

SOUTH AFRICAN WINE EXPORTS ANALYSIS

2008 - 2013



APRIL 2014



ABOUT ANALYTIX BI

- Analytix Business Intelligence is a South African marketing planning and business intelligence company who conduct local and global market research and analysis to help companies make smarter, more accountable decisions and improve their return on investment.
- We are an independent company with the expertise and resources to provide objective and reliable market intelligence reports.
- We have compiled and are in the process of compiling a number of South African reports with the intention of providing affordable South African market insight to companies and individuals.
- In addition, we are experts at doing desk and Internet research to create customised reports regarding consumer segments, industries or markets.
- We provide customised marketing planning, market research and analytical solutions so if you have specific needs and requirements, please contact us directly.

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REPORT OVERVIEW

**Compiled: March 2014
(124 pages)**

This comprehensive report examines **South African Wine Exports (2008-2013)**: Total Volume and Value, Total exports, Total Volume and Value (Price Per Litre) by Wine Categories (Varietals), Detailed analysis of 15 export countries, Red versus White Wine exports, Bulk versus Packaged exports.

The export analysis is based on raw data supplied by South African Wine Information & Systems (SAWIS) and includes all exports from South Africa during the 6 year period from 2008 to 2013.

SOME KEY QUESTIONS THE REPORT WILL HELP YOU TO ANSWER:

- What were the total export volumes from 2008 to 2013 and what was the average price per litre?
- What was the size of the export market from 2008-2013?
- Which varietals are being exported the most? What was the price per litre per varietal?
- Who are the biggest importers of South African wine around the world? How are they importing Wine (Bulk versus Packaged)? Are they importing Red, White or Rose/Blanc De Noir wine?
- What were the price per litre trends for each country for the period 2008 – 2013?

BACKGROUND AND PROJECT OBJECTIVES



BACKGROUND AND OVERVIEW

- SAWIS had significant volumes of wine export data (>500 000 lines) and commissioned Analytix BI to analyse and visually report on key trends between 2008 and 2013.
- Analytix BI proposed to provide **VOLUME AND VALUE** intelligence, focusing on the following parameters:
 - **Top Export Countries**
 - **Top 10 Wine Varieties**
 - **Red wine vs. White wine vs. Rose/Blanc De Noir**
 - **Packaged vs. Bulk**
- The following analysis and report presents this information through visual charts and graphics. Salient points and key insights are highlighted and summarised in comment boxes on each page.
- Note: **Red Wine includes:**
Cabernet Sauvignon, Merlot, Pinotage, Shiraz and Other Red Wine.

White Wine includes:
Chardonnay, Chenin blanc, Sauvignon blanc and Other White Wine.

ANALYSIS METHODOLOGY

- To calculate the average price per litre, outliers i.e. observations that are numerically very distant from the rest of the data, were identified and excluded to achieve the most reliable, credible and accurate figures with the highest level of statistical precision and the lowest margin of error.
- The outliers were identified in conjunction with SAWIS, based on their significant experience and understanding of the South African wine market. The following exports were included in the value analysis for the 6 year period (2008-2013):
 - Bulk Exports: Any exports to leave South Africa with an average price per litre (Total value at FOB price divided by the volume exported) between R3.00 per litre (FOB price) and R50.00 per litre (FOB price).
 - Packaged Exports: Any exports to leave South Africa with an average price per litre (Total value at FOB price divided by the volume exported) between R10.00 per litre (FOB price) and R300.00 per litre (FOB price).
- After these exclusions were applied, only 10% of all exports were not taken into account when evaluating the more than 500 000 exports data values provided by SAWIS - ensuring that the average price per litre calculations have been based on very robust data.
- Analytix Business Intelligence has significant experience in data analysis and reporting, with over 100 pre-packaged and published industry reports available on various sectors in South Africa and selected countries in Africa.

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EXECUTIVE SUMMARY



DASHBOARD: SOUTH AFRICAN WINE EXPORTS (2008 – 2013)

Total Export Volume Trends (2008-2013)

2008: 407.3 million litres
 2009: 389.1 million litres
 2010: 370.9 million litres
 2011: 350.4 million litres
 2012: 408.9 million litres
 2013: 517.4 million litres

Average Export Value Trend (2008-2013)

2008: R15.94 per litre
 2009: R16.19 per litre
 2010: R17.34 per litre
 2011: R16.41 per litre
 2012: R14.42 per litre
 2013: R13.77 per litre

Total Export Revenue Trends (2008-2013)

2008: R6 492.4 million
 2009: R6 300.0 million
 2010: R6 431.4 million
 2011: R5 750.1 million
 2012: R5 896.3 million
 2013: R7 124.6 million

Top 5 Varietals Volume (2008 versus 2013)

2008 :-----: 2013

81.0m (20%)	:Other White Wine:	135.2m (26%)	↑
137.6m (34%)	:Other Red Wine:	121.1m (23%)	↓
24.5m (6%)	:Rose & Blanc Noir:	65.0m (13%)	↑
43.1m (11%)	:Chenin blanc:	53.6m (10%)	↑
19.9m (5%)	:Sauvignon blanc:	38.2m (7%)	↑

Top 5 Varietals Price Per Litre (2008 versus 2013)

2008 :-----: 2013

R24.63	:Shiraz:	R24.02	↓
R23.89	:Cabernet Sauvignon:	R23.46	↓
R19.02	:Pinotage:	R20.56	↑
R24.22	:Sauvignon blanc:	R18.68	↓
R16.64	:Chardonnay:	R16.94	↑

DASHBOARD: SOUTH AFRICAN WINE EXPORTS (2008 – 2013)

Red vs White vs Rose/Blanc De Noir Volume Trend (2008 versus 2013)

2008 :-----: 2013

209.3m (51%) :Red: 197.8m (38%)
173.6m (43%) :White: 254.6m (49%)
24.5m (6%) :Rose: 65.0m (13%)

Red:  White:  Rose: 

Bulk vs Packaged Volume Trend (2008 versus 2013)

2008 :-----: 2013

183.9m (45%) :Bulk: 341.8m (66%)
223.4m (55%) :Packaged: 175.6 (34%)

Bulk:  Packaged: 

Countries Volume Trend (2008 versus 2013)

2008 :-----: 2013
(% of exports)

110.6m (32%) :United Kingdom: 110.8m (25%) 
67.4m (20%) :Germany: 96.4m (21%) 
18.3m (5%) :Russia: 37.2m (8%) 
8.4m (2%) :France: 34.7m (8%) 
28.8m (8%) :Sweden: 32.9m (7%) 
16.6m (5%) :USA: 31.7m (7%) 
13.6m (4%) :Canada: 22.1m (5%) 
29.3m (8%) :The Netherlands: 22.0m (5%) 
15.7m (5%) :Denmark: 20.1m (4%) 
0.6m (0%) :Italy: 15.2m (3%) 
9 000 (0%) :Spain: 12.5m (3%) 
4.3m (1%) :China: 5.7m (1%) 
1.8m (1%) :Kenya: 4.3m (1%) 
2.2m (1%) :Nigeria: 3.2m (1%) 
24.6m (7%) :Angola: 0.8m (0%) 

Red vs White vs Rose/Blanc De noir Price Per Litre (2008 versus 2013)

2008 :-----: 2013

R18.01 :Red: R17.95
R14.07 :White: R11.99
R12.46 :Rose: R8.04

Red:  White:  Rose: 

Bulk vs Packaged Price Per Litre (2008 versus 2013)

2008 :-----: 2013

R5.39 :Bulk: R6.69
R24.16 :Packaged: R27.84

Bulk:  Packaged: 

KEY FACTS ABOUT THE WINE EXPORT MARKET

1. South Africa's total wine exports declined from 407.3 million litres in 2008 to 350.4 million litres in 2011 but recovered to reach a record 517.4 million litres in 2013.
2. Other White Wine had the highest volume in terms of wine exports for 2013 at 135.2 million litres, an increase from the 81.0 million litres exported in 2008.
3. South Africa's average revenue from total wine exports declined from R6 492.4 million in 2008 to R5 750.1 million in 2011, however, significantly increased to R7 124.6 million in 2013.
4. Other Red Wine exports decreased from 34% of total exports in 2008 to just 23% of total exports in 2013. In comparison, Other White Wine exports increased from 20% of the total volume exported in 2008 to 26% in 2013.
5. Shiraz had the highest average Price Per Litre in 2013, among the top 5 varietal exports, at R24.02, this was a decrease from R24.63 in 2008.
6. Rose and Blanc De Noir had the lowest Average Price Per litre, among all varietal exports at R8.04 in 2013, this was a decrease from R12.46 in 2008. This could be due to the fact that Rosé exported in 2013 was estimated to be on average 80% white. Previously it was 75% red on average.
7. Red Wine export volumes decreased from 209.3 million litres in 2008 to 197.8 million litres in 2013, while White Wine export volumes increased from 173.6 million litres to 254.6 million litres and Rose/Blanc De Noir export volumes increased from 24.5 million litres to 65.0 million litres between 2008 and 2013.



KEY FACTS ABOUT THE WINE EXPORT MARKET

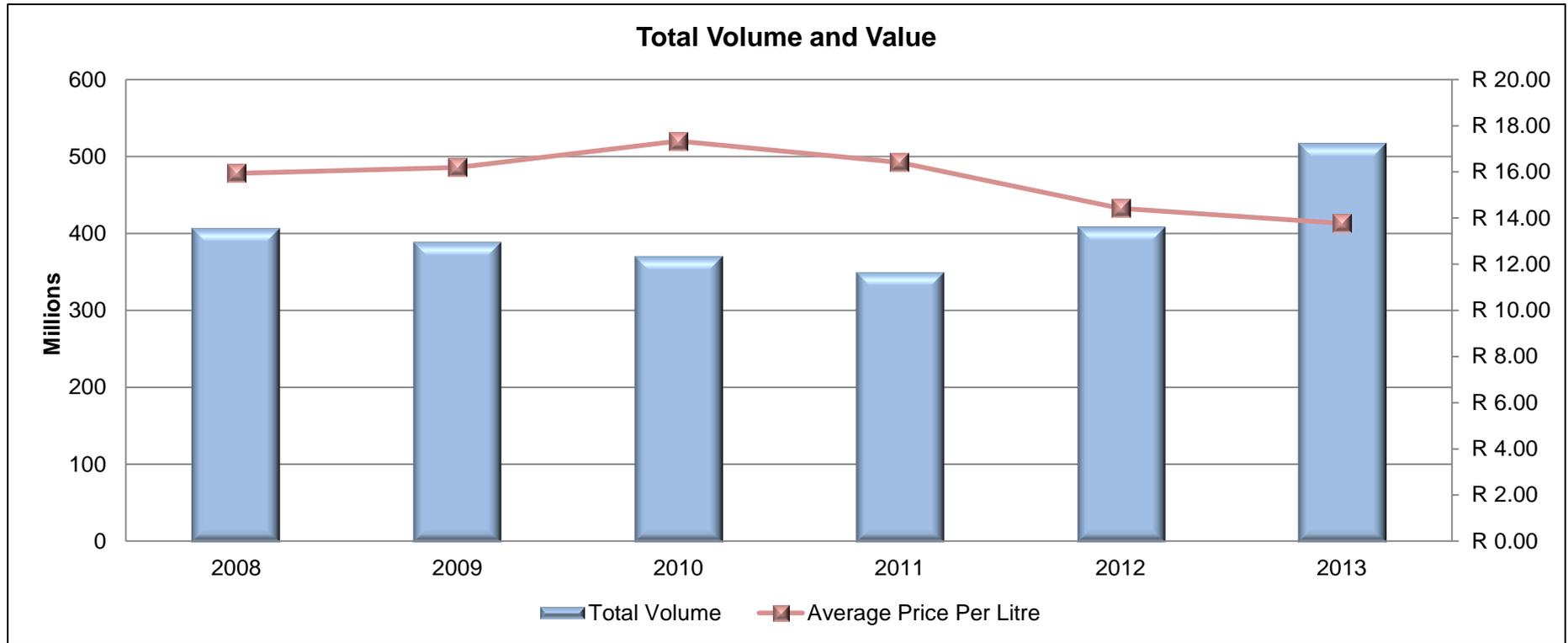
8. The proportion of White Wine exported in 2013 was 49% of the total export volume, an increase from 43% in 2008, while the proportion of Red Wine exported in 2013 was 38%, a decline from 51% in 2008.
9. Exports of Rose/Blanc De Noir had increased from 6% of the total volume of wine exported in 2008 to 13% in 2013.
10. Bulk export volumes increased from 183.9 million litres in 2008 to 341.8 million litres in 2013, while Packaged export volumes decreased from 223.4 million litres in 2008 to 175.6 million litres in 2013.
11. Packaged exports had declined from a proportion of 55% of the total export volume in 2008 to a proportion of 34% in 2013, while Bulk export volumes had increased in proportion from 45% in 2008 to 66% in 2013.
12. The United Kingdom was the leading export market in terms of volume of wine from South Africa, with 110.8 million litres exported in 2013.
13. Export volumes to the Netherlands decreased from 29.3 million litres in 2008 to 22.0 million litres in 2013, while volumes exported to Canada increased from 13.6 million litres in 2008 to 22.1 million litres in 2013.
14. Export volumes to China increased from 4.3 million litres in 2008 to 5.7 million litres in 2013, while volumes exported to Angola decreased from 24.6 million litres in 2008 to 0.8 million litres in 2013.



TOTAL WINE EXPORTS 2008 - 2013



TOTAL WINE EXPORTS VOLUME AND VALUE (PRICE PER LITRE): 2008 - 2013



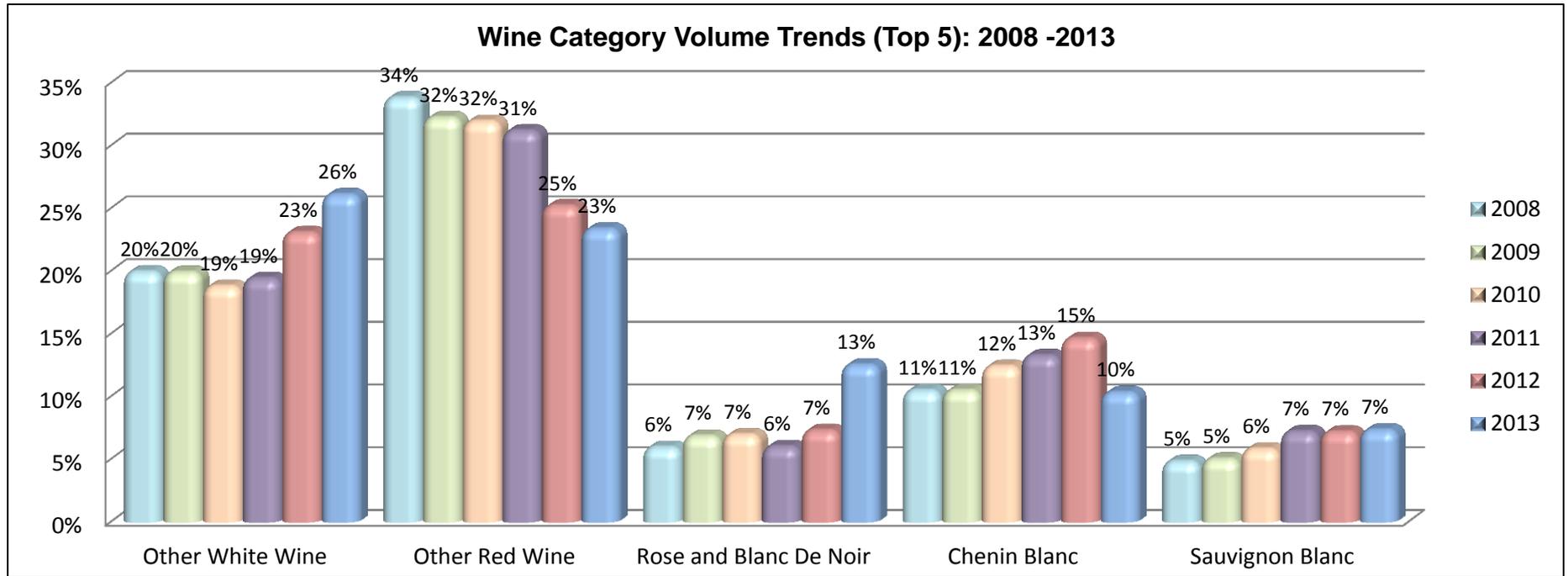
	2008	2009	2010	2011	2012	2013
Total Volume	407 319 628.42	389 102 313.45	370 947 168.64	350 415 002.04	408 910 715.77	517 411 550.91
Average Price Per Litre	R 15.94	R 16.19	R 17.34	R 16.41	R 14.42	R 13.77

- South Africa's total wine exports declined from 407.3 million litres in 2008 to 350.4 million litres in 2011 but recovered to reach 517.4 million litres in 2013.
- The average Price Per Litre decreased from R15.94 in 2008 to its lowest level of R13.77 in 2013.

WINE EXPORTS BY WINE CATEGORY (VARIETAL) 2008 - 2013



WINE EXPORTS BY CATEGORY: TOP 5 VOLUME (2008 – 2013)

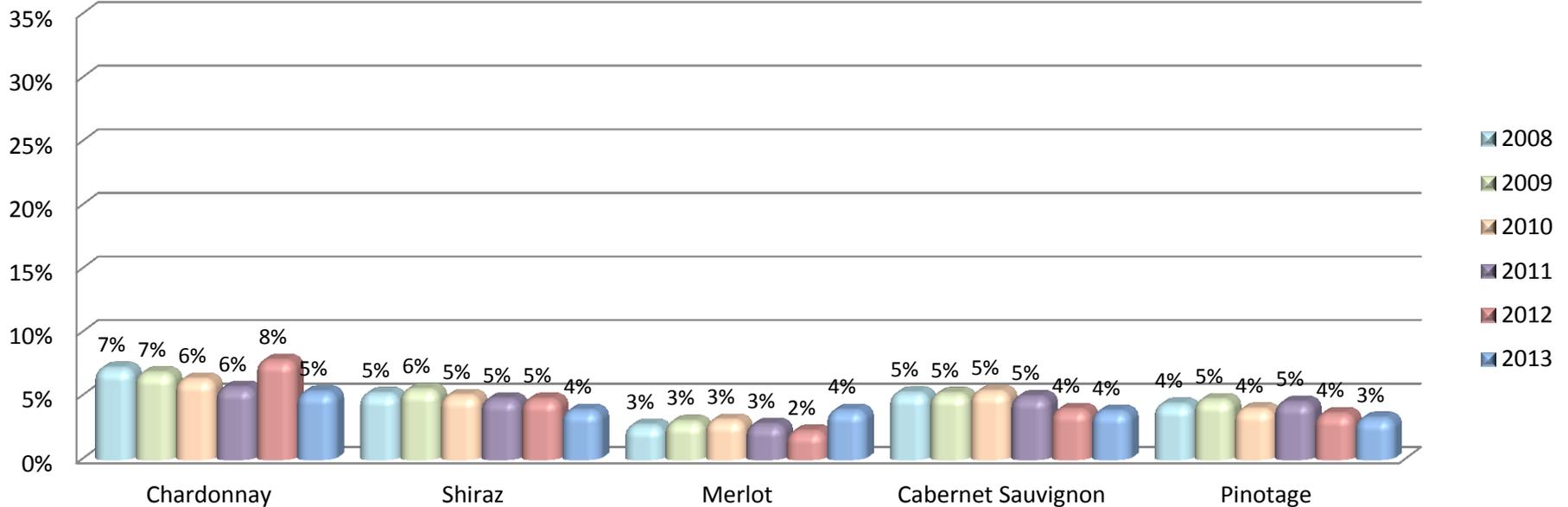


	2008	2009	2010	2011	2012	2013
Other White Wine	80 975 616.09	77 322 161.18	69 568 484.64	68 052 577.09	94 536 867.77	135 240 535.78
Other Red Wine	137 614 607.86	125 704 588.96	118 661 182.01	109 382 819.43	103 247 733.72	121 088 352.60
Rose and Blanc De Noir	24 496 673.53	26 898 594.41	26 001 005.55	21 250 618.28	30 034 391.89	64 972 887.96
Chenin blanc	43 082 771.86	41 087 950.68	46 255 791.26	46 583 998.98	59 987 651.51	53 613 067.40
Sauvignon blanc	19 893 912.09	19 702 857.14	21 715 404.06	25 322 775.14	29 524 733.14	38 156 295.13

- Other White Wine had the highest volume in terms of wine exports for 2013 at 135.2 million litres, an increase from the 81.0 million litres exported in 2008.

