

2010 WFA VINTAGE REPORT

May 2010

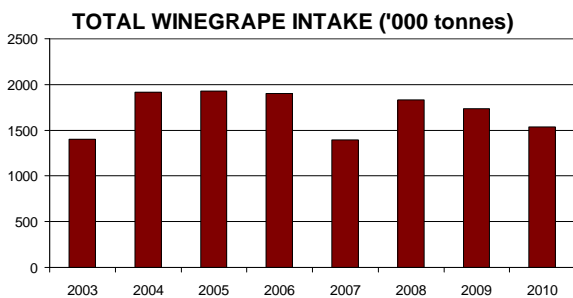
Second year of decline in Australian crush

Australia's 2010 winegrape crush is estimated to be 1.53 million tonnes, a 12% decrease on the 2009 figure of 1.73 million tonnes, which in turn had fallen 5% from 2008.

This means the annual crush is nearly 300,000 tonnes lower than two years ago and below the five-year average of 1.68 million tonnes, bringing it to a level closer to current demand.

White winegrapes had a sharper decline than red, with the white intake reducing by 15% or 124,000 tonnes, compared with 8% or 75,000 tonnes for red. Red intake continues to outstrip white by 7% or 102,000 tonnes.

Except for the low 2007 vintage, red grapes have dominated since 2001. The estimate of red intake is 817,000 tonnes or 53% of the total crush and the white intake is estimated to be 715,500 tonnes or 47% of total crush.



Source: ABS Catalogue No: 1329.0 Australian Wine & Grape Industry.
Note: 2010 – WFA estimate

Pinot Noir recovers

The **Pinot Noir** intake increased by 26% to nearly 35,000 tonnes this year, accounting for 4% of the red intake, after dropping last vintage to 28,000 tonnes from 44,000 tonnes in 2008. The only other red varieties to increase their intake in 2010 were Durif to 4,700 tonnes (3%), Muscat a Petit Grains to just over 1,000 tonnes (76%), Barbera to 340 tonnes (92%) and Malbec to 2,000 tonnes (26%).

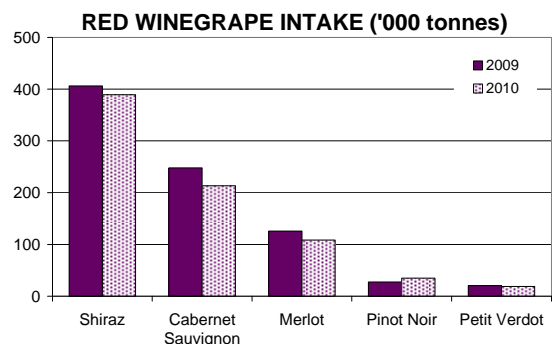
The top 3 varieties all had a reduced intake - **Shiraz** by 4% and **Cabernet Sauvignon** and **Merlot** each by 14%, to 389,000, 213,000 and 109,000 tonnes respectively.

The gap between **Shiraz** and **Cabernet Sauvignon** has widened with Shiraz taking a 48% share of red grape intake and Cabernet Sauvignon taking a 26% share, compared with 45% and 28% last year.

Tempranillo increased its intake by 39% to nearly 2,500 tonnes.

Grenache lost 36%, dropping to 9,900 tonnes from 15,500 in the 2009 vintage, closely followed by **Cabernet Franc** which dropped 29% to 1,600 tonnes.

Other red varieties to show significant decreases were Mataro dropping to 4,000 tonnes (-32%) and Sangiovese 3,000 tonnes (-15%).



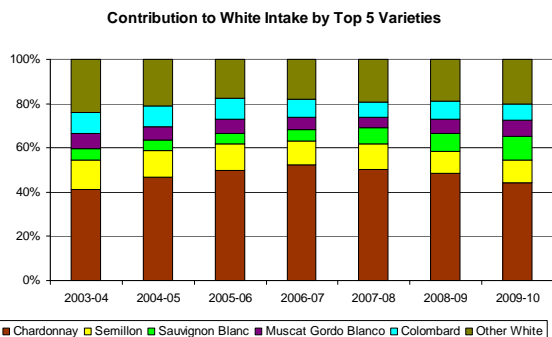
Source: WFA

Sauvignon Blanc about to overtake Semillon as second most popular white variety

Sauvignon Blanc is the third placed white grape this vintage and only 100 tonnes behind **Semillon** in second place. Sauvignon Blanc has an estimated crush of 76,000 tonnes, an increase of 15%, while **Semillon** intake decreased by 5%, also to 76,000.

Although the estimated intake for **Chardonnay** decreased by 24% to 315,000 tonnes, it is still the most crushed variety after Shiraz, representing 44% of white grape intake and 21% of total grapes.

