



Australia: 2020, a record year for Chablis



Key 2020 numbers for Chablis wines in Australia:

10th market by value
11th market by volume

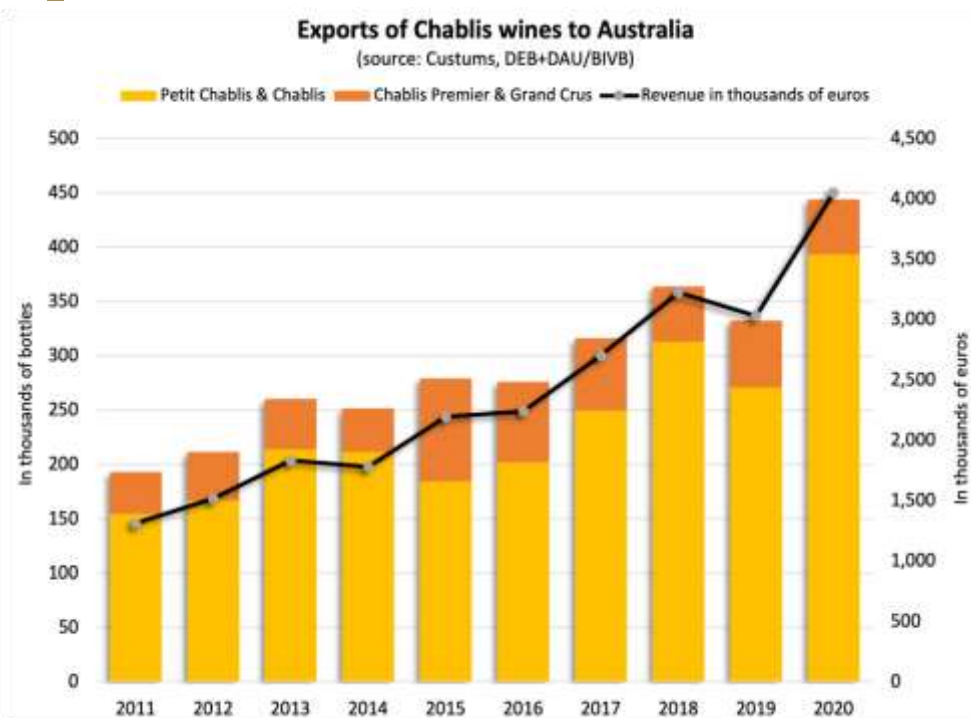
Exports: 444,000 bottles (+ 34 %/ 2019) for 4.05 million euros (+ 34 %/ 2019)

Of which, by volume ▶ Chablis Premier Cru and Chablis Grand Cru: 11 %
▶ Petit Chablis and Chablis : 89 %

Australia is the second-largest wine producer in the southern hemisphere, as well as the second-largest consumer of wine (after China) in the Asia-Pacific zone (5.9 hectoliters forecast 2019 by OIV).

Though it is a seemingly small market, Australia has long been a favored destination for Chablis wines. In 2009, these already accounted for 42% by volume of white Bourgogne exports to Australia, and 31% of sales.

Record volumes and sales



Following the fine harvest of 2018 and the enhanced available volume provided by the 2020 vintage, Chablis wine exports to this market commenced again to rise:

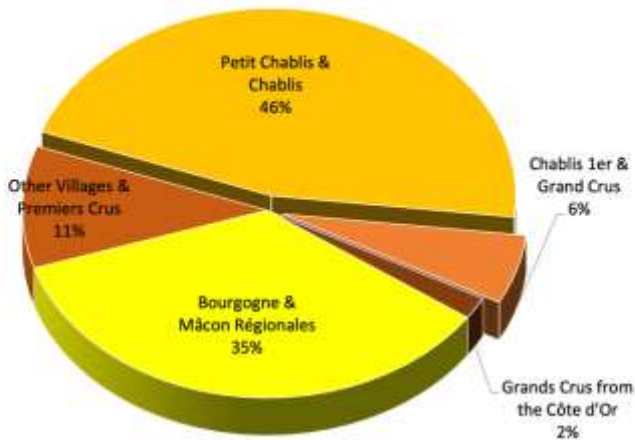
- ▶ + 34% by value
- ▶ + 34% by volume

This increase is primarily due to the Petit Chablis and Chablis appellations, which have found their place in better-priced sectors, while increasing their export amounts (+45.2% by volume, +56.9% by value).

The growth of these two appellations continued in the first trimester of 2021, with an increase of 47.2% in volume and 68.2% in value relative to the first trimester 2020. The Chablis Premier Cru and Chablis Grand Cru appellations also show progress in this period: 52% in volume and 62.7% in sales.

More than one out of two bottles of white Bourgogne is Chablis

Proportion of Chablis wines in the volumes of white Bourgogne exported in 2020
(source: Customs DEB+DAU / BIVB)



Over the last ten years, progress in exporting Bourgogne wines to Australia has been based upon whites. This is further evidenced in 2020 by an increase in the volume of Bourgogne whites of 10.2%. They account for 62% of Bourgogne exports with 850,400 bottles, of which 52% are Chablis. The latter constitute a third of the total volume of Bourgogne wine (of all colors) shipped. Their sales generate 45% of the total sales of white Bourgognes: 39% for Petit Chablis and Chablis, 6% for Chablis Premier Cru and Grand Cru.

Chablis: a fine reputation for must-have wines

With its “Strategy 2025” program, Australia aims to increase consumption by 20% by 2025, and is pursuing a qualitative goal which seeks to increase demand for premium wines and will better define wine sectors and broaden availability. This is a real opportunity for Chablis wines.

Australia is a prosperous country which has 9.2 million regular wine drinkers; that is half the adult population. 81% of them have wine every week.

In 2020, Australians have no marked preference for the color of their wine: they drink equal amounts of white and red. As regards whites, those made from Sauvignon and Chardonnay grapes are most popular. The notion of grape variety is highly important here: it is the first criterion considered by consumers, coming ahead of both the brand and the regional origin, respectively of 2nd and 4th importance in the decision of which wine to buy.

With respect to origin, it is logical that Australian and New Zealand wines are the most consumed. French wines come third. Most purchases take place in local wineshops, and supermarkets come next.

Those who most appreciate Bourgogne wines are generally middle-class, educated and well-off, and over 40. They tend to work at the managerial level. They are cultivated, open to the world, and well-versed with European culture and values.

Bourgogne wines have prestige value with sommeliers. Australia is a very sophisticated market, and its wine professionals are “Bourgogne connoisseurs”. Wine tastes and consumption have evolved towards a lighter, younger and more elegant style, with less oak and tannins.

Chablis is a flagship product among French white wines. It has a great reputation and remains an essential wine for high-quality wineshops and restaurants.

*Economic report produced by the Markets and Development department of the BIVB – April 2021
(Source: Customs - BIVB - OIV - Wine Intelligence - AbsoConseil)*

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