WINE EXPORTS BY CATEGORY: BOTTOM 5 VOLUME (2008 – 2013)

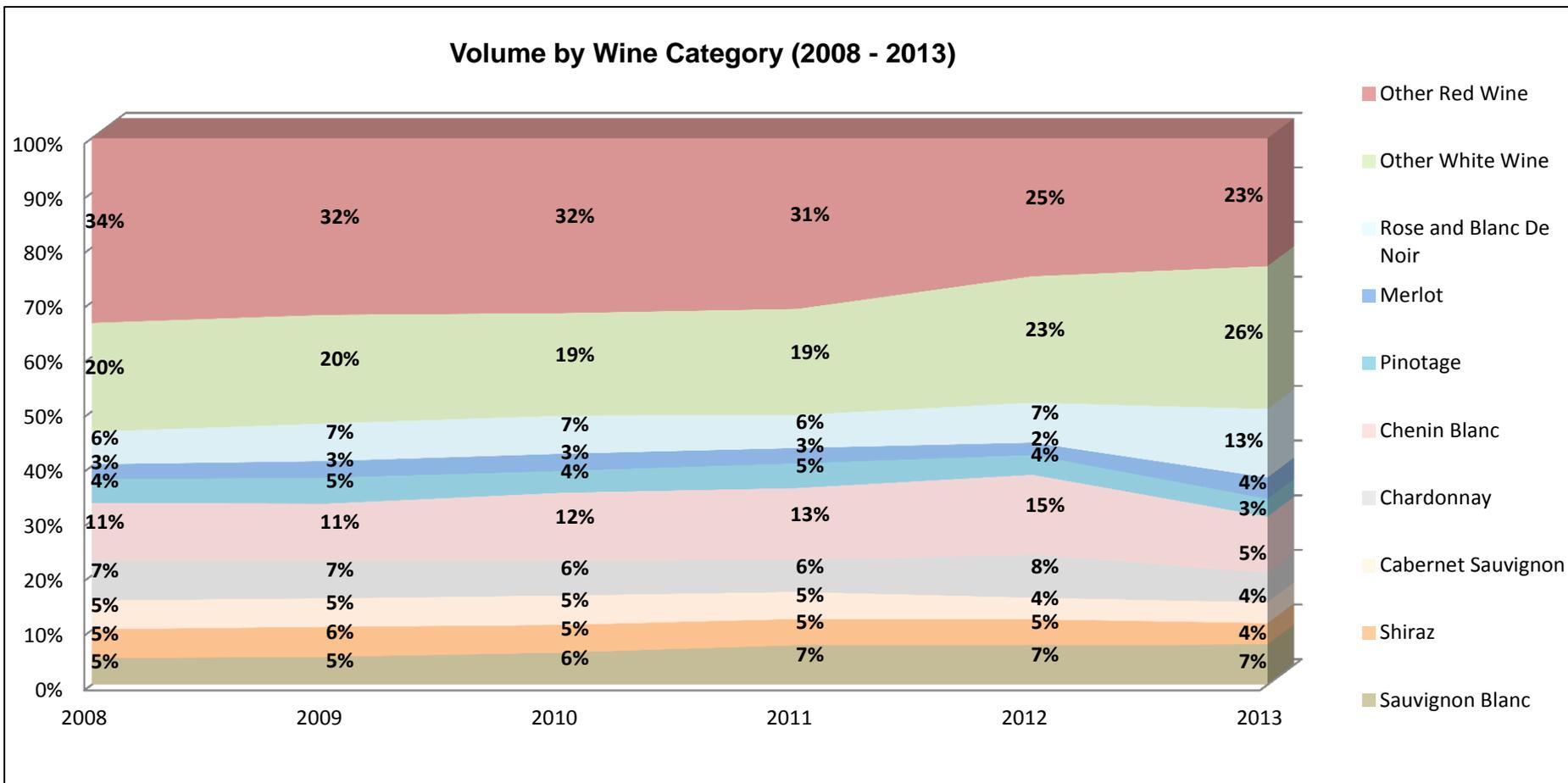
Wine Category Volume Trends (Bottom 5): 2008 -2013



	2008	2009	2010	2011	2012	2013
Chardonnay	29 604 908.37	26 420 670.44	23 499 300.79	19 971 981.65	31 974 277.55	27 586 894.85
Shiraz	21 356 430.75	21 473 057.17	18 817 878.02	16 826 870.55	19 463 751.22	20 079 894.46
Merlot	11 141 057.50	11 727 862.21	11 601 153.19	9 769 314.79	9 157 158.29	20 071 308.25
Cabernet Sauvignon	21 548 704.62	20 310 521.26	20 020 591.12	17 399 249.13	16 172 870.68	19 719 073.23
Pinotage	17 604 945.75	18 454 050.00	14 806 378.00	15 854 797.00	14 811 280.00	16 883 241.25

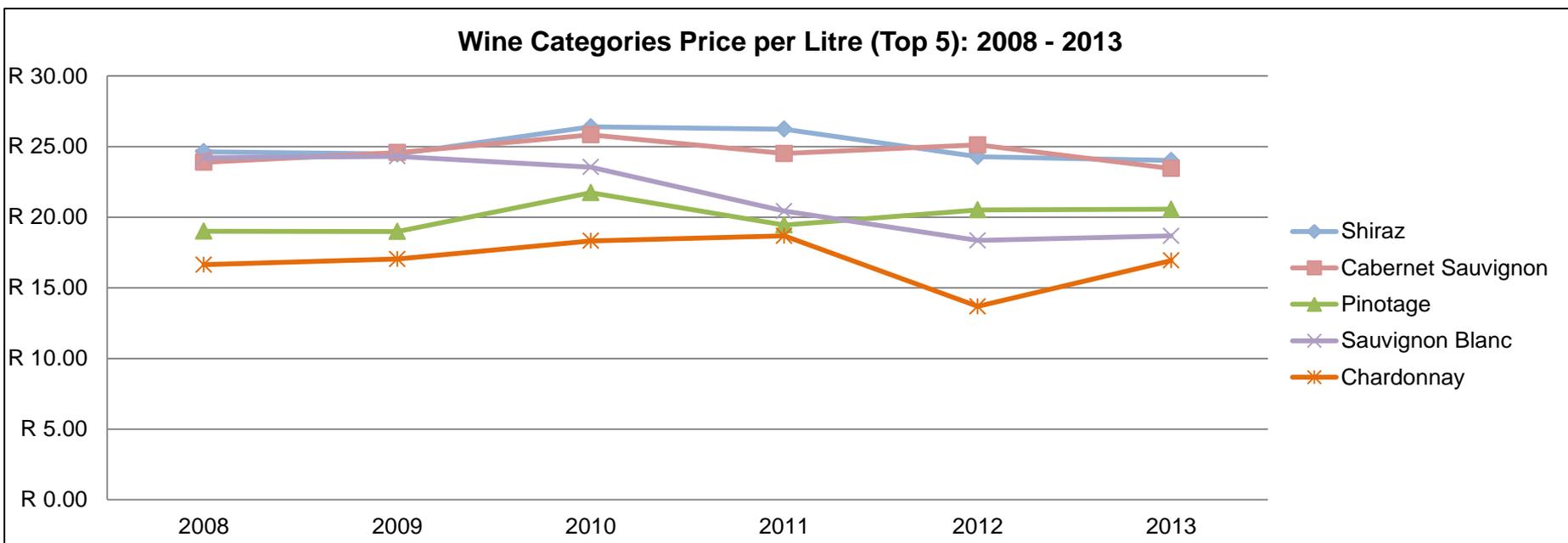
- Pinotage had the lowest total volume exported from South Africa in 2013 at 16.9 million litres. This was a decrease from the 17.6 million litres of Pinotage exported in 2008.

WINE EXPORTS BY CATEGORY: VOLUME (2008 – 2013)



- Other Red Wine exports decreased from 34% of total exports in 2008 to just 23% of total exports in 2013. In comparison, Other White Wine exports increased from 20% of the total volume exported in 2008 to 26% in 2013.
- The proportion of Rose and Blanc De Noir, in terms of total volume exported, increased from 6% in 2008 to 13% in 2013.

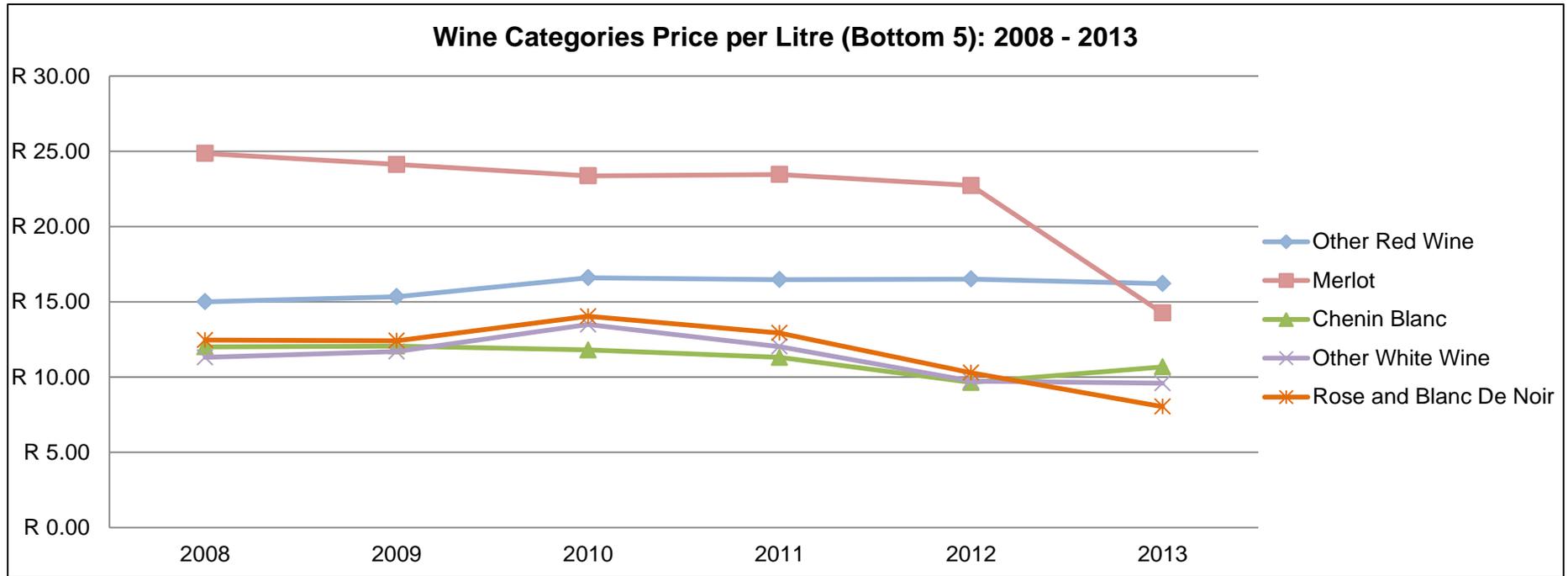
WINE EXPORTS BY CATEGORY: TOP 5 PRICE PER LITRE (2008 – 2013)



	2008	2009	2010	2011	2012	2013
Shiraz	R 24.63	R 24.47	R 26.40	R 26.24	R 24.29	R 24.02
Cabernet Sauvignon	R 23.89	R 24.58	R 25.84	R 24.51	R 25.13	R 23.46
Pinotage	R 19.02	R 19.00	R 21.74	R 19.45	R 20.52	R 20.56
Sauvignon blanc	R 24.22	R 24.32	R 23.55	R 20.44	R 18.36	R 18.68
Chardonnay	R 16.64	R 17.04	R 18.33	R 18.68	R 13.69	R 16.94

- Shiraz had the highest average Price Per Litre in 2013, among the top 5 varietal exports, at R24.02, this was a decrease from R24.63 in 2008.
- Cabernet Sauvignon had the second highest Price Per Litre in 2013 at R23.46, followed by Pinotage at R20.56.

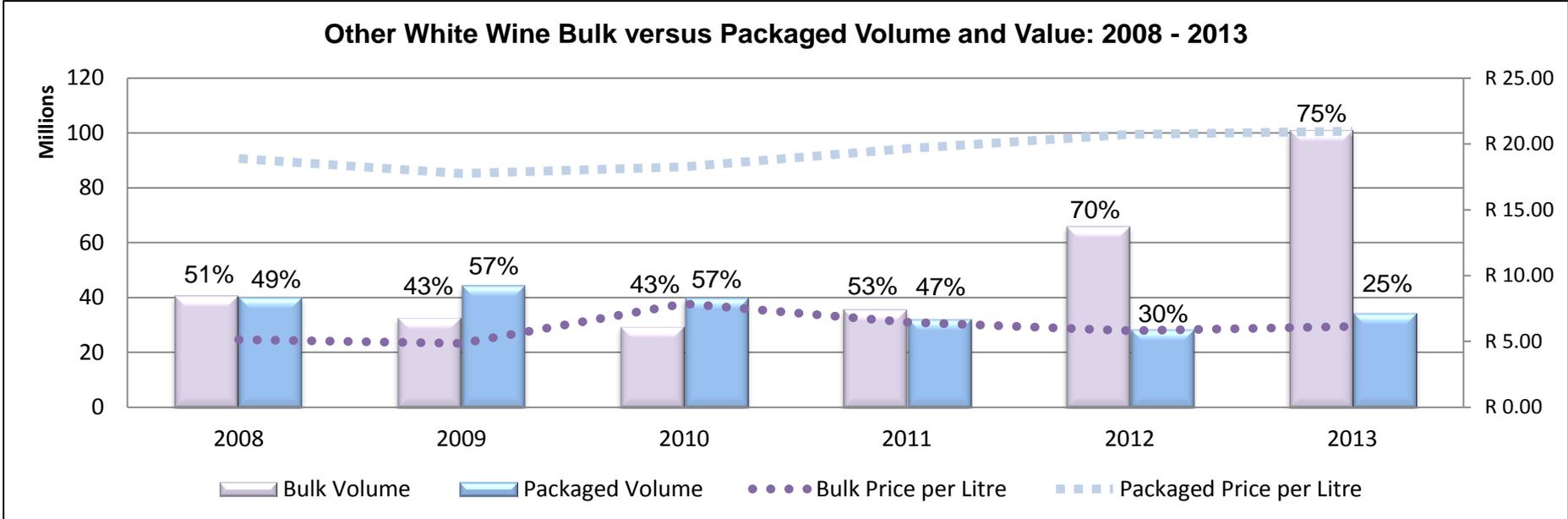
WINE EXPORTS BY CATEGORY: BOTTOM 5 PRICE PER LITRE (2008 – 2013)



	2008	2009	2010	2011	2012	2013
Other Red Wine	R 15.01	R 15.34	R 16.61	R 16.48	R 16.52	R 16.22
Merlot	R 24.86	R 24.13	R 23.38	R 23.46	R 22.73	R 14.26
Chenin blanc	R 12.01	R 12.06	R 11.81	R 11.31	R 9.64	R 10.68
Other White Wine	R 11.31	R 11.70	R 13.49	R 12.03	R 9.74	R 9.59
Rose and Blanc De Noir	R 12.46	R 12.42	R 14.04	R 12.93	R 10.29	R 8.04

- Rose and Blanc De Noir had the lowest Average Price Per litre, among all varietal exports at R8.04 in 2013, this was a decrease from R12.46 in 2008. This could be due to the fact that Rosé exported in 2013 was estimated to be on average 80% white. Previously it was 75%.

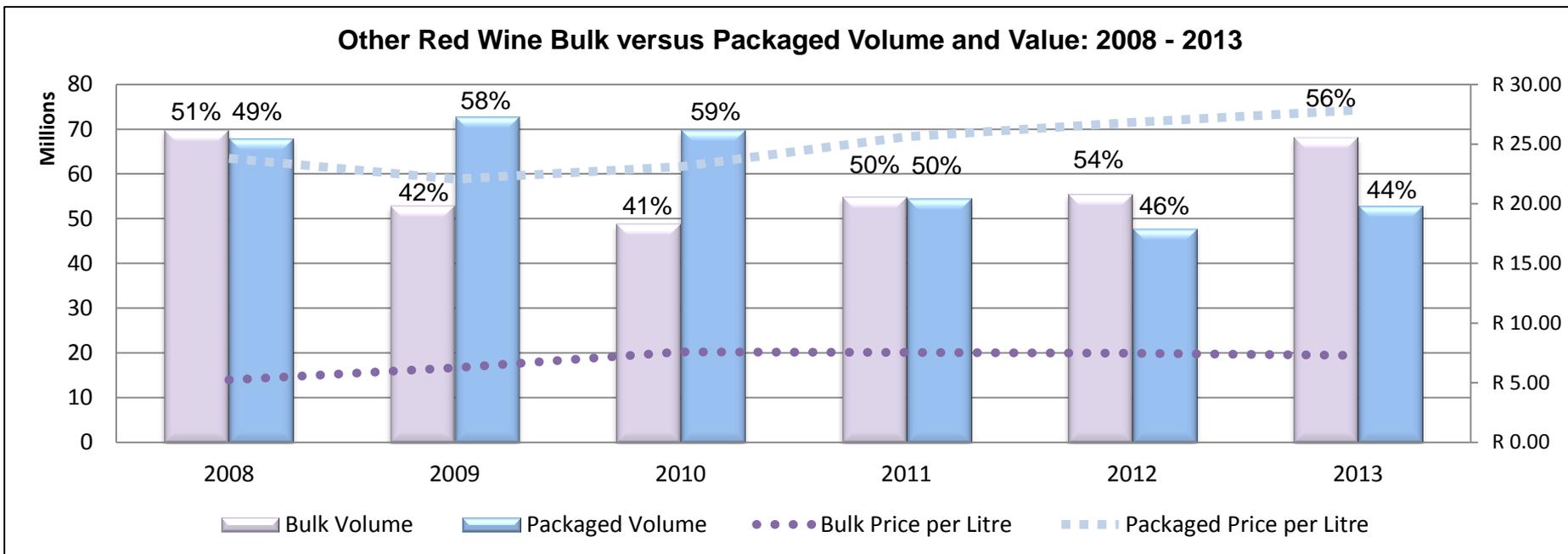
OTHER WHITE WINE BY BULK VS. PACKAGED: VOLUME AND PRICE PER LITRE (2008 – 2013)



	2008	2009	2010	2011	2012	2013
Bulk Total	40 900 447.00	32 890 620.00	29 658 367.00	35 894 510.00	66 090 977.00	100 976 270.00
Packaged Total	40 075 169.09	44 431 541.18	39 910 117.64	32 158 067.09	28 445 890.77	34 264 265.78
Bulk Average Price Per Litre	R 5.15	R 4.86	R 7.88	R 6.48	R 5.81	R 6.15
Packaged Average Price Per Litre	R 18.90	R 17.74	R 18.27	R 19.64	R 20.73	R 20.96

- Bulk export volumes of Other White Wine increased from 40.9 million litres in 2008 to 101.0 million litres in 2013, while Packaged export volumes decreased from 40.1 million litres in 2008 to 34.3 million litres in 2013.
- The average Price Per Litre for Other White Wine Bulk exports had increased from R5.15 in 2008 to R6.15 in 2013, while the average Price Per Litre of Packaged exports for Other White Wine had also increased from R18.90 per litre in 2008 to R20.96 per litre in 2013.

OTHER RED WINE BY BULK VS. PACKAGED: VOLUME AND PRICE PER LITRE (2008 – 2013)

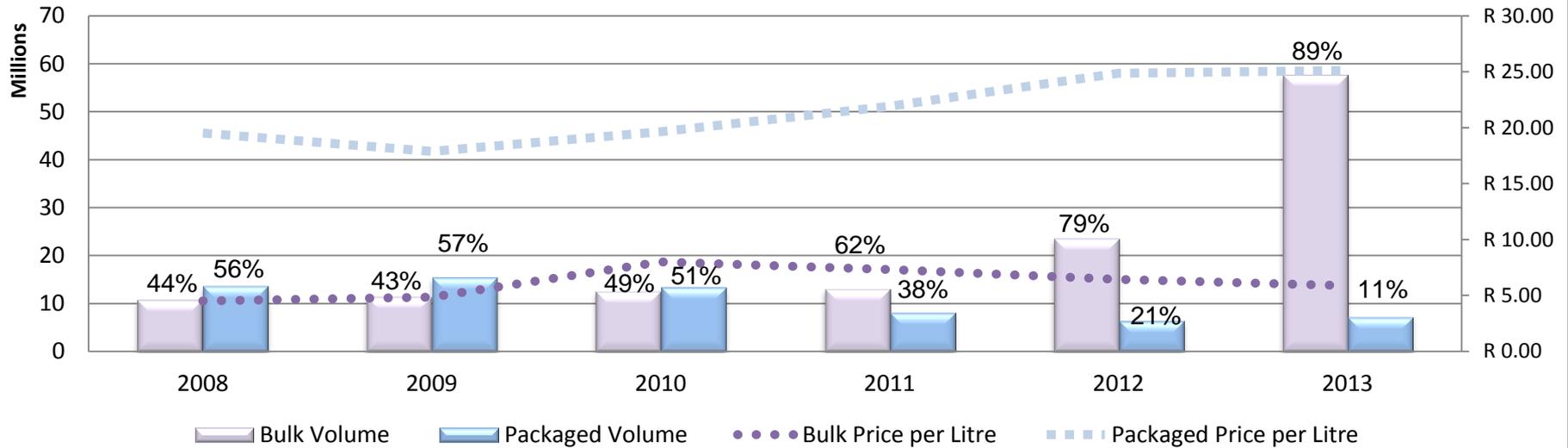


	2008	2009	2010	2011	2012	2013
Bulk Total	69 717 409.00	52 915 021.00	48 865 714.00	54 829 558.00	55 476 687.00	68 178 818.00
Packaged Total	67 897 198.86	72 789 567.96	69 834 936.01	54 553 261.43	47 771 046.72	52 909 534.60
Bulk Average Price Per Litre	R 5.23	R 6.24	R 7.59	R 7.53	R 7.47	R 7.30
Packaged Average Price Per Litre	R 23.80	R 22.07	R 23.10	R 25.62	R 26.82	R 27.85

- Bulk export volumes of Other Red Wine decreased from 69.7 million litres in 2008 to 68.2 million litres in 2013, while Packaged export volumes decreased from 67.9 million litres in 2008 to 52.9 million litres in 2013.
- The average Price Per Litre for Other Red Wine Bulk exports had increased from R5.23 in 2008 to R7.30 in 2013, while the average Price Per Litre of Packaged exports for Other Red Wine had also increased from R23.80 per litre in 2008 to R27.85 per litre in 2013.