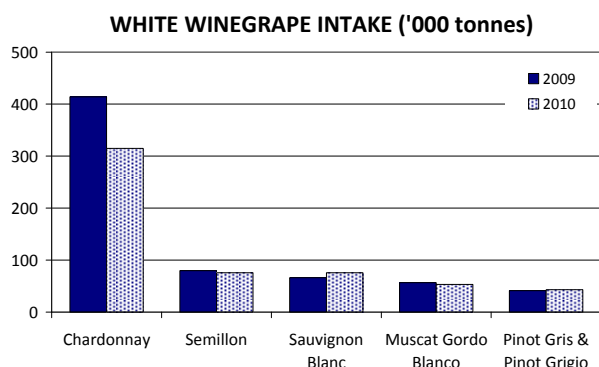
Muscat Gordo Blanco has moved to fourth place, overtaking **Colombard** this vintage, with an intake of 53,000 tonnes or 7.5% of total white intake, a drop of 6%. Colombard intake dropped 21% to 52,000 from 65,000 tonnes in the 2009 vintage.



Note: 2003-04 winegrape production from ABS vineyard survey. 2009-10 WFA crush estimate

Pinot Gris increased by 5% this vintage, taking it to 43,000 tonnes, a much smaller increase than the increase of 38% last vintage, when it was again one of the few varieties to increase tonnage.

Riesling crush fell by 11% to 30,000 tonnes. Other notable changes were Muscat a Petit Grains Blanc up 110% to 4,000 tonnes, and Palomino & Pedro Ximenes up 34% to 400 tonnes. Sultana dropped by 67% and Trebbiano by 59%, although these come from a small base.



Source: WFA

Survey Methodology

This survey is the first quantitative national measure of the 2010 vintage, and is used widely by industry, industry analysts and media.

In April 2010, wineries were sent an email survey to determine the industry's 2010 winegrape crush. Wineries were asked to provide details of their intakes for both 2009 and 2010 for processing into wine, brandy, spirit or juice.

Responses were received from more than 360 wineries, covering an estimated 89% of the industry's winegrape intake. The aggregated data for the 2010 vintage was compared to the aggregated data for the 2009 vintage to obtain the relative change in the size of the intake. This was then compared to the ABS 2009 intake to estimate the size of the 2010 intake. It should be noted that the intake estimates for each variety in both 2009 and 2010 are derived from each variety's respective share of the total crush reported by respondents to the 2010 Vintage survey.

Note all results are estimates. The final intake figures by red and white wine grapes will be available from the ABS in October 2010.

WINEMAKERS' FEDERATION OF AUSTRALIA

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Estimates of Australian Winegrape Intake

Variety	2009 tonnes	2010 tonnes	2010 % Share	2009-2010 % Change
Red Grapes				
Barbera	176	337	<0.1%	92%
Cabernet Franc	2,260	1,594	0.1%	-29%
Cabernet Sauvignon	247,832	213,289	13.9%	-14%
Durif	4,547	4,678	0.3%	3%
Grenache	15,487	9,932	0.6%	-36%
Malbec	1,509	1,898	0.1%	26%
Mataro	6,229	4,234	0.3%	-32%
Merlot	125,871	108,514	7.1%	-14%
Muscat a Petit Grains	652	1,145	0.1%	76%
Petit Verdot	20,419	18,859	1.2%	-8%
Pinot Noir	27,564	34,793	2.3%	26%
Ruby Cabernet	13,472	12,285	0.8%	-9%
Sangiovese	3,818	3,258	0.2%	-15%
Shiraz	406,375	389,267	25.4%	-4%
Tarrango	740	709	<0.1%	-4%
Tempranillo	1,756	2,449	0.2%	39%
Other Red	13,877	10,132	0.7%	-27%
Total Red Grapes	892,584	817,373	53%	-8%
White Grapes				
Chardonnay	414,000	314,873	20.5%	-24%
Chenin Blanc	7,089	6,629	0.4%	-6%
Colombard	65,313	51,741	3.4%	-21%
Doradillo	1,120	695	<0.1%	-38%
Marsanne	1,810	1,513	0.1%	-16%
Muscadelle	482	376	<0.1%	-22%
Muscat a Petit Grains Blanc	1,810	3,800	0.2%	110%
Muscat Gordo Blanco	56,817	53,381	3.5%	-6%
Palomino & Pedro Ximenes	329	440	<0.1%	34%
Pinot Gris and Pinot Grigio	41,330	43,309	2.8%	5%
Riesling	34,179	30,407	2.0%	-11%
Sauvignon Blanc	66,252	75,863	4.9%	15%
Semillon	79,695	75,998	5.0%	-5%
Sultana	8,168	2,736	0.2%	-67%
Traminer	11,235	10,086	0.7%	-10%
Trebbiano	2,265	934	0.1%	-59%
Verdelho	15,255	12,416	0.8%	-19%
Viognier	13,985	12,226	0.8%	-13%
Other White	18,788	18,105	1.2%	-4%
Total White Grapes	839,922	715,529	47%	-15%
Total Grapes	1,732,506	1,532,902	100%	-12%

Source: ABS (2009), WFA (2010)

For more information contact Susan Bell or Stephen Strachan at the Winemakers' Federation of Australia.

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