

Wine Australia providing insights on Australian Wine

Regional snapshot 2021-22 - King Valley

State	Victoria	
-------	----------	--

Plantings

Source: National Vineyard Scan 2020 and ABS	King Valley	All regions
Total vineyard area (hectares)	1,535	155,442
Percentage red varieties	47%	64%
Percentage of national vineyards	1%	
Percentage of Victoria vineyards	6%	

Crush

Source: National Vintage Survey 2022	King Valley	All regions
Estimated tonnes crushed in 2022	21,195	1,734,260
Average yield (tonnes/ha)	13.8	11.2
Change in crush from 2021	-4%	-14%

Top five varieties in King Valley in 2022	Share of region tonnes	Share of national tonnes
Prosecco	42%	1%
Pinot Gris/Grigio	15%	4%
Chardonnay	9%	21%
Pinot Noir	8%	3%
Sauvignon Blanc	7%	5%

Exports

Source: Wine Export Approvals year ending June 2022

Exports by GI content	King Valley	All exports
Export volume by GI content ('000 litres)	668	625,254
Percentage of total exports	0.1%	100%
Percentage of crush exported (estimate)	5%	52%

Label claim exports (bottled only)

	King Valley and King Valley blends	Year over year change
Export volume by GI label claim ('000 litres)	346	9%
Export value by GI label claim (\$A '000)	2,707	18%
Average value per litre	\$7.82	8%

Share of bottled export volume by destination market	King Valley and King Valley blends	All bottled wine exports
New Zealand	67%	8%
Ireland	8%	1%
Hong Kong	3%	3%
Fiji	3%	1%
USA	3%	34%
Norway	3%	1%
Remaining markets	14%	53%

Share of bottled export volume by price point	King Valley and King Valley blends	All bottled wine exports
\$2.49 and under	1%	1%
\$2.50 to \$4.99	2%	67%
\$5.00 to \$7.49	68%	15%
\$7.50 to \$9.99	18%	6%
\$10.00 to \$14.99	8%	5%
\$15.00 to \$19.99	4%	1%
\$20 and over	0%	4%

Notes

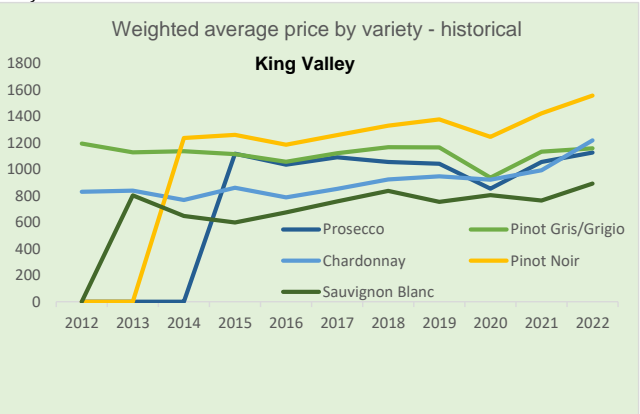
Meteorological data is taken from the national climate databank of the Bureau of Meteorology: the Australian Data Archive for Meteorology (ADAM). Climate indices have been calculated across the whole GI region by the Antarctic Climate Ecosystem CRC as part of a research project co-funded by Wine Australia. Growing season rainfall (GSR) and growing degree days (GDD) are both calculated from October to April across the whole GI region. GSR and GDD for individual vineyards will vary from this value. Latitude data is the centroid of each GI region. Altitude/elevation data is the highest and lowest point in the region - regardless of whether there is a vineyard at that location. Area data comes from the National Vineyard Scan 2020 conducted by GAIA on behalf of Wine Australia. Variety share from ABS vineyard survey 2015. Estimated crush figures are higher than the figures reported in the National Vintage Report as the estimated figure is raised to allow for the non-response rate. Exports by GI content includes all wine that has been identified by the exporter as coming from the GI, but not necessarily claimed on the label. Label claim exports are those where the GI region is identified on the label. GI region content is based on the region reported by the winery in the product description.