ROSE AND BLANC DE NOIR BY BULK VS. PACKAGED: VOLUME AND PRICE PER LITRE (2008 – 2013)

Rose and Blanc De Noir Bulk versus Packaged Volume and Value: 2008 - 2013

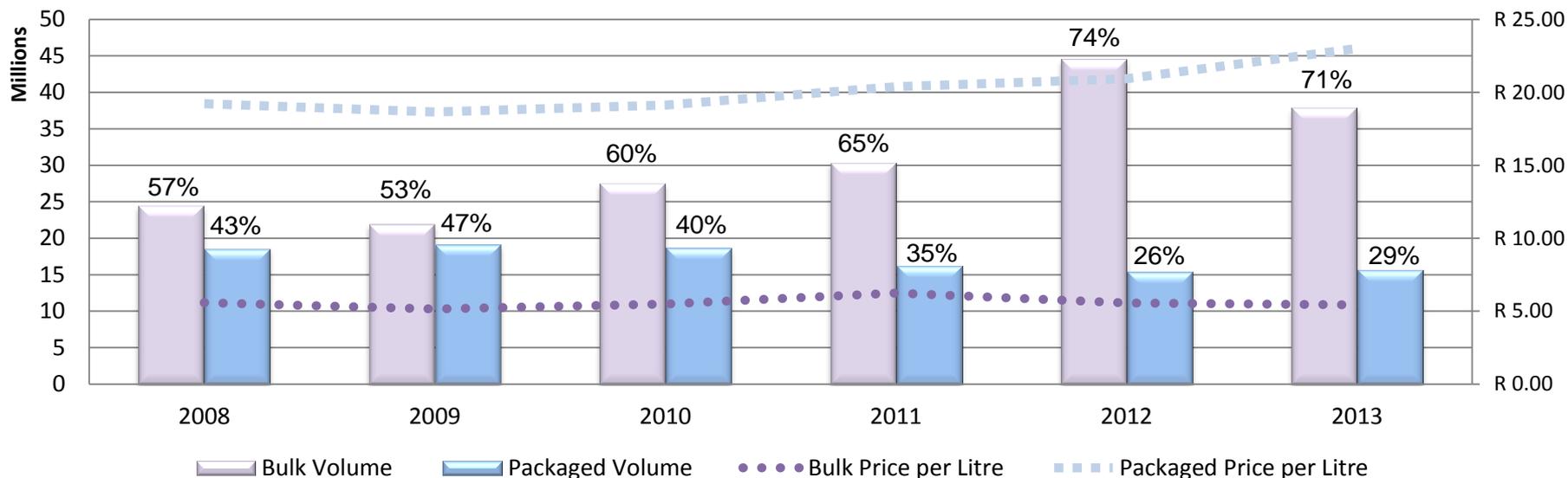


	2008	2009	2010	2011	2012	2013
Bulk Total	10 893 197.00	11 492 144.00	12 657 825.00	13 154 345.00	23 662 962.00	57 775 732.00
Packaged Total	13 603 476.53	15 406 450.41	13 343 180.55	8 096 273.28	6 371 429.89	7 197 155.96
Bulk Average Price Per Litre	R 4.51	R 4.85	R 8.02	R 7.33	R 6.44	R 5.88
Packaged Average Price Per Litre	R 19.51	R 17.89	R 19.65	R 21.91	R 24.86	R 25.11

- Bulk export volumes of Rose and Blanc De Noir increased from 10.9 million litres in 2008 to 57.8 million litres in 2013, while Packaged export volumes of Rose and Blanc De Noir decreased from 13.6 million litres in 2008 to 7.2 million litres in 2013.
- The average Price Per Litre for Bulk Rose and Blanc De Noir exports had increased from R4.51 in 2008 to R5.88 in 2013, while the average Price Per Litre of Packaged Rose and Blanc De Noir exports had also increased from R19.51 per litre in 2008 to R25.11 per litre in 2013.

CHENIN BLANC BY BULK VS. PACKAGED: VOLUME AND PRICE PER LITRE (2008 – 2013)

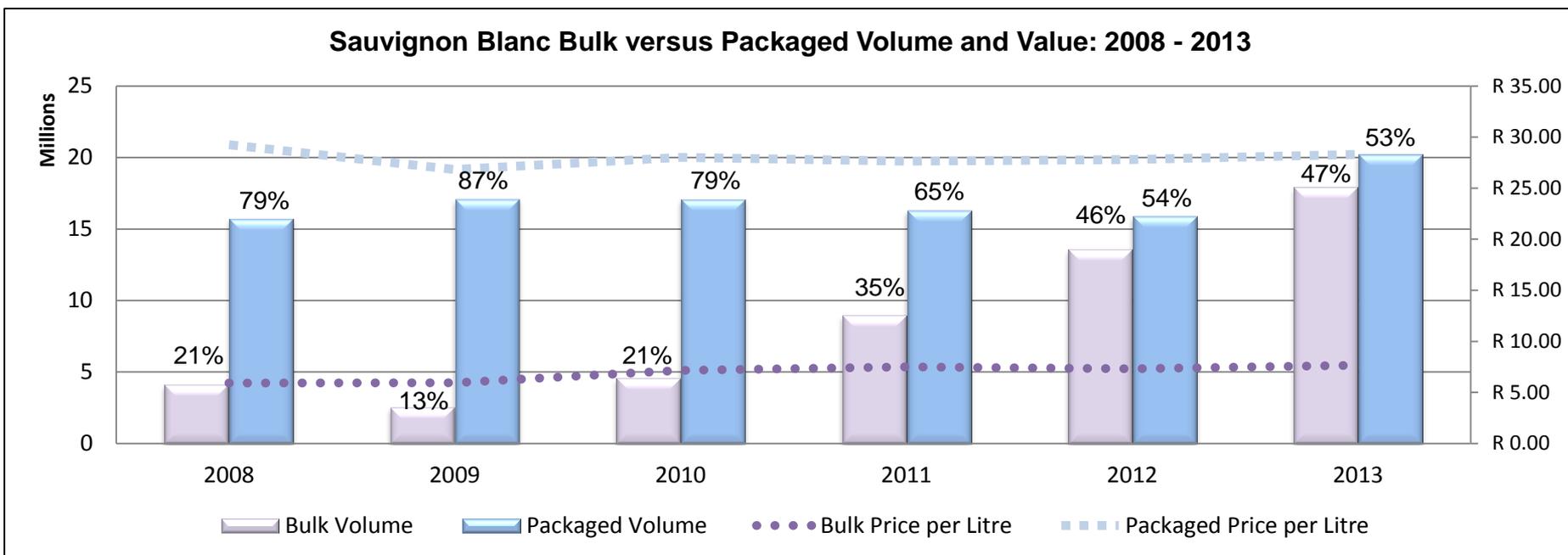
Chenin Blanc Bulk versus Packaged Volume and Value: 2008 - 2013



	2008	2009	2010	2011	2012	2013
Bulk Total	24 540 186.64	21 949 183.00	27 562 503.00	30 364 243.00	44 565 684.00	37 937 685.00
Packaged Total	18 542 585.22	19 138 767.68	18 693 288.26	16 219 755.98	15 421 967.51	15 675 382.40
Bulk Average Price Per Litre	R 5.58	R 5.15	R 5.48	R 6.25	R 5.56	R 5.44
Packaged Average Price Per Litre	R 19.23	R 18.65	R 19.13	R 20.39	R 20.94	R 23.01

- Bulk export volumes of Chenin blanc increased from 24.5 million litres in 2008 to 37.9 million litres in 2013, while Packaged export volumes of Chenin blanc decreased from 18.5 million litres in 2008 to 15.7 million litres in 2013.
- The average Price Per Litre for Bulk Chenin blanc exports had decreased from R5.58 in 2008 to R5.44 in 2013, while the average Price Per Litre of Packaged Chenin blanc exports had increased from R19.23 per litre in 2008 to R23.01 per litre in 2013.

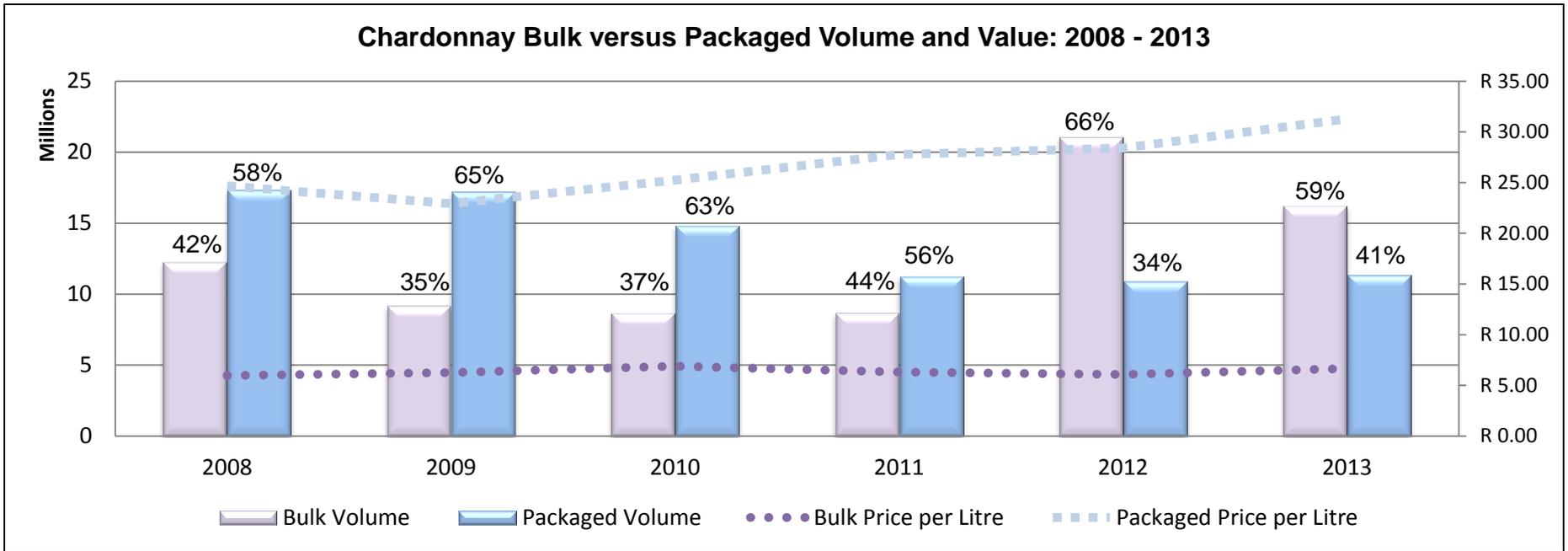
SAUVIGNON BLANC BY BULK VS. PACKAGED: VOLUME AND PRICE PER LITRE (2008 – 2013)



	2008	2009	2010	2011	2012	2013
Bulk Total	4 157 748.00	2 585 926.00	4 610 663.00	8 988 724.80	13 585 929.00	17 906 145.00
Packaged Total	15 736 164.09	17 116 931.14	17 104 741.06	16 334 050.34	15 938 804.14	20 250 150.13
Bulk Average Price Per Litre	R 5.91	R 5.94	R 7.15	R 7.51	R 7.31	R 7.66
Packaged Average Price Per Litre	R 29.24	R 26.83	R 28.02	R 27.64	R 27.80	R 28.30

- Bulk export volumes of Sauvignon blanc increased from 4.2 million litres in 2008 to 17.9 million litres in 2013, while Packaged export volumes of Sauvignon blanc increased from 15.7 million litres in 2008 to 20.3 million litres in 2013.
- The average Price Per Litre for Bulk Sauvignon blanc exports had increased from R5.91 in 2008 to R7.66 in 2013, while the average Price Per Litre of Packaged Sauvignon blanc exports had decreased from R29.24 per litre in 2008 to R28.30 per litre in 2013.

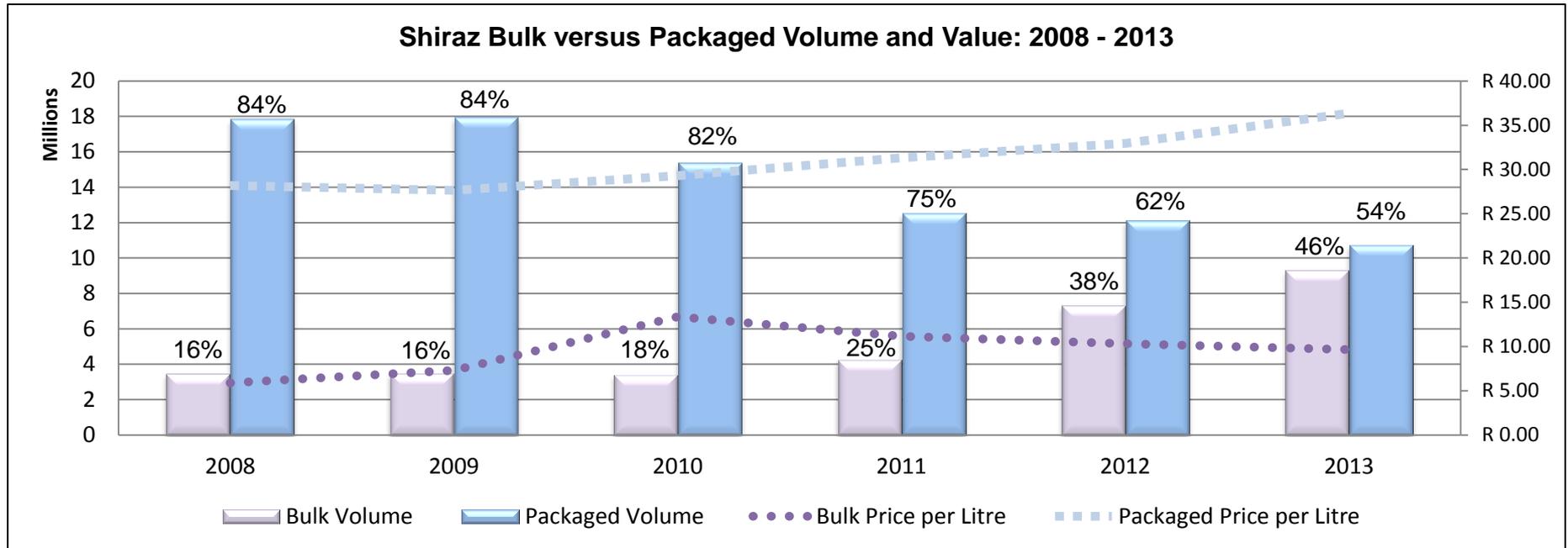
CHARDONNAY BY BULK VS. PACKAGED: VOLUME AND PRICE PER LITRE (2008 – 2013)



	2008	2009	2010	2011	2012	2013
Bulk Total	12 286 733.00	9 200 511.00	8 681 086.00	8 705 768.08	21 063 147.00	16 235 247.00
Packaged Total	17 318 175.37	17 220 159.44	14 818 214.79	11 266 213.57	10 911 130.55	11 351 647.85
Bulk Average Price Per Litre	R 5.97	R 6.27	R 6.89	R 6.31	R 6.09	R 6.65
Packaged Average Price Per Litre	R 24.67	R 22.94	R 25.25	R 27.78	R 28.41	R 31.29

- Bulk export volumes of Chardonnay increased from 12.3 million litres in 2008, to 21.1 million litres in 2012, but decreased in 2013 to 16.2 million litres. Packaged Chardonnay export volumes decreased from 17.3 million litres in 2008 to 11.4 million litres in 2013.
- The average Price Per Litre for Bulk Chardonnay exports had increased from R5.97 in 2008 to R6.65 in 2013, while the average Price Per Litre of Packaged Chardonnay exports had also increased from R24.67 per litre in 2008 to R31.29 per litre in 2013.

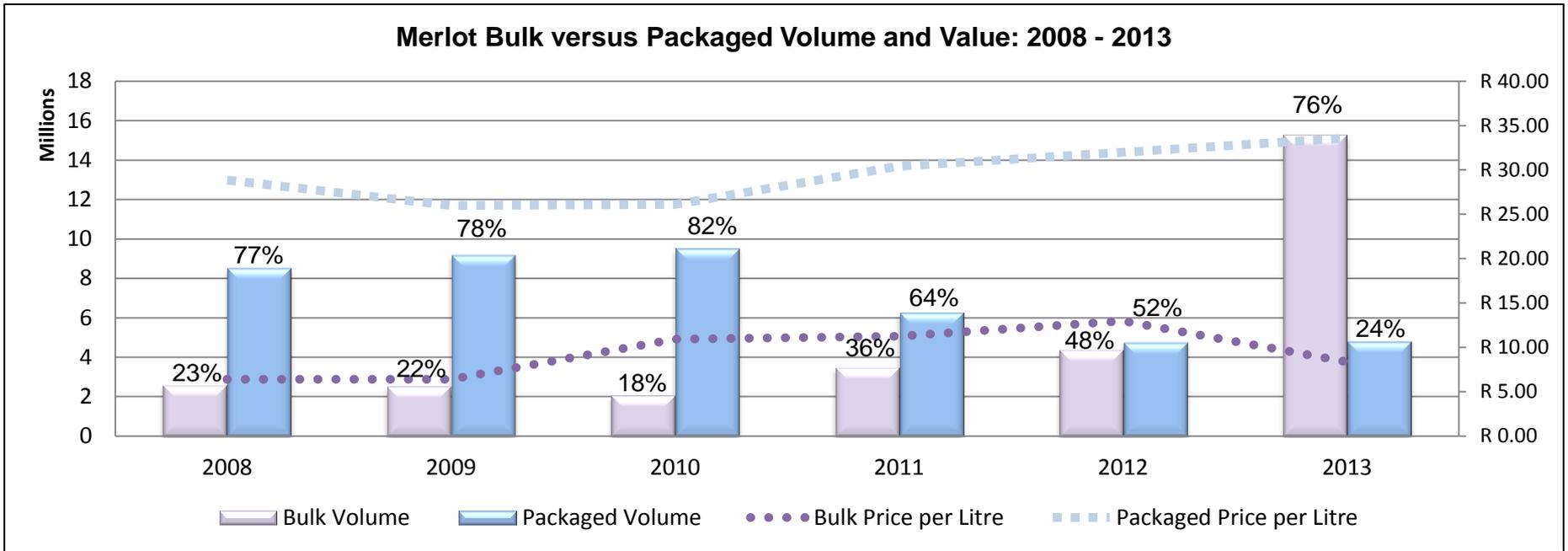
SHIRAZ BY BULK VS. PACKAGED: VOLUME AND PRICE PER LITRE (2008 – 2013)



	2008	2009	2010	2011	2012	2013
Bulk Total	3 499 330.00	3 504 842.00	3 428 003.00	4 281 143.00	7 330 178.00	9 323 316.00
Packaged Total	17 857 100.75	17 968 215.17	15 389 875.02	12 545 727.55	12 133 573.22	10 756 578.46
Bulk Average Price Per Litre	R 5.89	R 7.30	R 13.38	R 11.15	R 10.33	R 9.66
Packaged Average Price Per Litre	R 28.19	R 27.66	R 29.31	R 31.31	R 32.97	R 36.37

- Bulk export volumes of Shiraz increased from 3.5 million litres in 2008 to 9.3 million litres in 2013, while Packaged Shiraz export volumes decreased from 17.9 million litres in 2008 to 10.8 million litres in 2013.
- The average Price Per Litre for Bulk Shiraz exports had increased from R5.89 in 2008 to R9.66 in 2013, while the average Price Per Litre of Packaged Shiraz exports had also increased from R28.19 per litre in 2008 to R36.37 per litre in 2013.

