

Wine Australia providing insights on Australian Wine

Variety snapshot 2019 - Ruby Cabernet

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|---------|----------------------|
| Variety | Ruby Cabernet |
| Colour | Red |

Plantings

| | | |
|---|---------------|---------------|
| Source: ABS National Vineyard Survey 2015 | Ruby Cabernet | All varieties |
| Area planted in Australia (hectares) | 854 | 135,133 |
| Percentage of total area | 0.6% | |
| Percentage of red varieties | 1.0% | |

Crush

| | | |
|--------------------------------------|---------------|---------------|
| Source: National Vintage Survey 2019 | Ruby Cabernet | All varieties |
| Tonnes crushed in 2019 | 13,402 | 1,728,454 |
| Percentage of total crush | 0.8% | |
| Percentage of red crush | 1.4% | |

| | | |
|-----------------------------------|---------------|---------------|
| Top five regions % of total crush | Ruby Cabernet | All varieties |
| Riverina | 53% | 19% |
| Murray Darling - Swan Hill | 27% | 22% |
| Riverland | 19% | 30% |
| Goulburn Valley | 0% | 1% |
| Queensland zone other | 0% | 0% |
| Others | 0% | 28% |

Exports

Source: Wine Australia Wine Export Approval System 2018-19

| | | |
|---|---------------|---------------|
| Exports by variety content | Ruby Cabernet | All varieties |
| Exports by variety content in 2018-19 ('000 litres) | 2,664 | 800,925 |
| Percentage of total exports | 0.3% | |
| Percentage of red exports | 0.6% | |

Label claim exports (bottled only)

| | | |
|--|--|--------------------------|
| Total exports ('000 litres) in 2018-19 | Ruby Cabernet and Ruby Cabernet blends | All bottled wine exports |
| | 56 | 376,204 |
| Change in volume from 2017-18 | ↓ -63% | 8% |
| Average value per litre | \$8.04 | \$5.94 |

| | | |
|---|--|--------------------------|
| Top five export destinations and share of exports | Ruby Cabernet and Ruby Cabernet blends | All bottled wine exports |
| China, Pr | 100% | 32% |

Top five varietal label claims with Ruby Cabernet in the name

- Cabernet Sauvignon/Merlot/Ruby Cabernet
- Ruby Cabernet/Cabernet Sauvignon
- Merlot/Ruby Cabernet
- Shiraz/Ruby Cabernet
- Ruby Cabernet

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