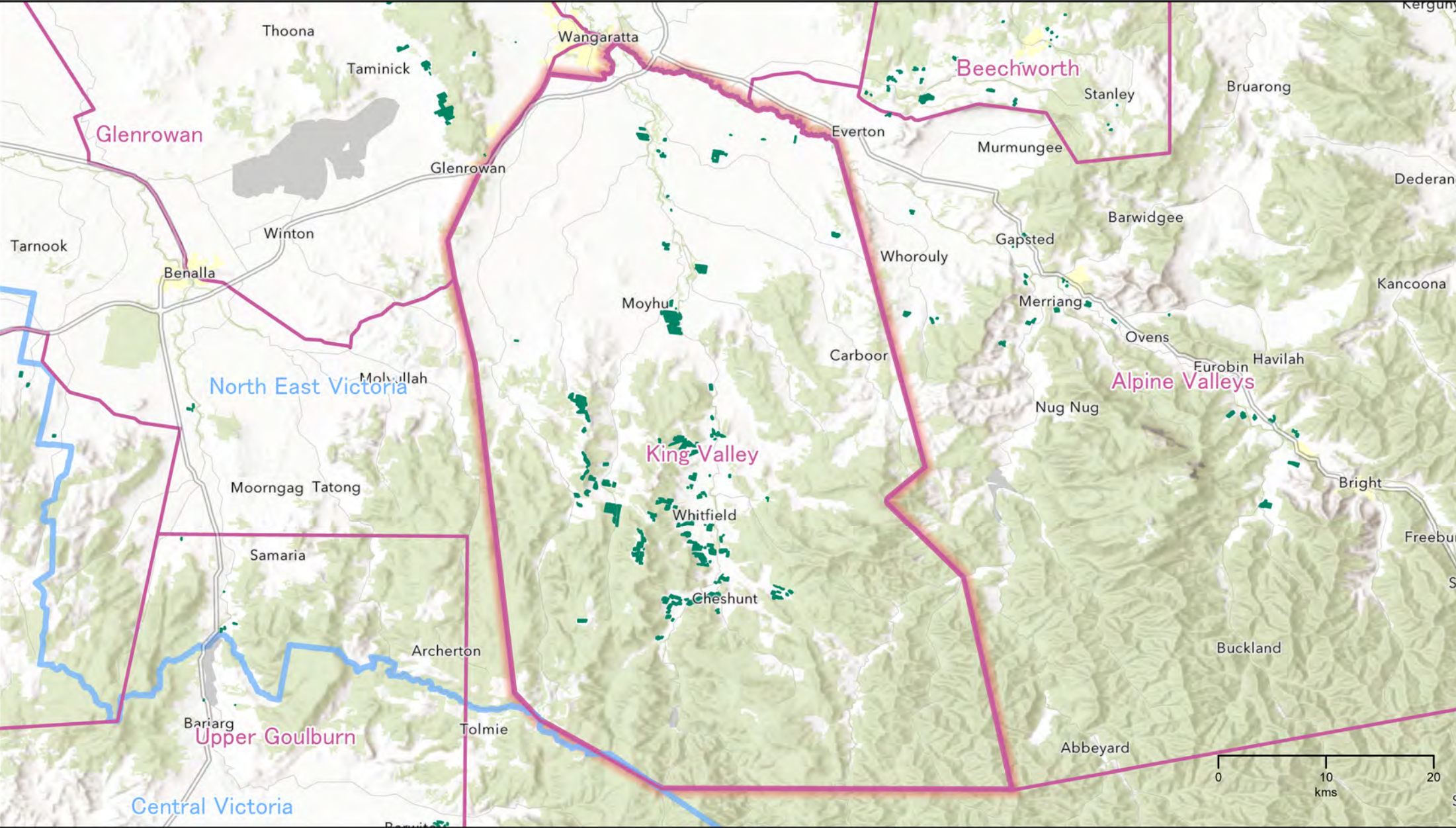
Published November 2022

Climate data

Source: Bureau of Meteorology (2022)

King Valley				
Size (km ²)	2 000	Elevation (m)	214	Sth latitude -36.98
	Mean Jan temp (MJT)	Annual* rainfall	GSR	Oct-April GDD
Time period				
1961-1990 average	20.5 °C	1017 mm	449 mm	1518
1992-2021 average	21.7 °C	978 mm	474 mm	1598
2021-22 season*	22.5 °C	1201 mm	603 mm	1561
*July 2021-June 2022				





Wine
Australia
for
Australian
Wine

Copyright in this map is owned by Wine Australia July 2020

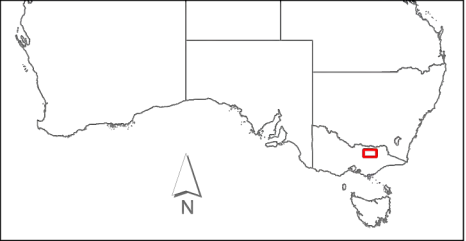
Vineyard boundaries created and supplied by GAIA for the National Vineyard Scan 2019. Visit gaia.ag for more information. This information is reproduced with the permission of GAIA Innovations

Geographic Indications (GI) boundaries: Wine Australia (excluding South Australia where they are provided with permission by Vine Health Australia). Further information can be found at www.wineaustralia.com/labelling/register-of-protected-gis-and-other-terms/geographical-indications

Base map sources: Esri, HERE, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community © Commonwealth of Australia (Geoscience Australia) 2016.

You may store, display, print and reproduce this material only for non-commercial use or use within your organisation so long as you give appropriate acknowledgement to the copyright owner. The data must not be shared with commercial third parties without written consent from the Wine Australia. More information can be found at www.wineaustralia.com

Map produced by Locatable Solutions Pty Ltd, June 2020



- GI Regions
- GI Zones
- Vineyards (GAIA 2019)

This map provides a visual representation of the Geographical Indication (GI) boundary defined in the textual description for this GI. The textual description is the legal definition of the GI and in case of any discrepancy or ambiguity, the textual description prevails.

