



"Everything according to plan" is the export story for 2007. 88.6 million litres of New Zealand wine worth \$800 million were sold off shore for the year ended June 2008 - a 14% increase in line with projections.

On the strength of this export performance, total sales of New Zealand wine reached an estimated \$1.25 billion dollars in the year to June 2008.

In the United Kingdom, overall growth is focussed in the premium categories where New Zealand has established itself as a significant force. NZ wine sales rose by 8% in volume while at the same time we increased our average retail price to £6.47 - £2.09 ahead of the nearest competitor.

The Australian market continues to overperform, growing 37% in the past year to \$247 million to make it our largest market by value. Shipments to the United States, by contrast, increased just 4%. While there may be a number of reasons for this, market complexities and the currency risk of exporting to the USA have clearly weighed on exporters.

The wine styles exported in the past year mirrored the shape of the previous vintage. Sauvignon Blanc performed to expectations, though sales would have been even stronger if not for a moderate 2007 crop. Chardonnay sales grew by a third and Pinot Gris more than doubled with supplies on hand from a bountiful harvest in Gisborne and Hawke's Bay. Pinot Noir exports fell by 3% following a 5% drop in supply, while Merlot-based wines had a sound showing on the back of a successful run of vintages.



New Zealand Wine Exports by Market 2006 - 2008 (millions)

Country		2006	2007	2008
United Kingdom	L	21.907	27.573	29.646
	\$	166.937	227.418	240.730
Australia	L	13.18	18.632	24.633
	\$	122.441	179.933	246.696
USA	L	14.411	18.712	19.492
	\$	138.411	175.515	159.787
Canada	L	2.061	3.182	5.219
	\$	21.888	33.870	47.060
Netherlands	L	1.217	1.559	1.363
	\$	10.017	13.318	12.808
Ireland	L	0.844	0.853	1.496
	\$	8.158	8.920	15.012
Denmark	L	0.508	0.654	0.654
	\$	4.656	6.029	5.836
Japan	L	0.406	0.484	0.545
	\$	5.855	6.665	7.299
Germany	L	0.301	0.382	0.462
	\$	2.914	3.699	5.342
Others	L	3.464	3.996	5.125
	\$	35.742	42.935	57.227
Total	L	57.791	76.024	88.636
	\$	512.362	698.303	797.797