MERLOT BY BULK VS. PACKAGED: VOLUME AND PRICE PER LITRE (2008 – 2013)

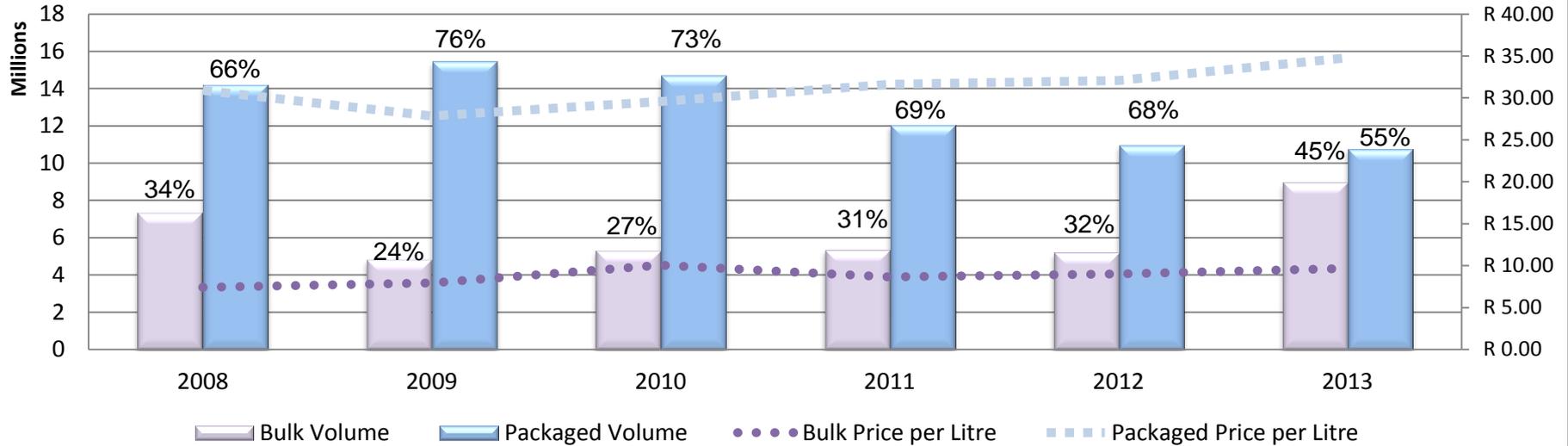


	2008	2009	2010	2011	2012	2013
Bulk Total	2 609 460.00	2 546 054.00	2 082 310.00	3 496 809.00	4 393 460.00	15 258 047.00
Packaged Total	8 531 597.50	9 181 808.21	9 518 843.19	6 272 505.79	4 763 698.29	4 813 261.25
Bulk Average Price Per Litre	R 6.40	R 6.40	R 10.91	R 11.25	R 12.97	R 8.35
Packaged Average Price Per Litre	R 28.85	R 26.00	R 26.11	R 30.43	R 32.00	R 33.58

- Bulk export volumes of Merlot increased from 2.6 million litres in 2008 to 15.3 million litres in 2013, while Packaged Merlot export volumes decreased from 8.5 million litres in 2008 to 4.8 million litres in 2013.
- The average Price Per Litre for Bulk Merlot exports had increased from R6.40 in 2008 to R8.35 in 2013, while the average Price Per Litre of Packaged Merlot exports had also increased from R28.85 per litre in 2008 to R33.58 per litre in 2013.

CABERNET SAUVIGNON BY BULK VS. PACKAGED: VOLUME AND PRICE PER LITRE (2008 – 2013)

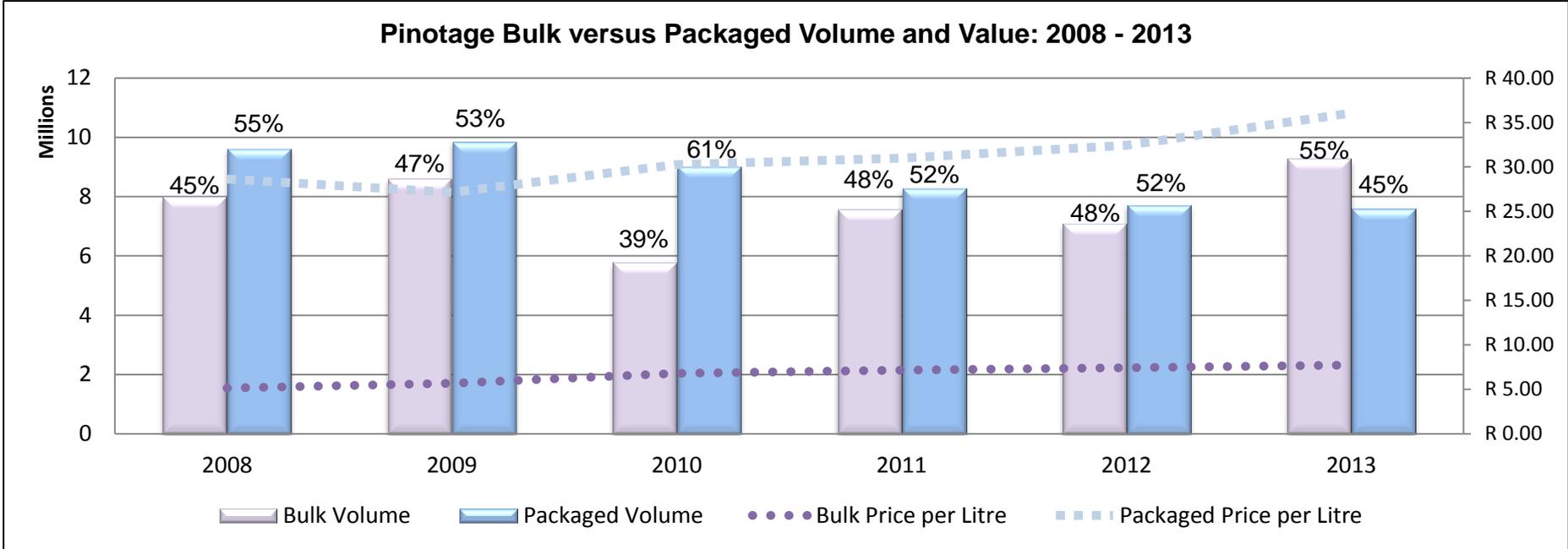
Cabernet Sauvignon Bulk versus Packaged Volume and Value: 2008 - 2013



	2008	2009	2010	2011	2012	2013
Bulk Total	7 334 053.00	4 844 124.00	5 309 867.00	5 343 684.00	5 200 032.00	8 951 426.00
Packaged Total	14 214 651.62	15 466 397.26	14 710 724.12	12 055 565.13	10 972 838.68	10 767 647.23
Bulk Average Price Per Litre	R 7.42	R 7.94	R 10.04	R 8.65	R 9.00	R 9.66
Packaged Average Price Per Litre	R 30.92	R 27.85	R 29.56	R 31.63	R 32.10	R 34.80

- Bulk export volumes of Cabernet Sauvignon increased from 7.3 million litres in 2008 to 9.0 million litres in 2013, while Packaged export volumes of Cabernet Sauvignon decreased from 14.2 million litres in 2008 to 10.8 million litres in 2013.
- The average Price Per Litre for Bulk Cabernet Sauvignon exports had increased from R7.42 in 2008 to R9.66 in 2013, while the average Price Per Litre of Packaged Cabernet Sauvignon exports had also increased from R30.92 per litre in 2008 to R34.80 per litre in 2013.

PINOTAGE BY BULK VS. PACKAGED: VOLUME AND PRICE PER LITRE (2008 – 2013)



	2008	2009	2010	2011	2012	2013
Bulk Total	7 988 903.00	8 600 921.00	5 784 561.00	7 562 653.00	7 087 766.00	9 275 947.00
Packaged Total	9 616 042.75	9 853 129.00	9 021 817.00	8 292 144.00	7 723 514.00	7 607 294.25
Bulk Average Price Per Litre	R 5.14	R 5.69	R 6.81	R 7.15	R 7.43	R 7.73
Packaged Average Price Per Litre	R 28.63	R 27.12	R 30.27	R 31.00	R 32.43	R 36.06

- Bulk export volumes of Pinotage increased from 8.0 million litres in 2008 to 9.3 million litres in 2013, while Packaged Pinotage export volumes decreased from 9.6 million litres in 2008 to 7.6 million litres in 2013.
- The average Price Per Litre for Bulk Pinotage exports had increased from R5.14 in 2008 to R7.73 in 2013, while the average Price Per Litre of Packaged Pinotage exports had also increased from R28.63 per litre in 2008 to R36.06 per litre in 2013.

WINE EXPORTS: RED VERSUS WHITE VERSUS ROSE/BLANC DE NOIR 2008 - 2013

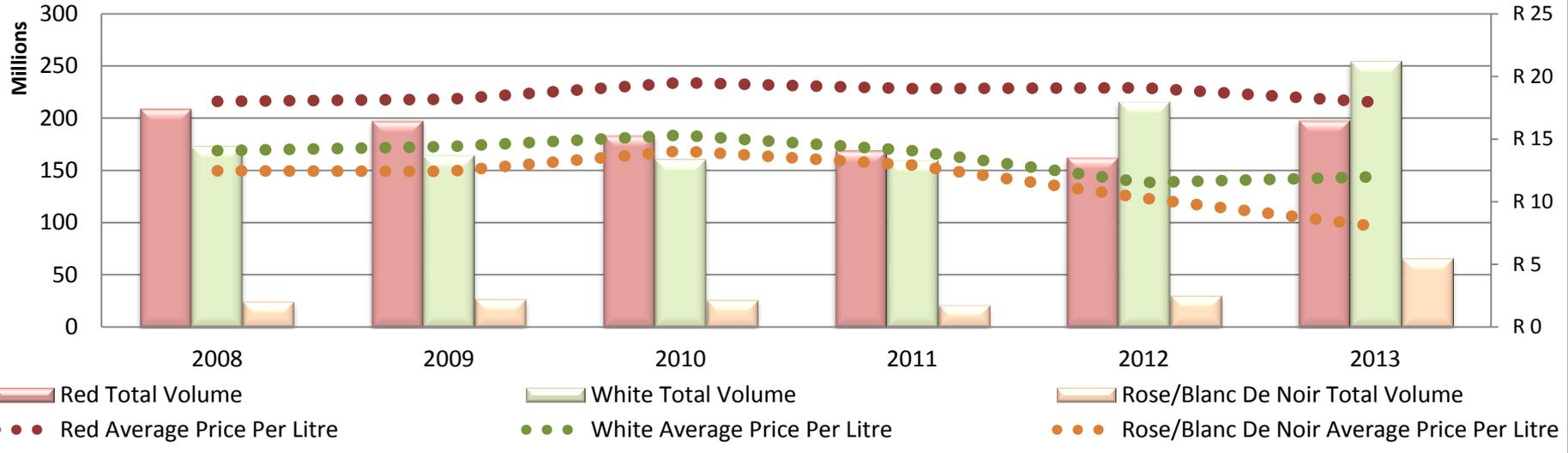


Note: **Red Wine includes:**
Cabernet Sauvignon, Merlot, Pinotage, Shiraz and Other Red Wine.

White Wine includes:
Chardonnay, Chenin blanc, Sauvignon blanc and Other White Wine.

WINE EXPORTS BY RED VS. WHITE VS. ROSE/BLANC DE NOIR: VOLUME AND PRICE PER LITRE (2008 – 2013)

Red versus White versus Rose/Blanc De Noir Volume and Value: 2008 - 2013

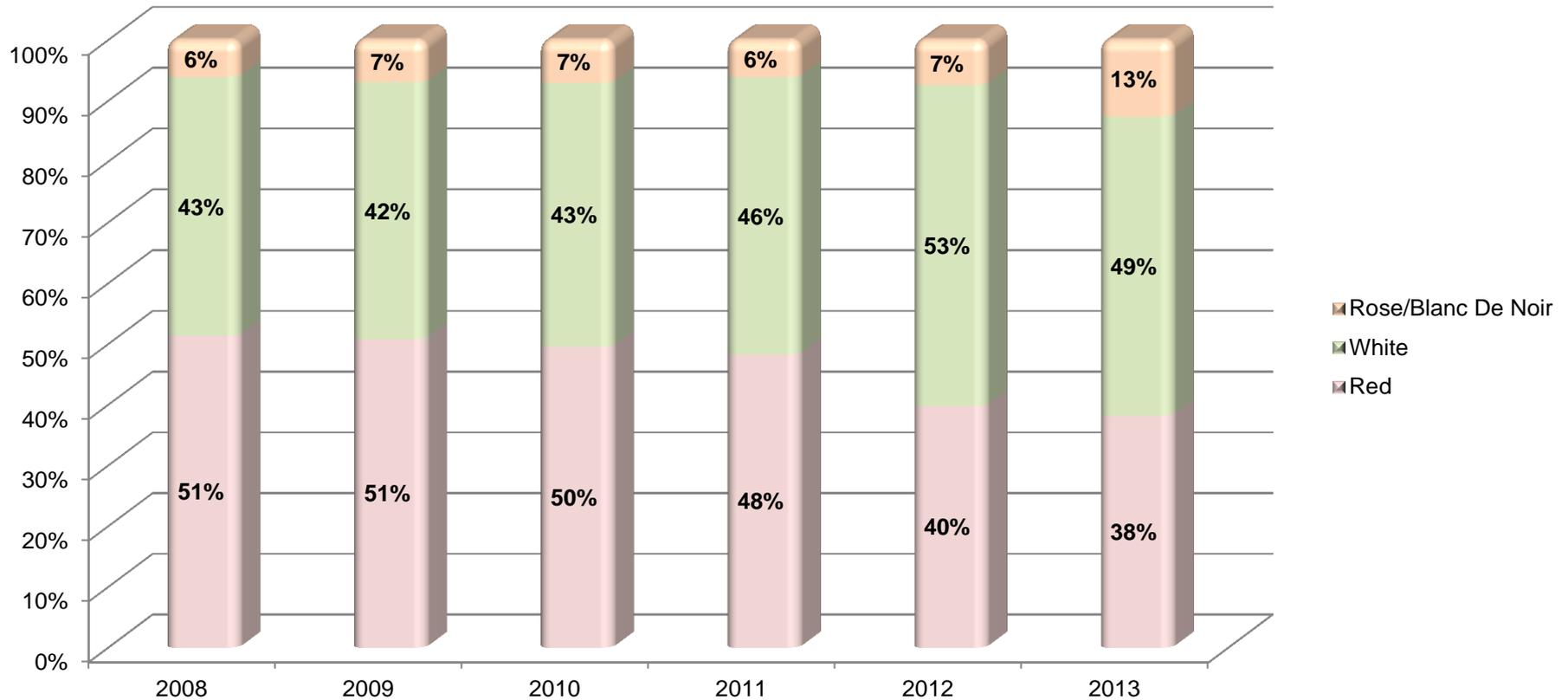


	2008	2009	2010	2011	2012	2013
Red Wine Volume	209 265 746.48	197 670 079.60	183 907 182.34	169 233 050.90	162 852 793.91	197 841 869.79
White Wine Volume	173 557 208.41	164 533 639.44	161 038 980.75	159 931 332.86	21 6023 529.97	254 596 793.16
Rose/Blanc De Noir Volume	24 496 673.53	26 898 594.41	26 001 005.55	21 250 618.28	30 034 391.89	64 972 887.96
Red Average Price/Litre	R 18.01	R 18.18	R 19.50	R 19.04	R 19.10	R 17.95
White Average Price/Litre	R 14.07	R 14.41	R 15.32	R 14.07	R 11.53	R 11.99
Rose/Blanc De Noir Average Price/Litre	R 12.46	R 12.42	R 14.04	R 12.93	R 10.29	R 8.04

- Red Wine export volumes decreased from 209.3 million litres in 2008 to 197.8 million litres in 2013, while White Wine export volumes increased from 173.6 million litres to 254.6 million litres and Rose/Blanc De Noir export volumes increased from 24.5 million litres to 65.0 million litres between 2008 and 2013.
- The average Price Per Litre of Red Wine had decreased from R18.01 in 2008 to R17.95 in 2013, while the average Price Per Litre of White Wine and Rose/Blanc De Noir also decreased from R14.07 to R11.99 and R12.46 to R8.04, respectively.

WINE EXPORTS BY RED VS. WHITE VS. ROSE/BLANC DE NOIR VS. BLANC DE NOIR TRENDS: (2008 – 2013)

Wine Export Trends: Red versus White versus Rose/Blanc De Noir 2008 - 2013

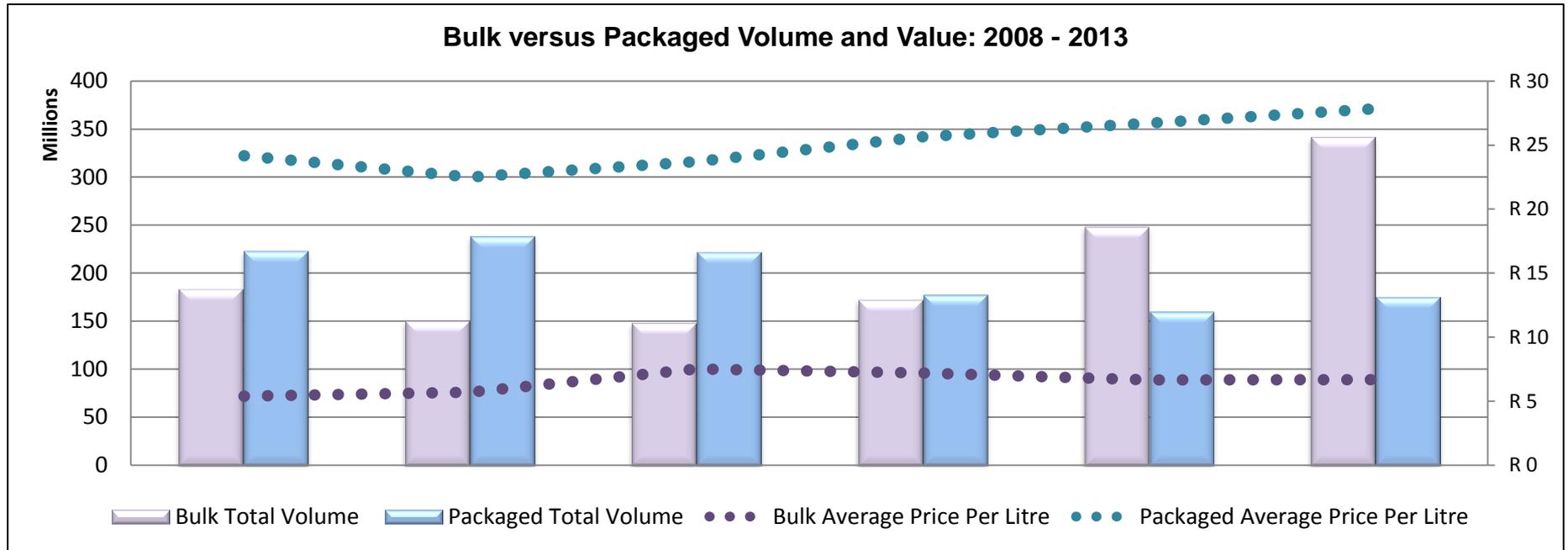


- The proportion of White Wine exported in 2013 was 49% of the total export volume, an increase from 43% in 2008, while the proportion of Red Wine exported in 2013 was 38%, a decline from 51% in 2008.
- Exports of Rose/Blanc De Noir had increased from 6% of the total volume of wine exported in 2008 to 13% in 2013.

