Sources

**Australian Wine Exports** – Wine Australia’s Wine Export Approval system
https://www.wineaustralia.com/selling/further-information/wine-export-approval-system

**Consumption by market** - The International Spirit and Wine Record (IWSR) [https://www.theiwsr.com/about_us.html](https://www.theiwsr.com/about_us.html)

**Population** – UN Population Division

**Corruption perceptions index 2018** – Transparency International
https://www.transparency.org/cpi2018

**Exchange rate** – Reserve Bank of Australia

**Gross Domestic Product Per Capita**- International Monetary Fund World Economic Outlook Database October 2018

**Ease of access, tariffs, labelling, wine making techniques, certification**
– Wine Australia Market Export Guides and in-market representatives.
Glossary of terms and definitions

A$ or AUD: Australian dollars

Average price per bottle (PPB): Calculation based on pricing conducted through store checks divided by the volume of consumption. Prices are given in US dollars for consistency across markets.

CAGR: Compound Annual Growth Rate - a measure of growth over multiple time periods.

Carbonated: Sparkling wine that becomes carbonated through the addition of carbon dioxide rather than through fermentation.

Commercial / value:
- Based on data presented from the IWSR – Low price, Value and Standard.
- Based on data presented from Wine Export Approvals – Below FOB Export Value AUD$45 per case or AUD$5.00 per litre

Consumption: Estimation of local consumption generally reported in ‘000 nine litre cases.

Cooler: An alcoholic beverage made from wine and fruit juice, often in combination with a carbonated beverage and sugar.

Corruption perceptions index: an index developed by Transparency International that ranks 180 countries and territories by their perceived levels of public sector corruption according to exports and business people. It uses a scale of 0 to 100, where 0 is highly corrupt and 100 is very clean. According to Transparency International, more than two thirds of countries score below 50 in the 2018 index with an overall average of 43.

Country of origin: Determined by where the brand / wine is produced.

Exchange rate: The value of the Australian dollar in terms of the currency of another nation or economic zone.

Export Approvals: Wine approved by Wine Australia for export on specified dates. Exports refer to the date wine is shipped and not the date of approval. Note that the A$ FOB value of wine reported may differ from export values reported by the Australian Bureau of Statistics (ABS). The divergence between the two values derives from differences between the Wine Australia and ABS in the method of converting the value of exports denominated in foreign currency to A$. In the case of Australia, the exporter makes the conversion when submitting wine for export approval while the ABS converts
the value on the day of shipment, at the daily conversion rate. With the Wine
Australia method, it is expected that some of the conversions will occur at
hedged rates while this does not occur with the ABS method. When the
Australian exchange rate is moving significantly the alternative methods will
result in diverging valuations. Volumes reported by the Wine Australia and
ABS differ only marginally due to the “approval” versus “shipment” basis of
reporting as well as marginal differences in scope and definition.

FOB: ‘Free on board’ value of the wine, where the point of valuation is where
goods are placed on board the international carrier, at the border of the
exporting country. The FOB value includes production and other costs up
until placement on the international carrier but excludes international
insurance and transport costs.

Fortified: a wine to which a distilled spirit such as brandy is added. Fortified
wines include tawny, apera and vermouth.

GDP: Gross Domestic Product per capita, constant prices (national
currency) is expressed in constant national currency per person. Data are
derived by dividing constant price GDP by total population.

GI: Geographical Indications

GI Region – Region geographical indication (GI) claims are optional but must
be 85 per cent of claimed. Multiple GI claims are acceptable but must be 95
per cent and listed in descending order.

IWSR: The International Spirit and Wine Record

Label claim: Claims including GI region, variety, and vintage made on the
wine bottle label are governed by a number of different Federal and State
legislative instruments. The table below provides a summary of the blending
rules. Vintages, varieties and geographical indications can only be claimed
on labels which meet the definition of wine. “Wine products” cannot make
any vintage, or geographical indication claims, variety claims are however
permitted. Please refer to the regulations for the specific rules. As a result of
the blending rules, when selecting variety and GI region in the New Product
and New Market reports, the selection does not indicate that this is 100 per
cent of exports from the region and variety. For example, if Barossa Shiraz
is shipped in bulk then it will not be included in these figures as based on
packaged label claims only. More information can be found on the Wine
Australian website under labelling.
### Wine Australia

#### Litres per capita (adult): a calculation based on the amount of alcohol consumed divided by the population of legal drinking age.

