbera/Cabernet Sauvignon/Shiraz
- Barbera/Nebbiolo

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