WINE EXPORTS: BULK VERSUS PACKAGED 2008 - 2013



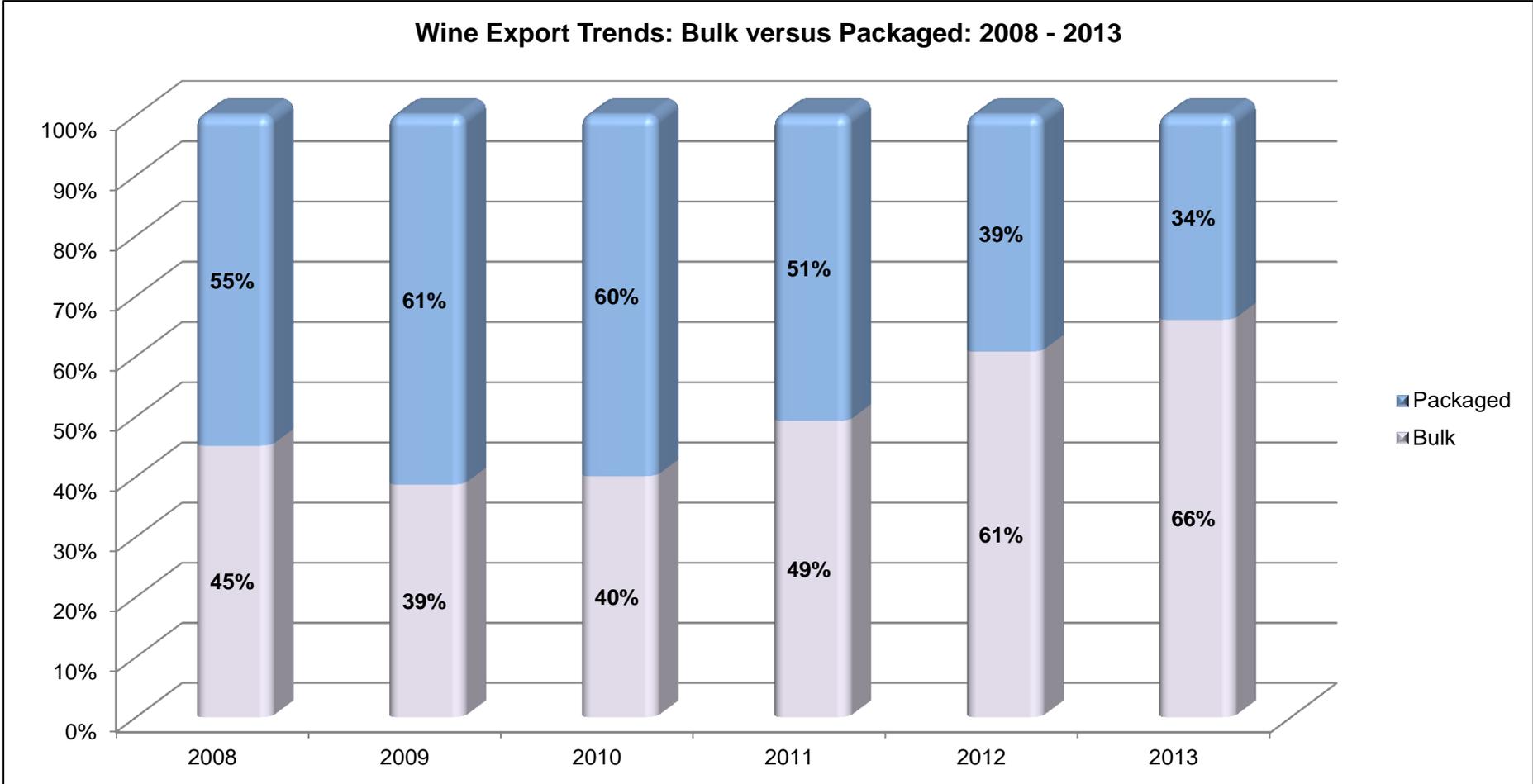
WINE EXPORTS BY BULK VS. PACKAGED: VOLUME AND PRICE PER LITRE (2008 – 2013)



	2008	2009	2010	2011	2012	2013
Bulk Total	183 927 466.64	150 529 346.00	148 640 899.00	172 621 437.88	248 456 822.00	341 818 633.00
Packaged Total	223 392 161.78	238 572 967.45	222 306 269.64	177 793 564.16	160 453 893.77	175 592 920.91
Bulk Average Price Per Litre	R 5.39	R 5.70	R 7.51	R 7.19	R 6.66	R 6.69
Packaged Average Price Per Litre	R 24.16	R 22.51	R 23.70	R 25.64	R 26.71	R 27.84

- Bulk export volumes increased from 183.9 million litres in 2008 to 341.8 million litres in 2013, while Packaged export volumes decreased from 223.4 million litres in 2008 to 175.6 million litres in 2013.
- The average Price Per Litre for Bulk exports had increased from R5.39 in 2008 to R6.69 in 2013, while the average Price Per Litre of Packaged exports had also increased from R24.16 per litre in 2008 to R27.84 per litre in 2013.

WINE EXPORT TRENDS BY BULK VS. PACKAGED TRENDS: (2008 – 2013)

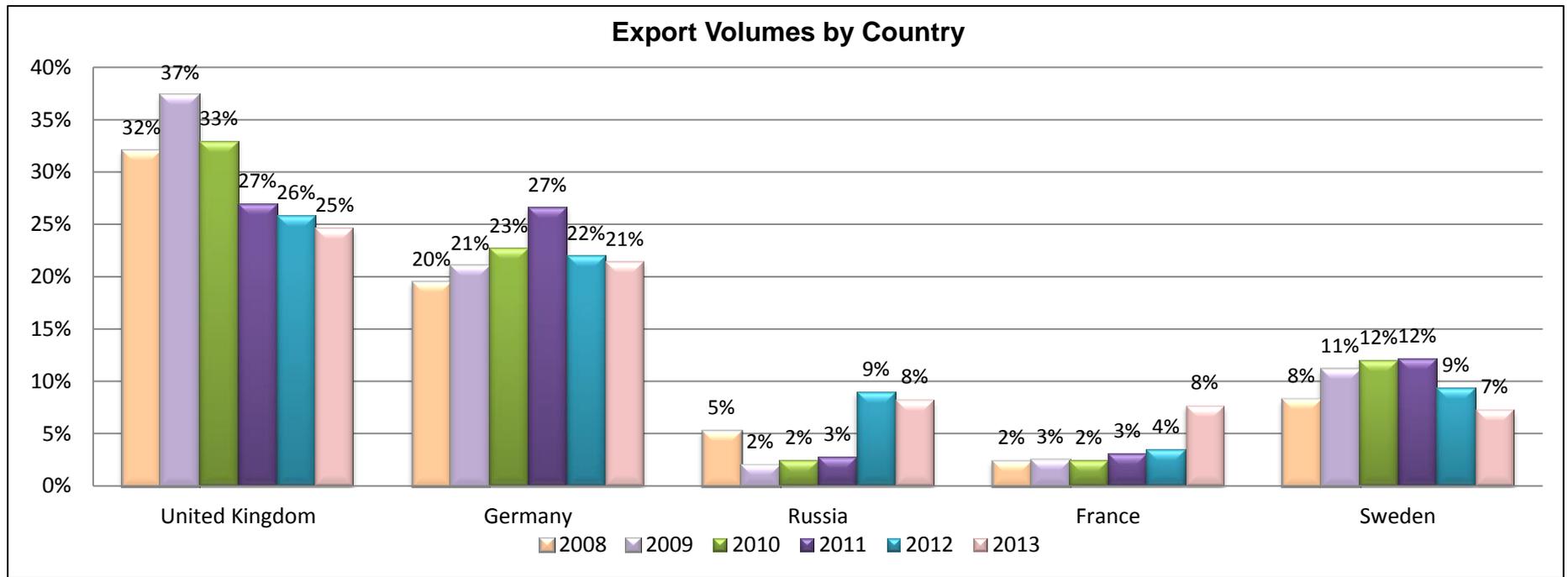


● Packaged exports had declined from a proportion of 55% of the total export volume in 2008 to a proportion of 34% in 2013, while Bulk export volumes had increased in proportion from 45% in 2008 to 66% in 2013.

WINE EXPORTS: BY COUNTRY 2008 - 2013



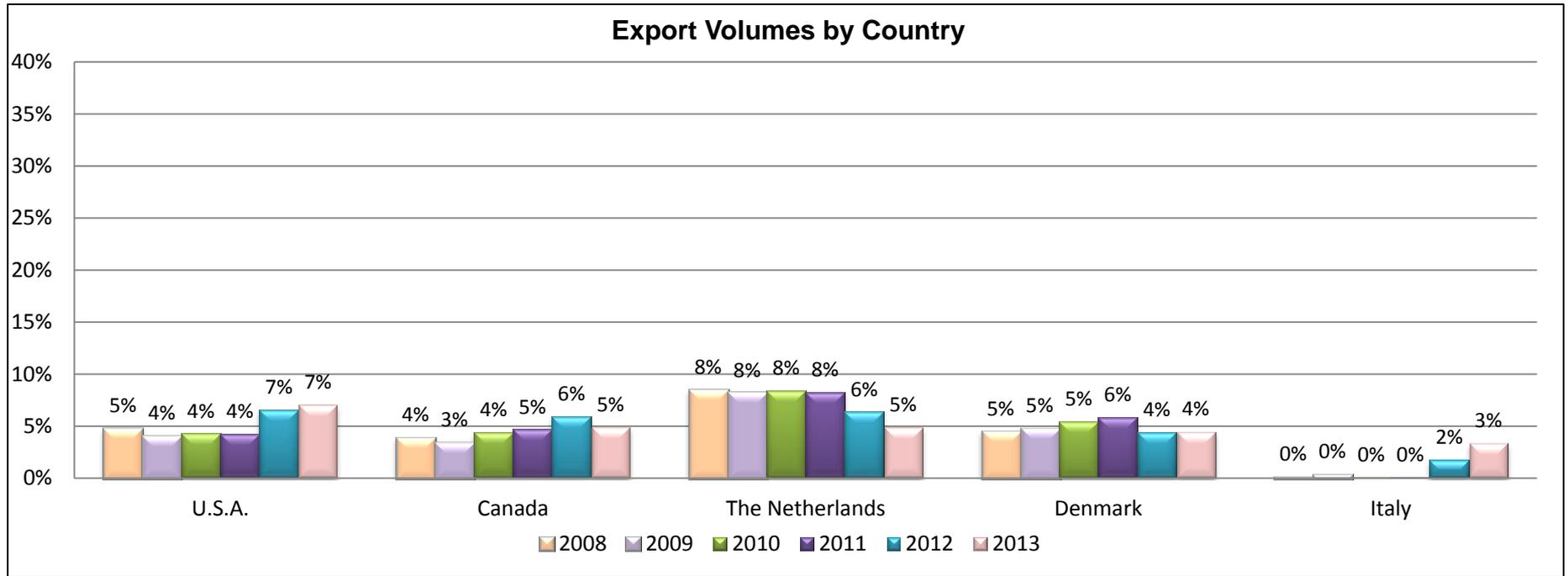
WINE EXPORTS BY COUNTRY (2008 – 2013)



	2008	2009	2010	2011	2012	2013
United Kingdom	110 628 931.02	125 561 424.45	104 916 799.58	81 345 921.71	91 134 409.77	110 751 251.22
Germany	67 356 782.80	70 834 267.75	72 302 656.78	80 162 964.45	77 532 705.10	96 393 593.85
Russia	18 345 446.64	7 011 826.25	7 847 699.50	8 353 692.65	31 599 571.00	37 205 257.25
France	8 422 860.50	8 671 371.00	7 768 669.75	9 338 645.25	12 341 959.00	34 688 542.00
Sweden	28 790 949.42	37 720 242.70	38 276 906.94	36 749 443.71	33 028 699.78	32 901 668.71

● The United Kingdom was the leading export market in terms of volume of wine from South Africa, with 110.8 million litres exported in 2013.

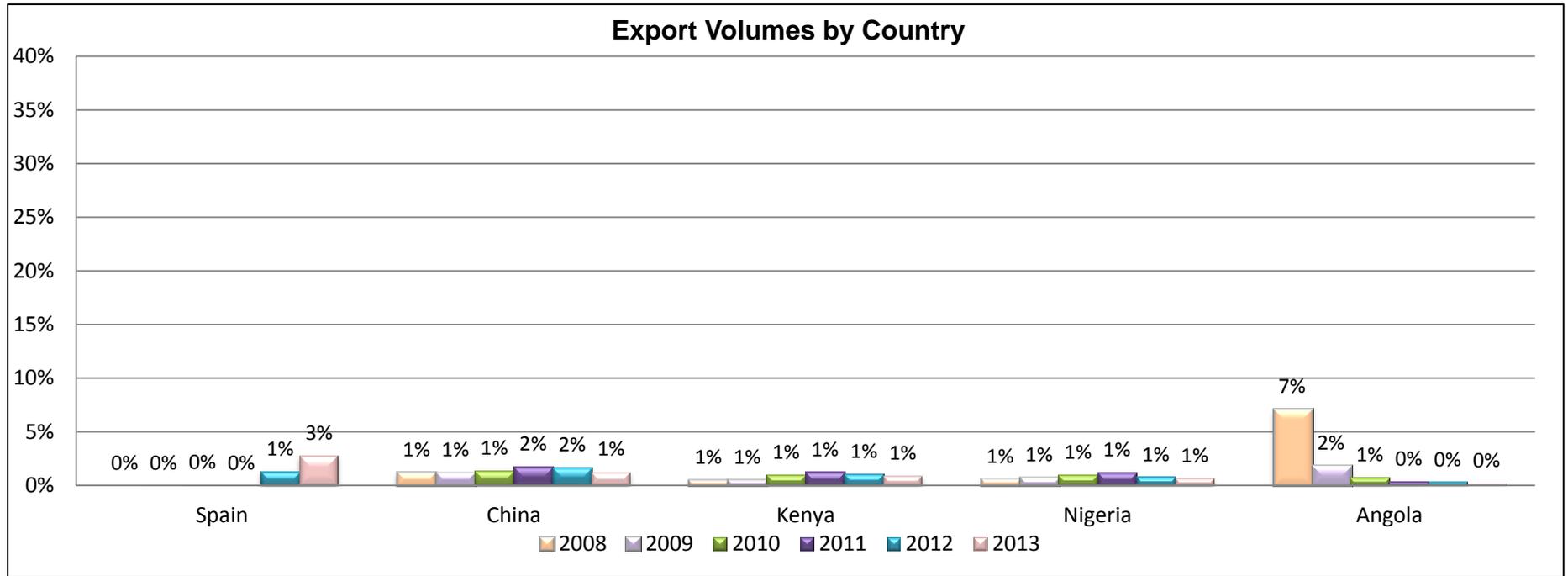
WINE EXPORTS BY COUNTRY (2008 – 2013)



	2008	2009	2010	2011	2012	2013
USA	16 624 804.93	13 720 614.75	13 627 604.92	12 853 082.79	23 151 472.25	31 743 036.00
Canada	13 563 548.25	11 559 591.60	14 038 045.00	14 135 508.00	20 943 054.50	22 104 968.75
The Netherlands	29 271 773.99	27 604 851.44	26 840 076.48	24 854 453.11	22 409 065.36	21 987 240.83
Denmark	15 675 853.24	16 161 134.30	17 333 427.00	17 761 526.74	15 517 560.09	20 074 053.76
Italy	597 971.00	1 383 273.00	331 597.00	255 011.75	6 154 058.75	15 181 770.00

● Export volumes to the Netherlands decreased from 29.3 million litres in 2008 to 22.0 million litres in 2013, while volumes exported to Canada increased from 13.6 million litres in 2008 to 22.1 million litres in 2013.

WINE EXPORTS BY COUNTRY (2008 – 2013)



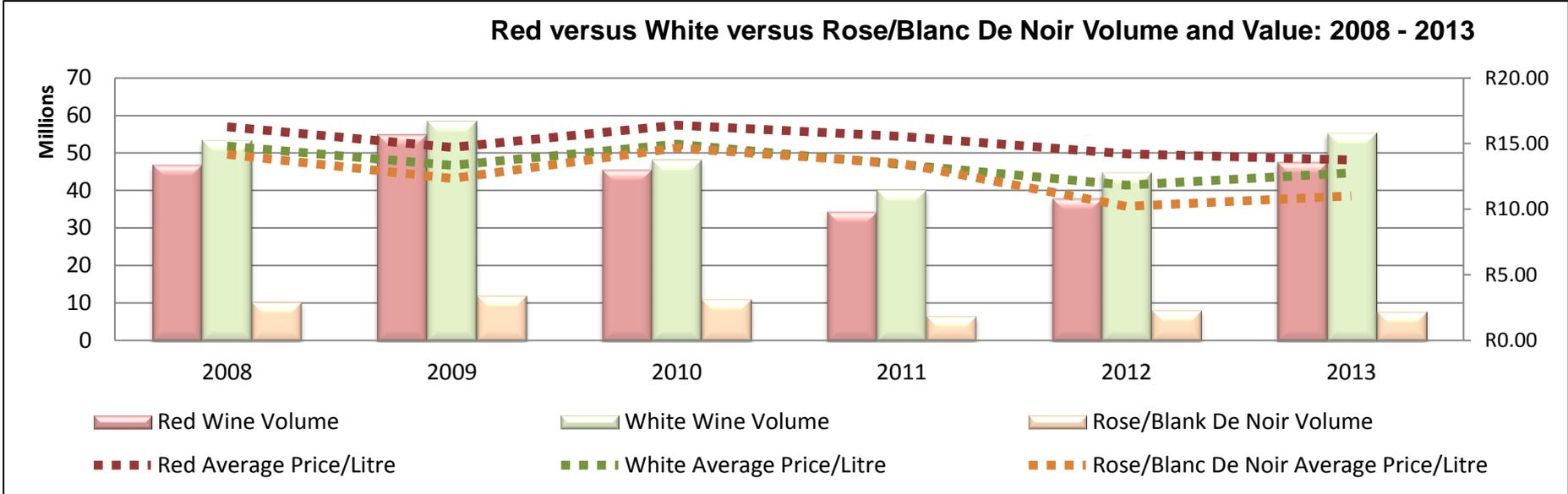
	2008	2009	2010	2011	2012	2013
Spain	9 310.50	48 967.50	55 650.00	15 768.00	4 696 207.00	12 458 027.00
China	4 332 658.25	4 058 353.75	4 355 104.05	5 294 257.25	5 970 663.26	5 660 977.55
Kenya	1 798 003.43	1 733 804.50	3 211 143.25	3 755 512.60	3 809 920.49	4 255 194.24
Nigeria	2 172 937.91	2 438 853.30	3 159 278.30	3 626 909.71	2 806 000.60	3 176 531.76
Angola	24 551 121.25	6 159 854.00	2 327 086.50	1 103 052.00	1 140 173.25	796 847.20

- Export volumes to China increased from 4.3 million litres in 2008 to 5.7 million litres in 2013, while volumes exported to Angola decreased from 24.6 million litres in 2008 to 0.8 million litres in 2013.

WINE EXPORTS COUNTRY ANALYSIS: UNITED KINGDOM 2008 - 2013



UNITED KINGDOM BY RED VS. WHITE VS. ROSE/BLANC DE NOIR: VOLUME AND PRICE PER LITRE (2008 – 2013)

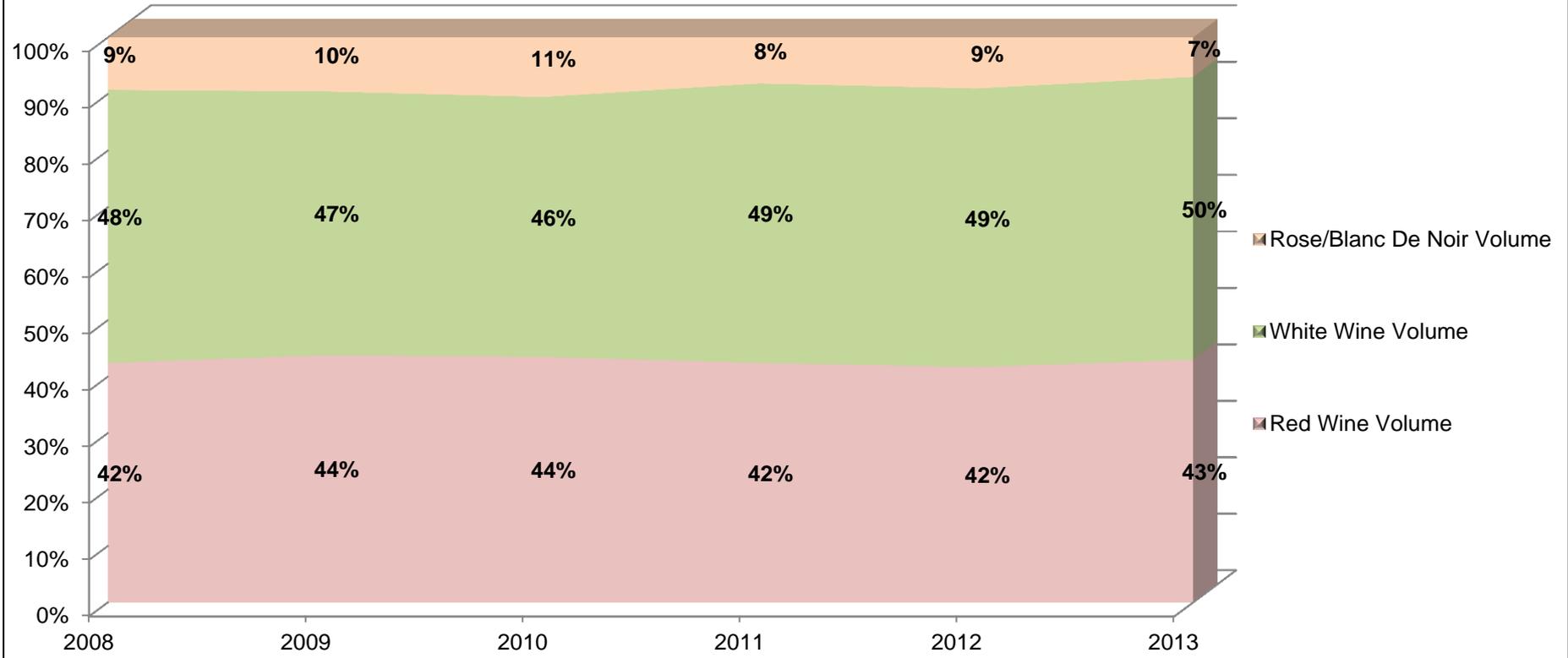


	2008	2009	2010	2011	2012	2013
Red Wine Volume	46 924 437.37	55 026 093.73	45 647 653.38	34 525 717.76	38 015 239.03	47 633 770.32
White Wine Volume	53 464 270.97	58 560 201.40	48 224 898.25	40 213 117.87	44 909 439.21	55 382 844.46
Rose/Blanc De Noir Volume	10 240 222.68	11 975 129.32	11 044 247.95	6 607 086.08	8 209 731.53	7 737 385.94
Red Average Price/Litre	R 16.29	R 14.71	R 16.41	R 15.56	R 14.22	R 13.75
White Average Price/Litre	R 14.81	R 13.35	R 14.96	R 13.40	R 11.82	R 12.76
Rose/Blanc De Noir Average Price/Litre	R 14.19	R 12.34	R 14.67	R 13.48	R 10.22	R 11.01

- In 2013, Red Wine export volumes to the United Kingdom were 47.6 million litres, an increase from 46.9 million litres in 2008. The volume of White Wine export volumes increased from 53.5 million litres in 2008 to 55.4 million litres in 2013. Rose/Blanc De Noir export volumes decreased from 10.2 million litres in 2008 to 7.7 million litres in 2013.
- The average Price Per Litre for Red Wine had decreased from R16.29 in 2008 to R13.75 in 2013, while the Price Per Litre of White Wine and Rose/Blanc De Noir had also decreased from R14.81 to R12.76 and R14.19 to R11.01 respectively, over the same period.