**Long Term Growth:** Based on a 5-year CAGR.

**MAT:** Moving Annual Total - refers to the twelve months ending with the nominated month.

**Market:** In most instances, this indicates the country where the wine is consumed. In some instances, it may be the country at which the wine is off-loaded for bottling and/or trans-shipment to the country of final consumption.

**Off-premise:** Wine purchased from a supermarket, online or bottle shop for example and consumed elsewhere.

**On-premise:** Wine purchased and consumed at a bar or restaurant for example.

**Packaged:** Glass bottles, alternative packaging and cask / soft packs.

**Percentage change:** Is calculated as the percentage change in the MAT for the immediate past 12 months compared to the preceding 12 months.

**PPB:** Average price per bottle

**Premium and above:**

- Based on data presented from the IWSR – Premium, Super Premium, Ultra-Premium and Prestige.

<table>
<thead>
<tr>
<th>Wine Australia</th>
<th>Single claims</th>
<th>Multiple claims</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Vintage claims</strong></td>
<td>Minimum 85%</td>
<td>Minimum 100%</td>
</tr>
<tr>
<td>So, if your wine is 88% from the 2015 vintage, 2% from 2014, 1% from 2013, and you want to claim vintage, you have to specify the presence of all vintages, even the 2010.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Variety claims</strong></td>
<td>Minimum 85%</td>
<td>Minimum 85%</td>
</tr>
<tr>
<td>So, if your wine is 70% Semillon, 30% Chardonnay and 10% Sauvignon Blanc, you can label your wine as &quot;Semillon Sauvignon Blanc.&quot; The wine would either need to be labelled as &quot;Semillon Chardonnay Sauvignon Blanc.&quot; You could then label your wine as just &quot;Semillon,&quot; provided less than 85% of the blend is Semillon.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Geographical Indication (GI) claims</strong></td>
<td>Minimum 85%</td>
<td>Minimum 95%</td>
</tr>
<tr>
<td>You can claim multiple GIs, but only if each of the GIs claimed accounts for more than 5%. The maximum number of GIs you can claim is three.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---

[Image 184x459 to 553x700]
• Based on data presented from Wine Export Approvals – FOB Export Value AUD$45 per case or AUD$5.00 per litre and above

Value: refers to the dollar value associated with wine consumption or exports. The value of consumptions, provided through the IWSR, is based on historical pricing data taken from store checks across all reporting markets. Reported retail value over a time period is using fixed exchange rates and includes tax. Retail value is reported in United States dollars. The export value, provided from Wine Australia, is based on FOB value reported in Australian dollars (see FOB for more detail).

Short Term Growth: Based on year over year growth rate.

Unpackaged: Wine shipped for repackaging elsewhere, also referred to as ‘bulk’

Unspecified: Within GI region label claims, unspecified remains in the dataset but refers to bulk, or unpackaged, wine.

USD: United States dollars

Variety: Variety claims made on a wine label are optional but must be 85 per cent if claimed.

Value: Reported under ‘Measure’ refers to Retail Value when looking at wine consumption and Export Value when looking at Australian wine exports.

Vermouth: an aromatised, fortified wine.

Volume:

• Volume reported from the IWSR refers to estimated consumption
• Export volume reported from Wine Australia’s WEA system refers to the quantity of wine shipped

YoY: Year over year. Also referred to as Short Term Growth.

WEA: Wine Export Approval system, Wine Australia.

Wine: Includes still, sparkling and fortified wine and does not include non-grape wines.

Wine Share of Throat: Proportion of wine consumed out of all alcoholic beverages consumed.

Notes on data
Short- and Long-Term Growth
• 100 per cent cap - To remove large variations in growth rates, generally due to calculations made off a small base, results have been restricted to display +/- 100 per cent where percentage changes exceed +/- 100 per cent.

• Blank cells – Where no data exists in the comparison year, no results are displayed to avoid an error in the calculation. For example, in 2017 the volume was 100 but in 2016 there was no volume. I.e. (100 / 0) - 1 = #DIV/0!

Market summary report

• all data in the Market Summary, unless otherwise highlighted, is based on the most recent time period where data is available for all fields included in the infographic.

Australian wine exports

• data collected through the WEA system is updated daily. As shipments can be amended retrospectively, the data in the Market Explorer may differ marginally from previously published figures.