

# Wine Australia providing insights on Australian Wine

## Variety snapshot 2019 - Viognier

Variety	Viognier
Colour	White

### Plantings

Source: ABS National Vineyard Survey 2015	Viognier	All varieties
Area planted in Australia (hectares)	765	135,133
Percentage of total area	0.6%	
Percentage of white varieties	1.6%	

### Crush

Source: National Vintage Survey 2019	Viognier	All varieties
Tonnes crushed in 2019	6,478	1,728,454
Percentage of total crush	0.4%	
Percentage of white crush	0.8%	

Top five regions % of total crush	Viognier	All varieties
Riverland	37%	30%
Riverina	24%	19%
Murray Darling - Swan Hill	10%	22%
Yarra Valley	5%	1%
Barossa Valley	4%	3%
Others	20%	25%

### Exports

Source: Wine Australia Wine Export Approval System 2018-19

Exports by variety content	Viognier	All varieties
Exports by variety content in 2018-19 ('000 litres)	1,727	800,925
Percentage of total exports	0.0%	
Percentage of white exports	0.0%	

### Label claim exports (bottled only)

	Viognier and Viognier blends	All bottled wine exports
Total exports ('000 litres) in 2018-19	1,160	376,204
Change in volume from 2017-18	⇒ -4%	8%
Average value per litre	\$6.13	\$5.94

Top five export destinations and share of exports	Viognier and Viognier blends	All bottled wine exports
United Kingdom	46%	13%
United States Of America	21%	24%
Canada	19%	7%
China, Pr	3%	32%
New Zealand	2%	4%
Others	8%	21%

### Top five varietal label claims with Viognier in the name

- Vermentino
- Pinot Gris/Verdejo/Vermentino/Viognier
- Vermentino/Fiano/Pinot Gris
- Grenache/Sangiovese/Colombard/Vermentino
- Vermentino/Gordo/Nero d'Avola

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