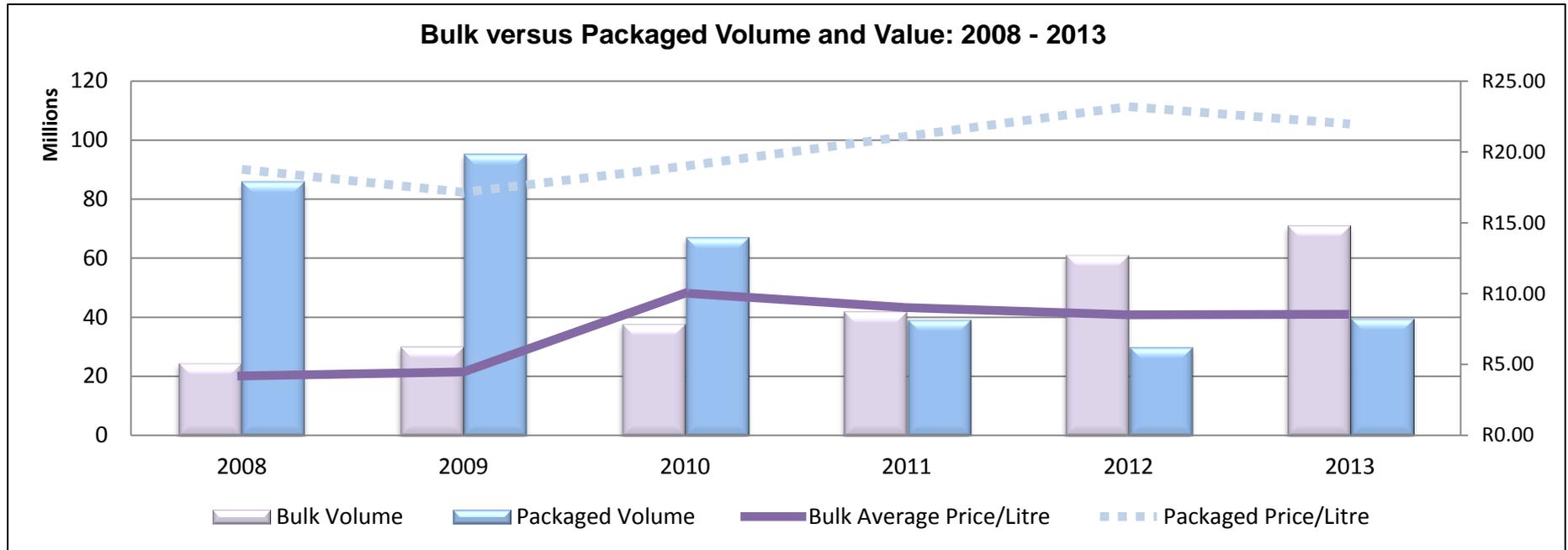
UNITED KINGDOM EXPORT TRENDS: RED VS. WHITE VS. ROSE/BLANC DE NOIR (2008 – 2013)

Wine Export Trends: Red versus White versus Rose/Blanc De Noir (2008 – 2013)



- The proportion of White Wine exported to the United Kingdom had increased marginally from 48% in 2008 to 50% in 2013, while Red Wine exports had also increased slightly from 42% to 43% over the same period.
- Exports of Rose/Blanc De Noir accounted for 7% of wine exports to the United Kingdom in 2013, down from 9% in 2008.

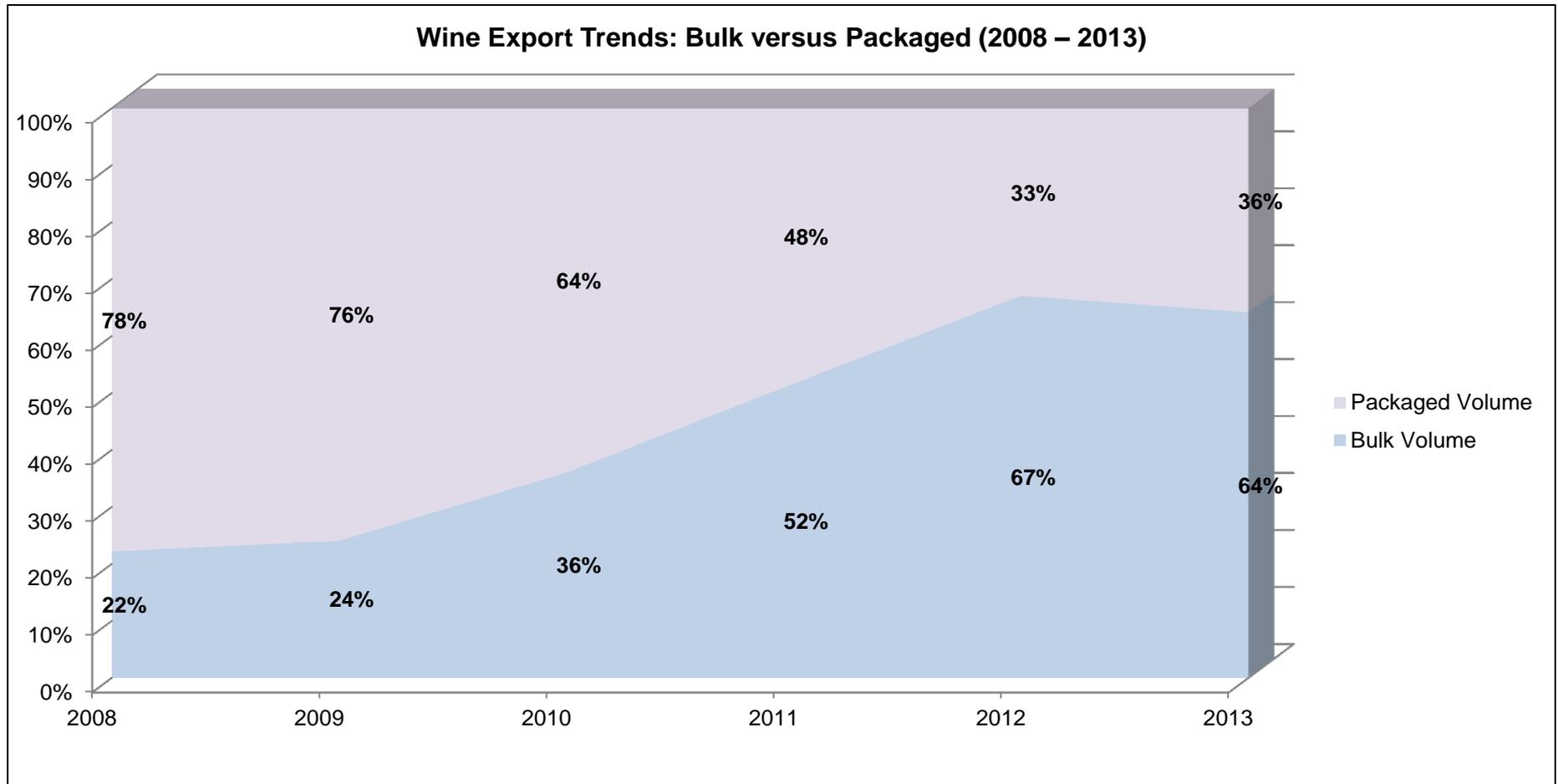
UNITED KINGDOM BY BULK VS. PACKAGED: VOLUME AND PRICE PER LITRE (2008 – 2013)



	2008	2009	2010	2011	2012	2013
Bulk Volume	24 565 807.00	30 194 418.00	37 785 571.00	42 001 377.00	61 119 137.00	71 060 122.00
Packaged Volume	86 063 124.02	95 367 006.45	67 131 228.58	39 344 544.71	30 015 272.77	39 691 129.22
Bulk Average Price/Litre	R 4.19	R 4.48	R 10.03	R 9.01	R 8.50	R 8.54
Packaged Price/Litre	R 18.77	R 17.15	R 18.99	R 21.11	R 23.19	R 21.97

- Bulk export volumes to the United Kingdom were recorded at 71.1 million litres in 2013, an increase from the 24.6 million litres exported in 2008. Packaged export volumes had decreased from 86.1 million litres in 2008 to 39.7 million litres in 2013.
- The average Price Per Litre for Bulk exports to the United Kingdom had increased from R4.19 in 2008 to R8.54 in 2013, while the average Price Per Litre for Packaged exports had also increased from R18.77 to R21.97 over the same period.

UNITED KINGDOM EXPORT TRENDS: BULK VS. PACKAGED (2008 – 2013)



● Of the total volumes exported to the United Kingdom in 2013, 64% were Bulk exports, compared to just 22% in 2008. The volume of Packaged exports had decreased from 78% in 2008 to 36% in 2013.

WINE EXPORTS

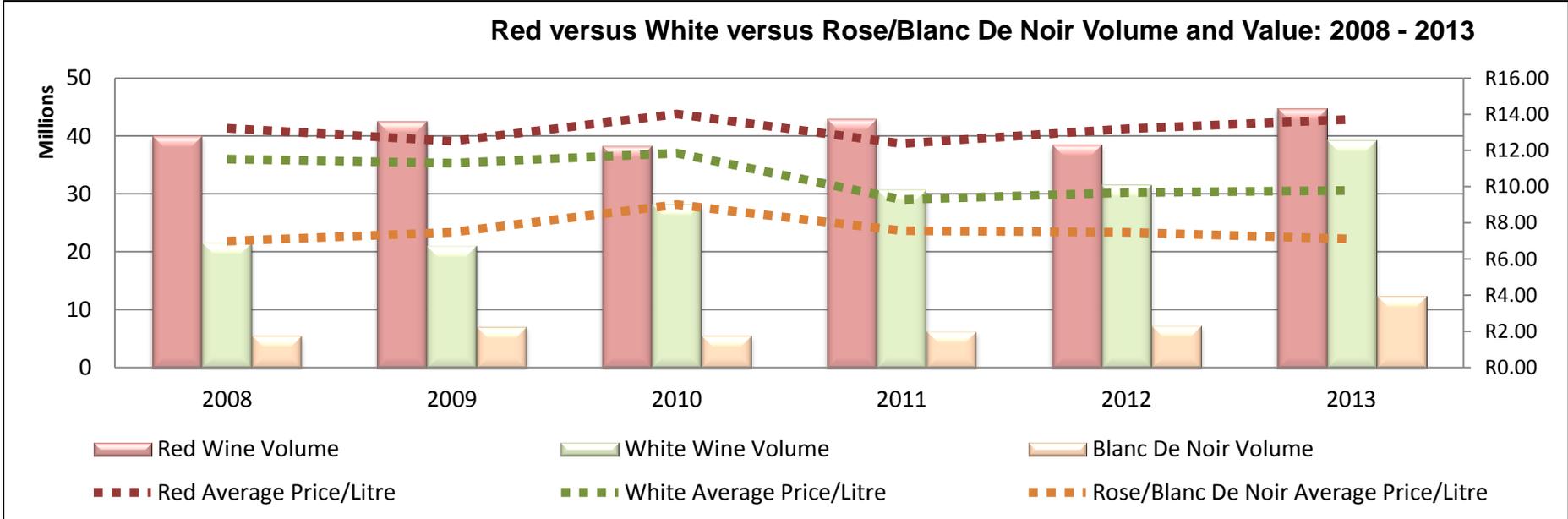
COUNTRY ANALYSIS:

GERMANY

2008 - 2013



GERMANY BY RED VS. WHITE VS. ROSE/BLANC DE NOIR: VOLUME AND PRICE PER LITRE (2008 – 2013)

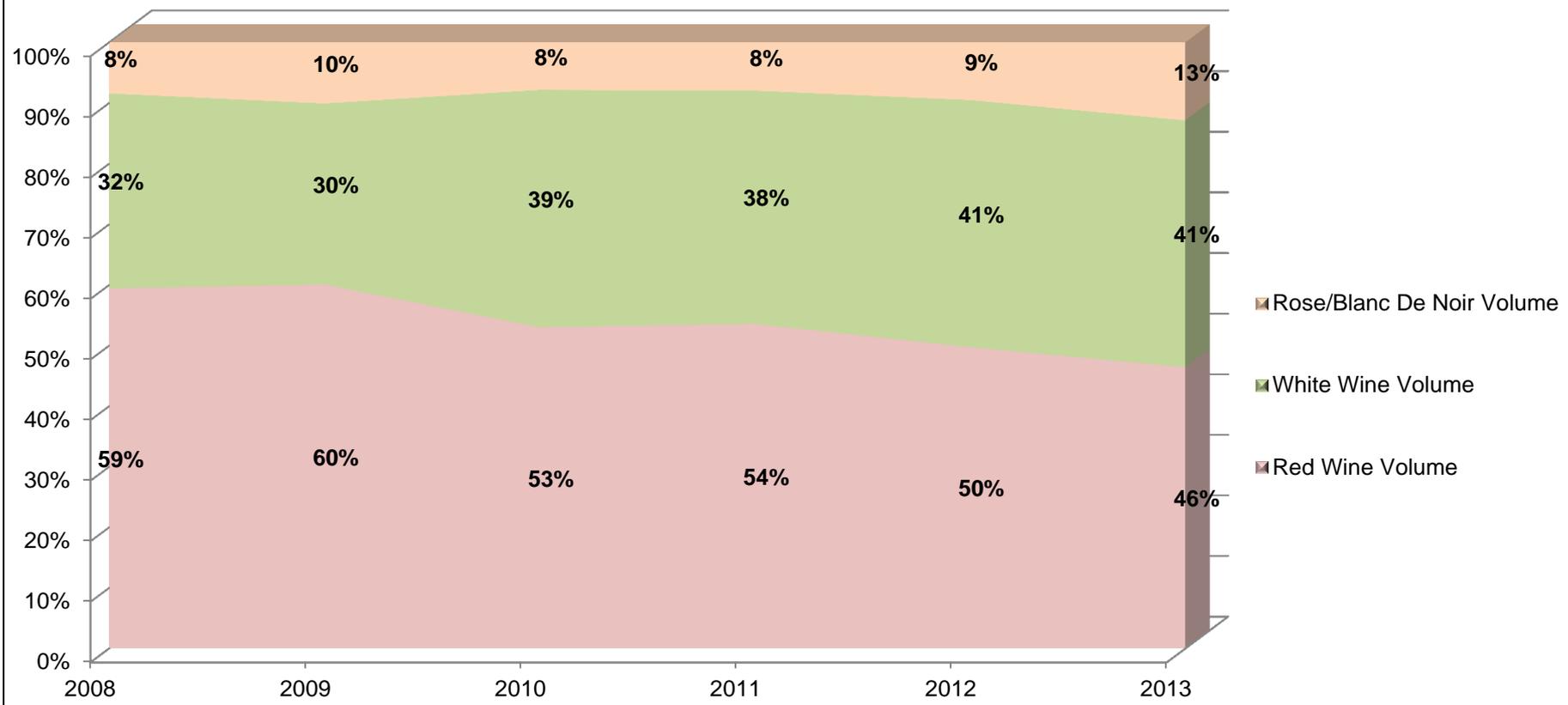


	2008	2009	2010	2011	2012	2013
Red Wine Volume	40 048 467.55	42 582 920.00	38 352 303.72	42 986 382.70	38 582 674.28	44 787 235.43
White Wine Volume	21 654 403.25	21 118 348.25	28 298 639.56	30 810 135.25	31 584 959.32	39 224 005.92
Rose/Blanc De Noir Volume	5 653 912.00	7 132 999.50	5 651 713.50	6 366 446.50	7 365 071.50	12 382 352.50
Red Average Price/Litre	R 13.23	R 12.52	R 14.01	R 12.38	R 13.20	R 13.72
White Average Price/Litre	R 11.52	R 11.30	R 11.86	R 9.28	R 9.68	R 9.79
Rose/Blanc De Noir Average Price/Litre	R 6.99	R 7.48	R 9.01	R 7.57	R 7.47	R 7.10

- In 2013, Red Wine export volumes to Germany were 44.8 million litres, compared to 12.4 million litres of Rose/Blanc De Noir. White Wine export volumes had increased from 21.7 million litres in 2008 to 39.2 million litres in 2013.
- The average Price Per Litre for Red Wine had increased from R13.23 in 2008 to R13.72 in 2013, while the average Price Per Litre of Rose/Blanc De Noir had also increased from R6.99 in 2008 to R7.10 in 2013.

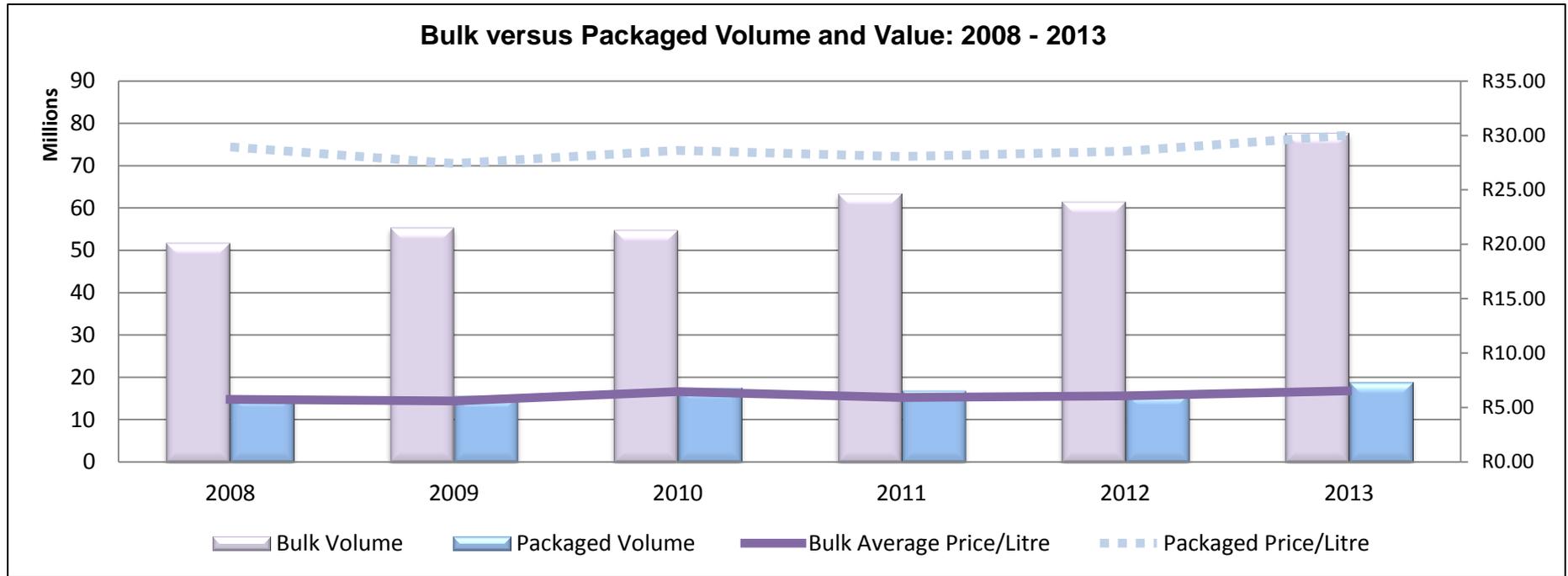
GERMANY EXPORT TRENDS: RED VS. WHITE VS. ROSE/BLANC DE NOIR (2008 – 2013)

Wine Export Trends: Red versus White versus Rose/Blanc De Noir (2008 – 2013)



The proportions of White Wine and Rose/Blanc De Noir exported to Germany had increased from 32% to 41% and 8% to 13% respectively, between 2008 and 2013, while Red Wine exported to Germany had decreased from 59% to 46%, over the same period.

