



# PURE CHABLIS

One grape  
One region  
One of a kind

## Market Report

### Canada

### 2021 a record year for Chablis



#### Key 2021 numbers for Chablis in Canada

4<sup>th</sup> market by value and by volume

**Exports: 2.05 million bottles (+19%/2020) for 15.3 million euros (+17%/2020)**

Of which, by volume ▶ Chablis Premier Cru and Chablis Grand Cru : 10%  
▶ Petit Chablis and Chablis : 90%

In 2021, Canada confirmed its 4th place by value for Chablis wines, after Japan, the UK and the USA, which is now in first place. Canada accounts for 8% by value of all Chablis wine exports. By volume, it has attained fourth place ahead of Sweden, with 9% of exports. This market for Chablis wines is in constant expansion in the past ten years, having progressed 133% both in volume and value between 2012 and 2021.

### Two new records for Chablis wines

Over the last ten years, the sales of Chablis wines in the Canadian market continues to progress. For the first time, exports to Canada surpassed the equivalence level of 2 million bottles. This volume record was accompanied by a value record: sales within this market were over 15 million euros.

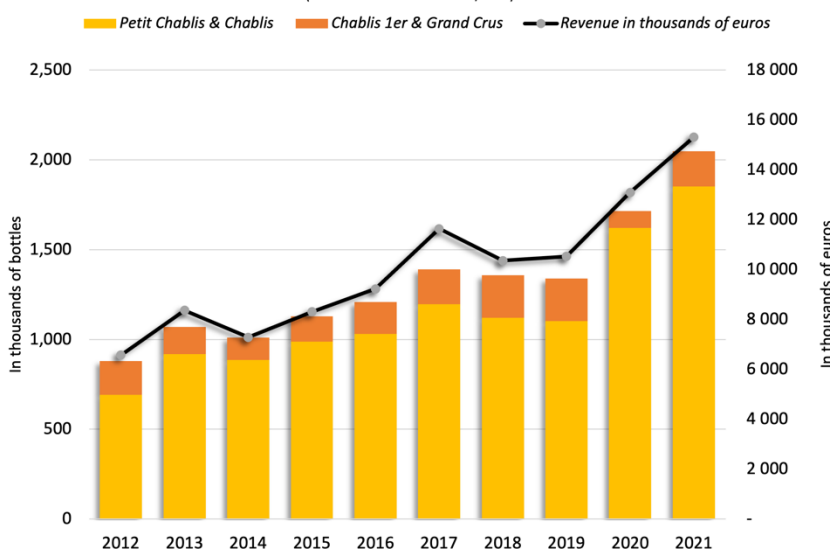
It is the dynamism of the appellations Petit Chablis and Chablis that underlie this performance, with sales of

13.3 million euros, up 68% (2021/2019), and the equivalent of 1.85 million bottles exported, up 64% (2021/2019). The Chablis 1er Cru and Chablis Grand Cru appellations, however, have not returned to their pre-pandemic levels.

This growth will have to adapt to the acceleration of monopoly purchasing policies to reduce carbon impact. The SAQ (Société des Alcools du Québec) is intensifying its environmental policy by encouraging suppliers to use lighter bottles, to bottle locally and to apply for environmental labels.

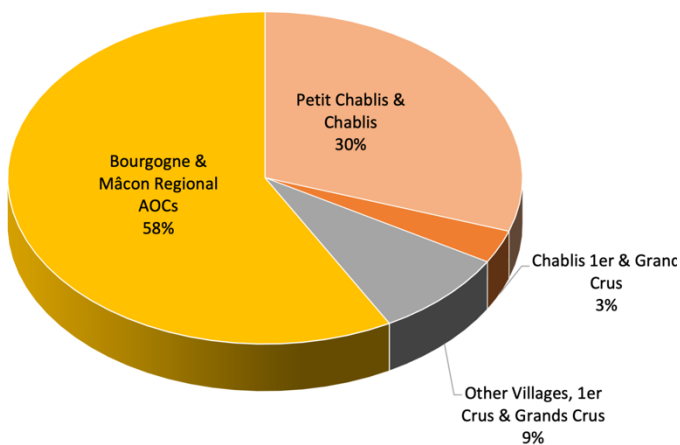
Exports of Chablis wines to Canada

(source: Customs DEB+DAU/BIVB)



## Almost one third of white Bourgogne exports are Chablis wines

Importance of Chablis wines in Bourgogne white wine exports to Canada - 2021  
(source: Customs DEB+DAU BIVB)



As regards Bourgogne wines, whites remain by far the most exported to Canada: they account for 2/3 of the volume shipped (+22.1%/2019). The Regional white Bourgogne appellations alone constitute a third of Bourgogne wine exports (25% by value), followed by Chablis wines (22% by volume and 21% by value of Bourgogne wines).

Between 2012 and 2021, the appellations Chablis and Petit Chablis progressed in this market by more than one million bottles and more than 8.5 million euros in sales.

## Québec : the 6th export market for Bourgogne wines

In Canada, wine counts for more than 526 million liters (16% of the volume) in the consumption of alcoholic beverages, and 7.85 billion Canadian dollars (32% of alcohol sales). 2/3 of wine sales are equally shared between Québec and Ontario, far ahead of British Columbia (15%) and Alberta (9%) in 2020.

**Sales of alcoholic beverages in Québec are a government monopoly run by the SAQ** (Société des Alcools du Québec); the sales confirm the strong positioning of Bourgogne wines. The province accounts for at least 70% of Bourgogne wines consumed in Canada, representing the equivalent of 5.58 million bottles, an increase of 1.5% relative to the previous year, for sales worth 128 million Canadian dollars (CAD), up 4% (over the 12 months to end March 2021).

Over the 12 months to end March 2021, growth has taken place essentially in white wines (+4%), which account for 70% of Bourgogne sales, with three leading appellations: Bourgogne Aligoté (1.5 million bottles sold), **Chablis (805,954 bottles, +6%/STT\* to March 2020 and 20% market share)**, **Petit Chablis (119,861 bottles, +21%STT\* to March 2020 and 3% market share)**, together with the appellation Bourgogne Blanc. Red wines have tried to resist the decrease in red wine consumption, with the appellations Coteaux Bourguignons (+2%), Mercurey (+13%), Bourgogne Hautes Côtes de Beaune (+157%). Crémant de Bourgogne sales decrease by -19%, with the equivalent of 225,000 bottles sold at an average price of 22.61 CAD (+1.8%); this remains by a large margin the leading appellation of sparkling French wine sold in this market, aside from Champagne.

**In Ontario**, sales of Bourgogne wines increased 21.8% by volume (200,000 more bottles) and 22.6% by value over the twelve months ending March 2021. They attained 1.085 million bottles for 34.4 million CAD. Regional appellations continue to account for half of the bottles of still wine sold. White wines have been surging, +19% by volume, led by the Regional Bourgogne, **Chablis (195,576 bottles, +29.7%/STT\* to March 2020 and 34% of market share)**, **Petit Chablis (52,164 bottles, +1.6%/STT\* to March 2020 and 9% of market share)**, and the Village appellations of the Mâconnais. The growth of Crémant de Bourgogne has restarted (+15%), with an average price of 21.95 CAD. Red wines have also returned to growth (+31%) due to the upsurge in Regional Bourgogne appellations.

\*STT: sliding twelve-month total

*Economic report produced by the Markets and Development department – BIVB – February 2022*  
(Sources: Customs DEB+DAU - BIVB - SAQ - LCBO [non-hospitality])

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