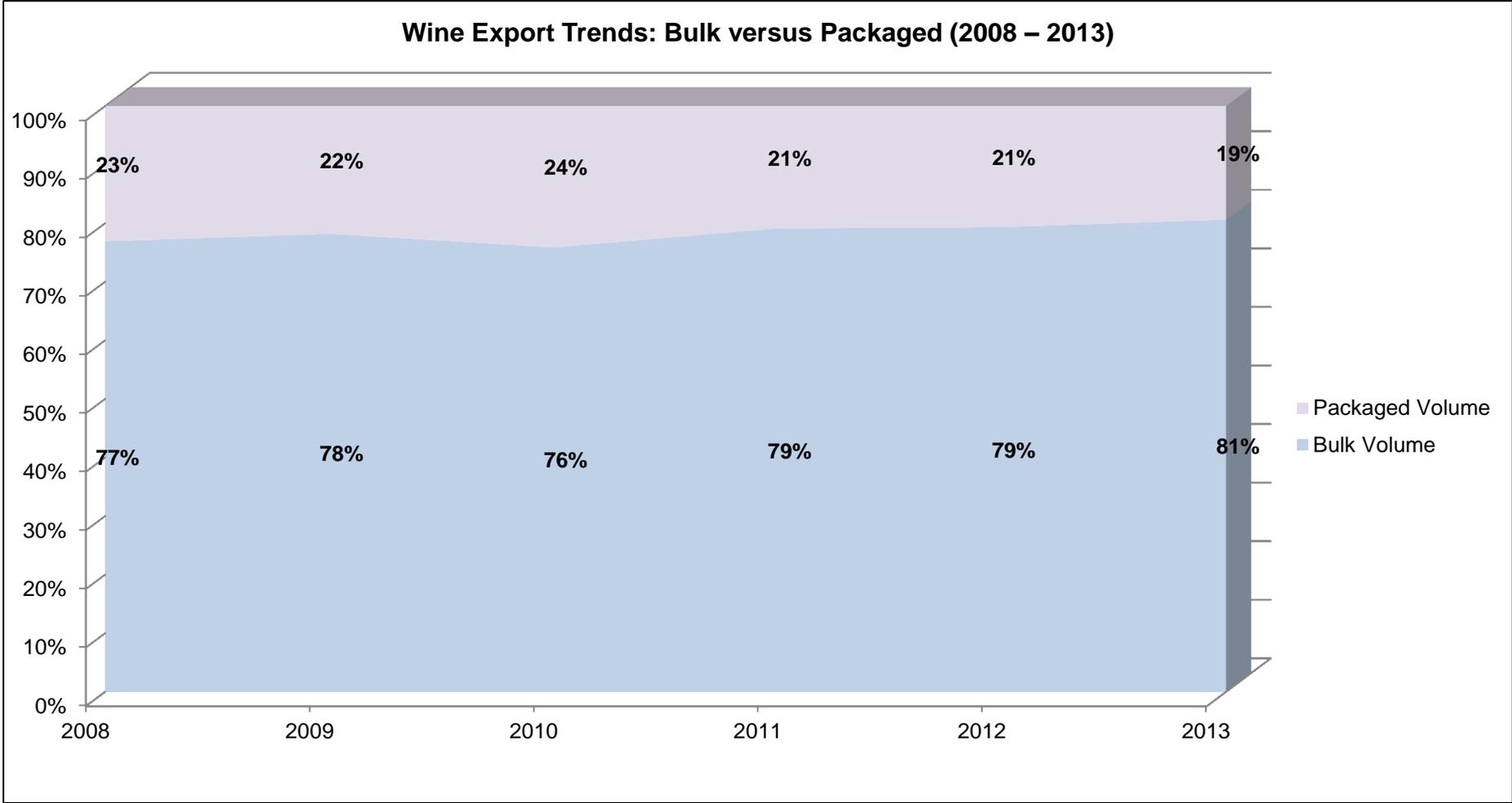
GERMANY BY BULK VS. PACKAGED: VOLUME AND PRICE PER LITRE (2008 – 2013)



	2008	2009	2010	2011	2012	2013
Bulk Volume	51 764 395.00	55 351 829.00	54 811 939.00	63 389 873.00	61 476 829.00	77 656 702.00
Packaged Volume	15 592 387.80	15 482 438.75	17 490 717.78	16 773 091.45	16 055 876.10	18 736 891.85
Bulk Average Price/Litre	R 5.75	R 5.61	R 6.45	R 5.93	R 6.07	R 6.52
Packaged Price/Litre	R 28.95	R 27.42	R 28.62	R 28.06	R 28.55	R 30.03

- Bulk export volumes to Germany were recorded at 77.7 million litres in 2013, an increase from 51.8 million litres in 2008. Packaged export volumes had also increased from 15.6 million litres in 2008 to 18.7 million litres in 2013.
- The average Price Per Litre for Bulk exports to Germany had increased from R5.75 in 2008 to R6.52 in 2013.

GERMANY EXPORT TRENDS: BULK VS. PACKAGED (2008 – 2013)



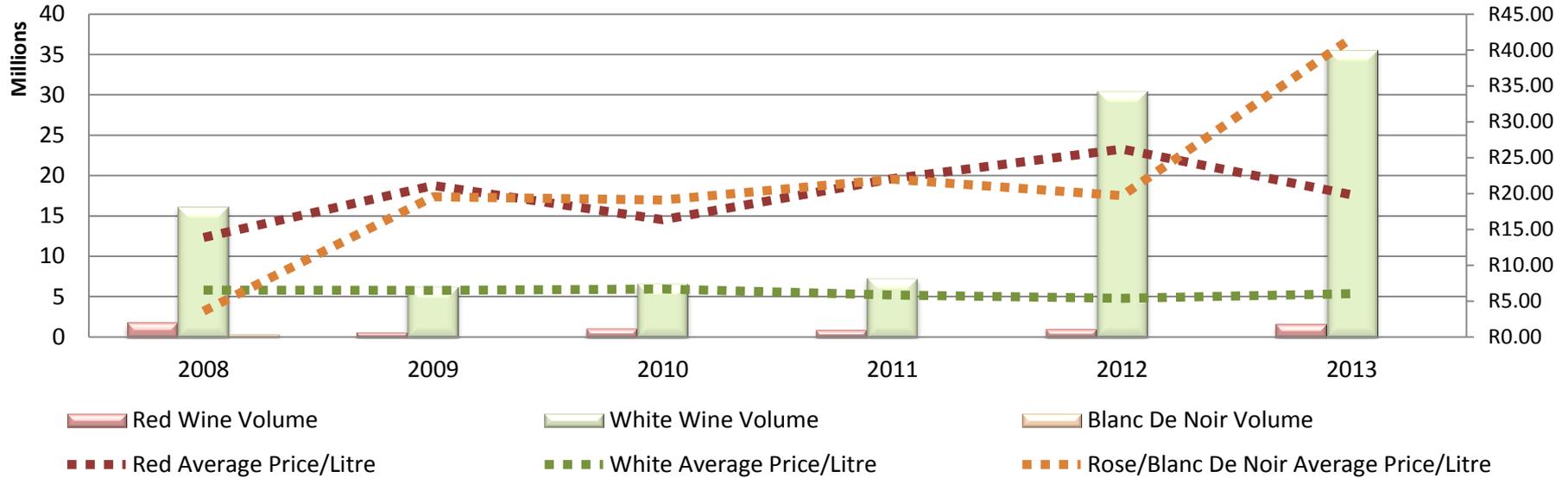
● Of the total volumes exported to Germany, 81% were Bulk exports in 2013, compared to 19% that were Packaged exports.

WINE EXPORTS COUNTRY ANALYSIS: RUSSIA 2008 - 2013



RUSSIA BY RED VS. WHITE VS. ROSE/BLANC DE NOIR: VOLUME AND PRICE PER LITRE (2008 – 2013)

Red versus White versus Rose/Blanc De Noir Volume and Value: 2008 - 2013

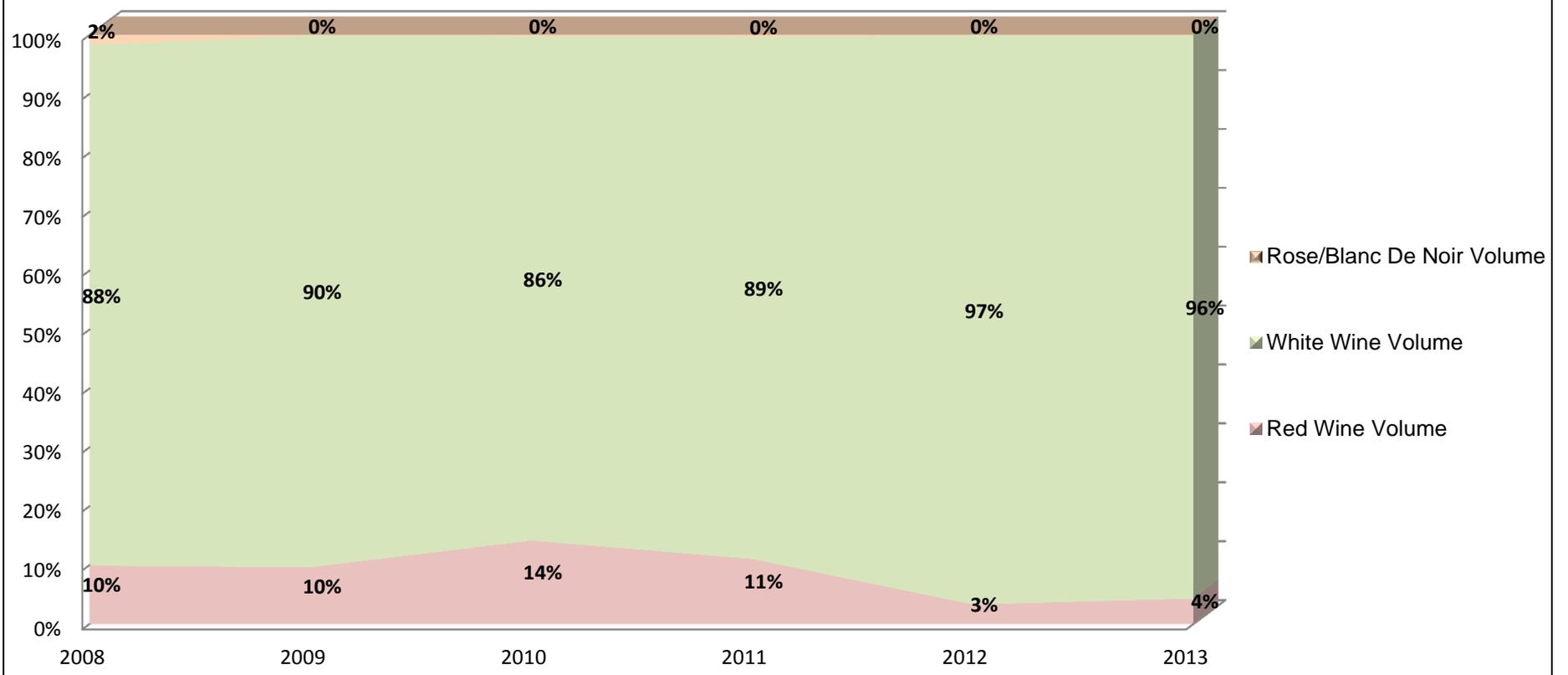


	2008	2009	2010	2011	2012	2013
Red Wine Volume	1 818 842.50	674 625.50	1 111 250.00	923 240.77	1 048 727.25	1 606 234.50
White Wine Volume	16 224 572.14	6 332 183.25	6 723 804.50	7 406 562.88	30 533 955.25	35 586 823.25
Rose/Blanc De Noir Volume	302 032.00	5 017.50	12 645.00	23 889.00	16 888.50	12 199.50
Red Average Price/Litre	R 13.87	R 21.11	R 16.36	R 22.06	R 26.19	R 19.82
White Average Price/Litre	R 6.52	R 6.48	R 6.69	R 5.85	R 5.38	R 6.05
Rose/Blanc De Noir Average Price/Litre	R 3.59	R 19.54	R 19.11	R 22.01	R 19.70	R 41.70

- In 2013, White Wine export volumes to Russia were 35.6 million litres, compared to 1.6 million litres of Red Wine. White Wine export volumes had increased from 16.2 million litres in 2008.
- The average Price Per Litre for Red Wine had increased from R13.87 in 2008 to R19.82 in 2013, while the average Price Per Litre of Rose/Blanc De Noir had increased dramatically from R3.59 to R41.70, over the same period.

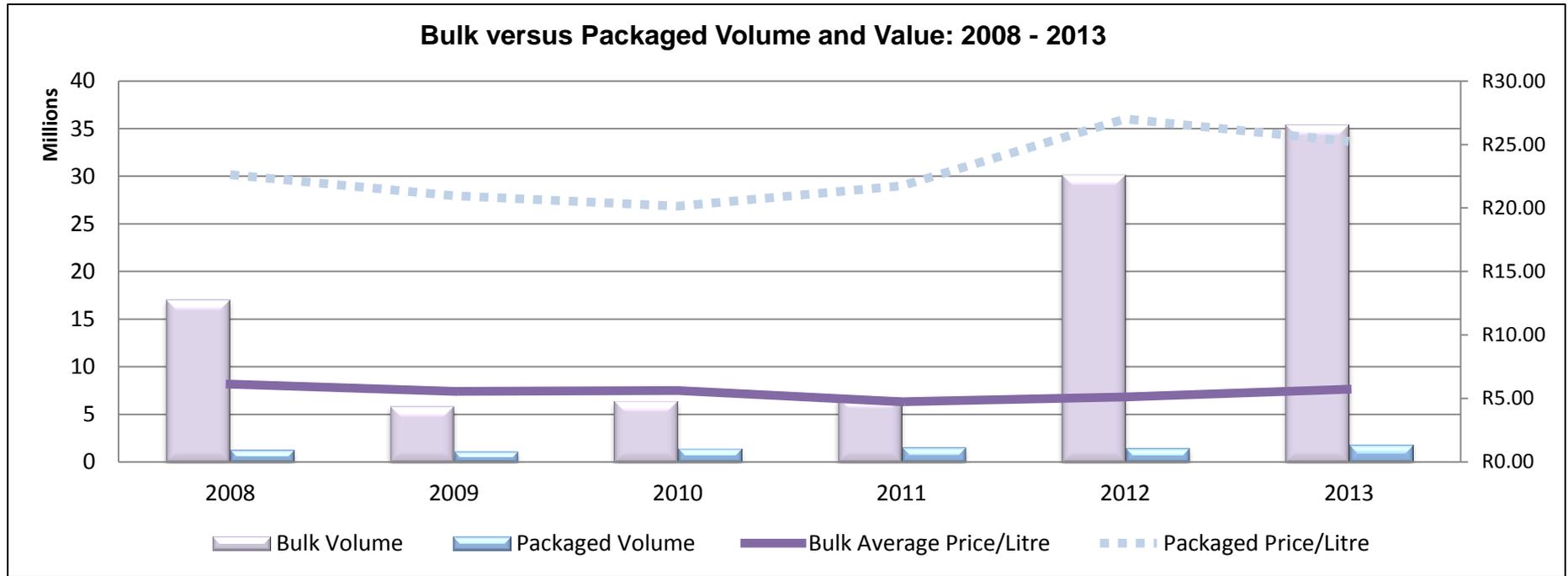
RUSSIA EXPORT TRENDS: RED VS. WHITE VS. ROSE/BLANC DE NOIR (2008 – 2013)

Wine Export Trends: Red versus White versus Rose/Blanc De Noir 2008 - 2013



● The proportion of White Wine exported to Russia had increased from 88% in 2008 to 96% in 2013, while Red Wine exported to Russia had decreased from 10% to 4% over the same period.

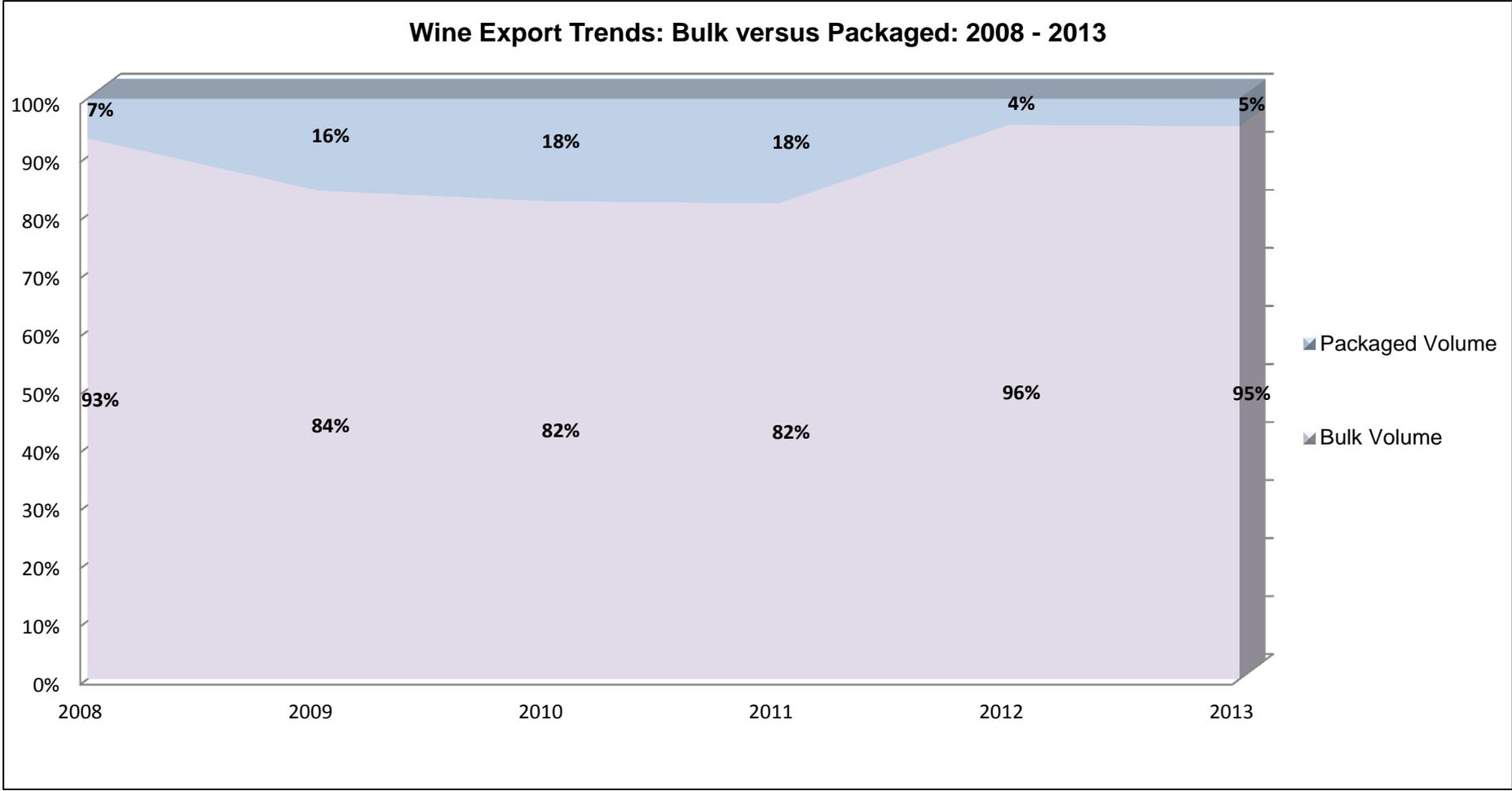
RUSSIA BY BULK VS. PACKAGED: VOLUME AND PRICE PER LITRE (2008 – 2013)



	2008	2009	2010	2011	2012	2013
Bulk Volume	17 091 074.64	5 903 591.00	6 461 002.00	6 847 277.88	30 179 212.00	35 428 068.00
Packaged Volume	1 254 372.00	1 108 235.25	1 386 697.50	1 506 414.77	1 420 359.00	1 777 189.25
Bulk Average Price/Litre	R 6.13	R 5.57	R 5.62	R 4.74	R 5.11	R 5.72
Packaged Price/Litre	R 22.63	R 20.97	R 20.14	R 21.75	R 27.03	R 25.25

- Bulk export volumes to Russia were recorded at 35.4 million litres in 2013, an increase from 17.1 million litres in 2008. Packaged export volumes had increased from 1.3 million litres in 2008 to 1.8 million litres in 2013.
- The average Price Per Litre for Bulk exports to Russia had decreased from R6.13 in 2008 to R5.72 in 2013.

RUSSIA EXPORT TRENDS: BULK VS. PACKAGED (2008 – 2013)



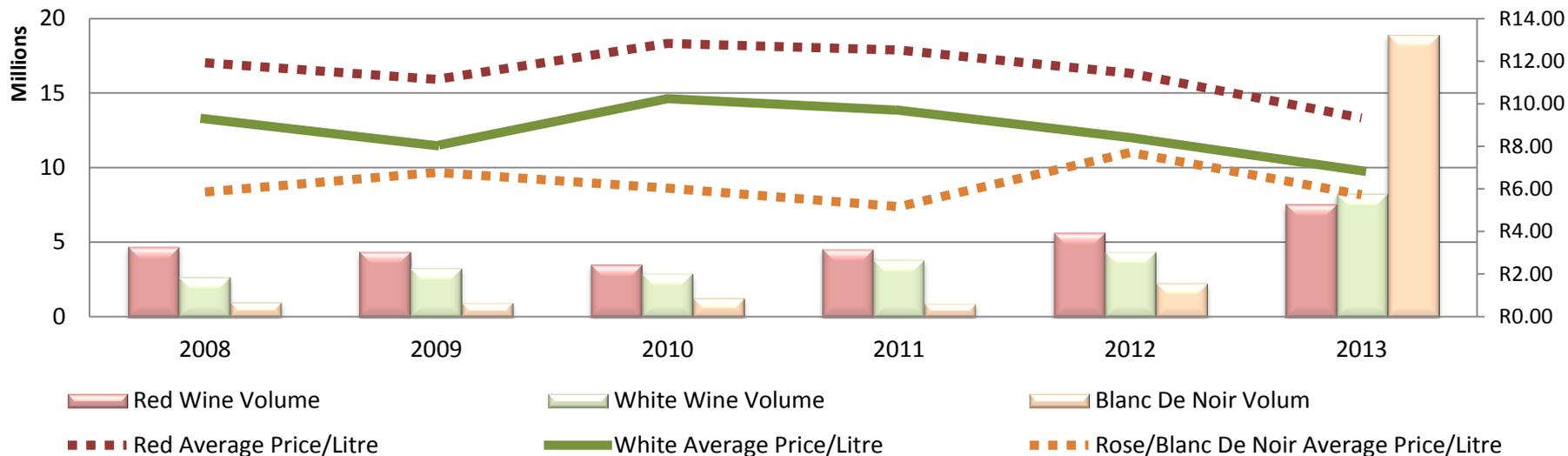
● Of the total volumes exported to Russia, 5% were Packaged exports in 2013 compared to the 95% that were Bulk exports. This was similar to 2008, where 7% of exports to Russia were Packaged and 93% were Bulk.

WINE EXPORTS COUNTRY ANALYSIS: FRANCE 2008 - 2013



FRANCE BY RED VS. WHITE VS. ROSE/BLANC DE NOIR: VOLUME AND PRICE PER LITRE (2008 – 2013)

Red versus White versus Rose/Blanc De Noir Volume and Value: 2008 - 2013

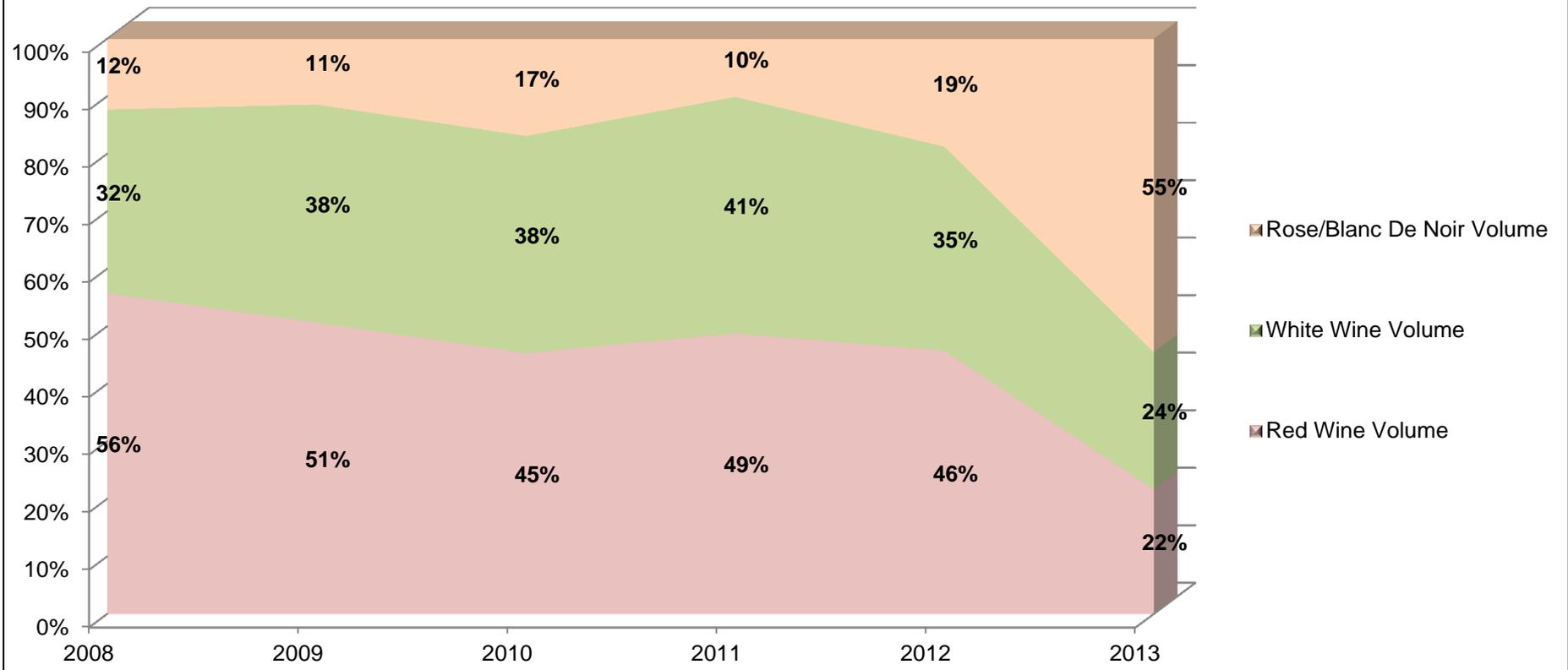


	2008	2009	2010	2011	2012	2013
Red Wine Volume	4 696 499.50	4 391 785.50	3 523 158.00	4 553 401.00	5 647 161.00	7 524 824.00
White Wine Volume	2 690 130.50	3 289 220.50	2 931 572.75	3 840 557.75	4 378 397.00	8 257 867.00
Rose/Blanc De Noir Volume	1 036 230.50	990 365.00	1 313 939.00	944 686.50	2 316 401.00	18 905 851.00
Red Average Price/Litre	R 11.93	R 11.14	R 12.83	R 12.53	R 11.43	R 9.33
White Average Price/Litre	R 9.29	R 8.03	R 10.23	R 9.70	R 8.41	R 6.85
Rose/Blanc De Noir Average Price/Litre	R 5.85	R 6.77	R 6.04	R 5.16	R 7.70	R 5.72

- In 2013, Red Wine export volumes to France were 7.5 million litres, compared to 8.3 million litres of White Wine and 18.9 million litres of Rose/Blanc De Noir. Red Wine export volumes had increased from 4.7 million litres in 2008.
- The average Price Per Litre of White Wine had decreased from R9.29 in 2008 to R6.85 in 2013, while the average Price Per Litre for Red Wine had decreased from R11.93 to R9.33 over the same period.

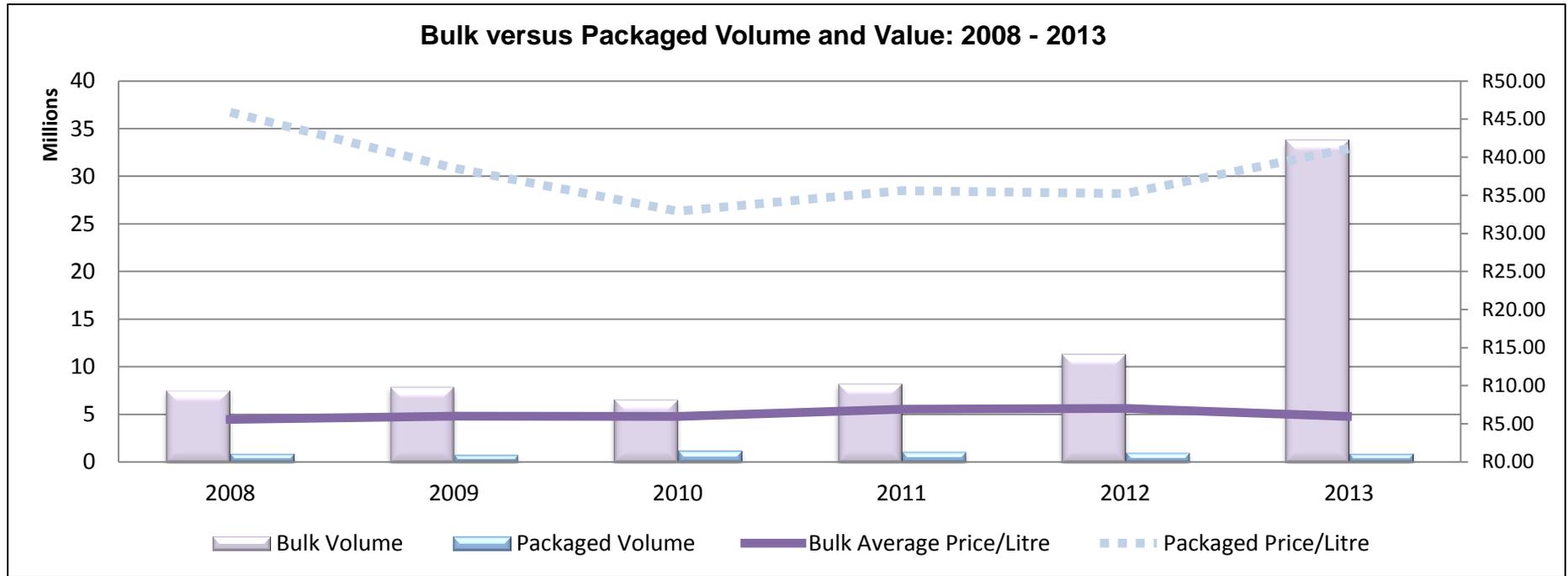
FRANCE EXPORT TRENDS: RED VS. WHITE VS. ROSE/BLANC DE NOIR (2008 – 2013)

Wine Export Trends: Red versus White versus Rose/Blanc De Noir (2008 – 2013)



● The proportion of White Wine and Red Wine exported to France had decreased from 32% to 24% and 56% to 22%, respectively, between 2008 and 2013, while the proportion of Rose/Blanc De Noir exported to France had increased from 12% to 55% over the same period.

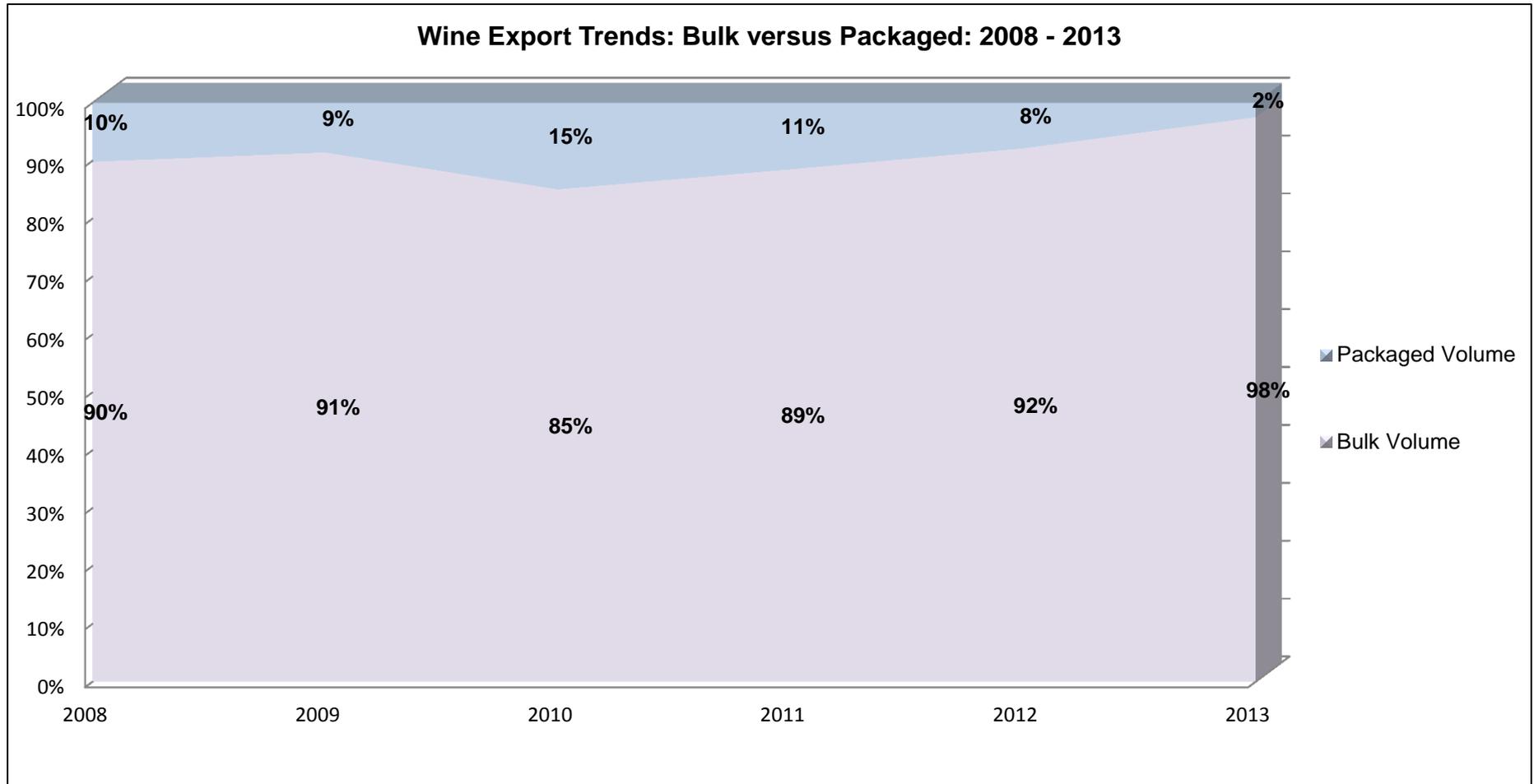
FRANCE BY BULK VS. PACKAGED: VOLUME AND PRICE PER LITRE (2008 – 2013)



	2008	2009	2010	2011	2012	2013
Bulk Volume	7 566 206.00	7 928 484.00	6 607 564.00	8 265 912.00	11 371 285.00	33 827 968.00
Packaged Volume	856 654.50	742 887.00	1 161 105.75	1 072 733.25	970 674.00	860 574.00
Bulk Average Price/Litre	R 5.59	R 5.99	R 5.97	R 6.92	R 7.03	R 5.97
Packaged Price/Litre	R 45.91	R 38.57	R 32.92	R 35.61	R 35.22	R 41.14

- Bulk export volumes to France were recorded at 33.8 million litres in 2013, an increase from 7.6 million litres in 2008. Packaged export volumes had remained relatively constant at 0.9 million litres from 2008 to 2013.
- The average Price Per Litre for Packaged exports to France had decreased from R45.91 in 2008 to R41.14 in 2013.

FRANCE EXPORT TRENDS: BULK VS. PACKAGED (2008 – 2013)



● Of the total volumes exported to France, 98% were Bulk exports in 2013 compared to the 2% that were Packaged exports. This was in comparison to 2008, where 90% of exports to France were Bulk and 10% were Packaged.

WINE EXPORTS COUNTRY ANALYSIS: SWEDEN 2008 - 2013



SWEDEN BY RED VS. WHITE VS. ROSE/BLANC DE NOIR: VOLUME AND PRICE PER LITRE (2008 – 2013)

Red versus White versus Rose/Blanc De Noir Volume and Value: 2008 - 2013

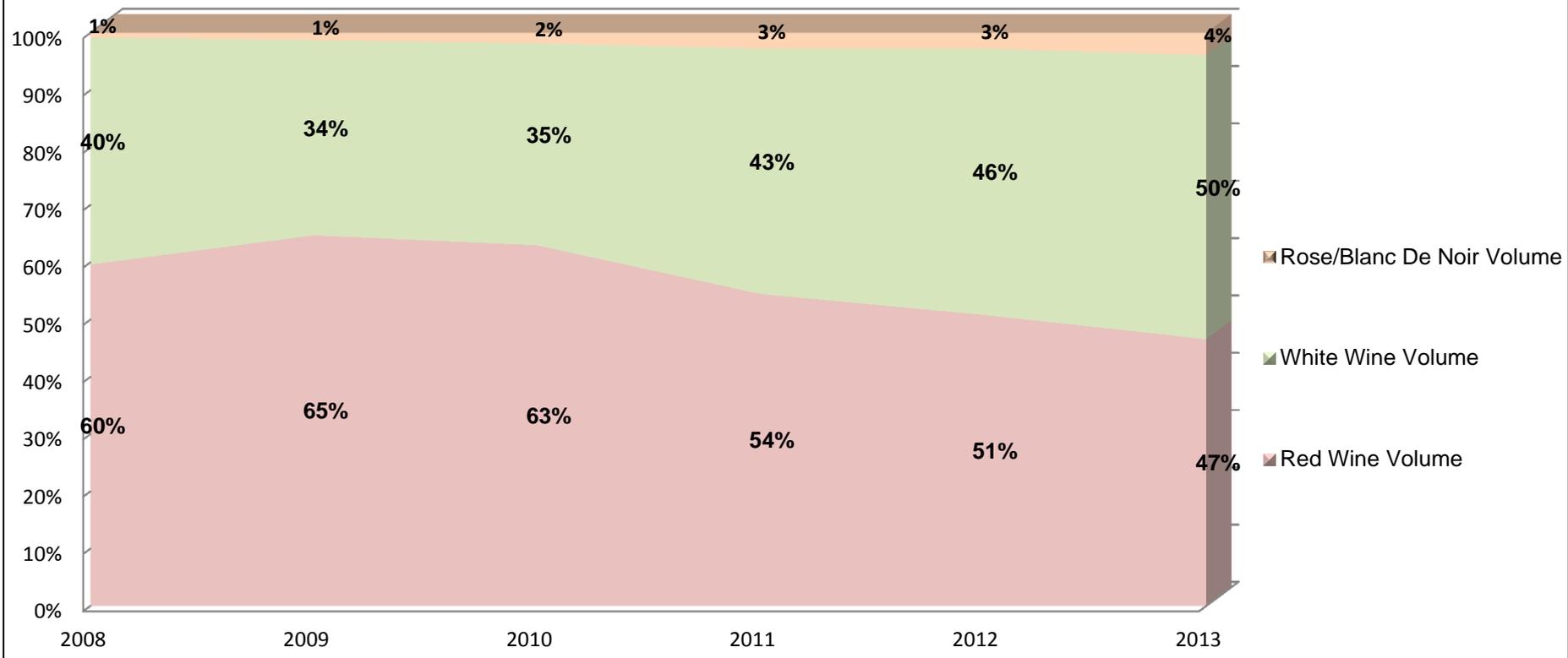


	2008	2009	2010	2011	2012	2013
Red Wine Volume	17 161 048.02	24 405 162.36	24 104 596.58	20 023 844.41	16 790 953.09	15 326 306.75
White Wine Volume	11 409 182.40	12 829 476.34	13 484 770.36	15 722 460.80	15 328 439.19	16 305 870.46
Rose/Blanc De Noir Volume	220 719.00	485 604.00	687 540.00	1 003 138.50	909 307.50	1 269 491.50
Red Average Price/Litre	R 25.14	R 20.40	R 19.62	R 19.56	R 20.07	R 22.14
White Average Price/Litre	R 18.90	R 17.99	R 15.79	R 15.13	R 13.29	R 14.40
Rose/Blanc De Noir Average Price/Litre	R 36.05	R 37.06	R 31.19	R 29.94	R 31.32	R 31.66

- In 2013, Red Wine export volumes to Sweden were 15.3 million litres, compared to 16.3 million litres of White Wine. Rose/Blanc De Noir export volumes had increased from 0.2 million litres in 2008 to 1.3 million litres in 2013.
- The average Price Per Litre for White Wine had decreased from R18.90 in 2008 to R14.40 in 2013, while the average Price Per Litre of Rose/Blanc De Noir had also decreased from R36.05 to R31.66 over the same period.

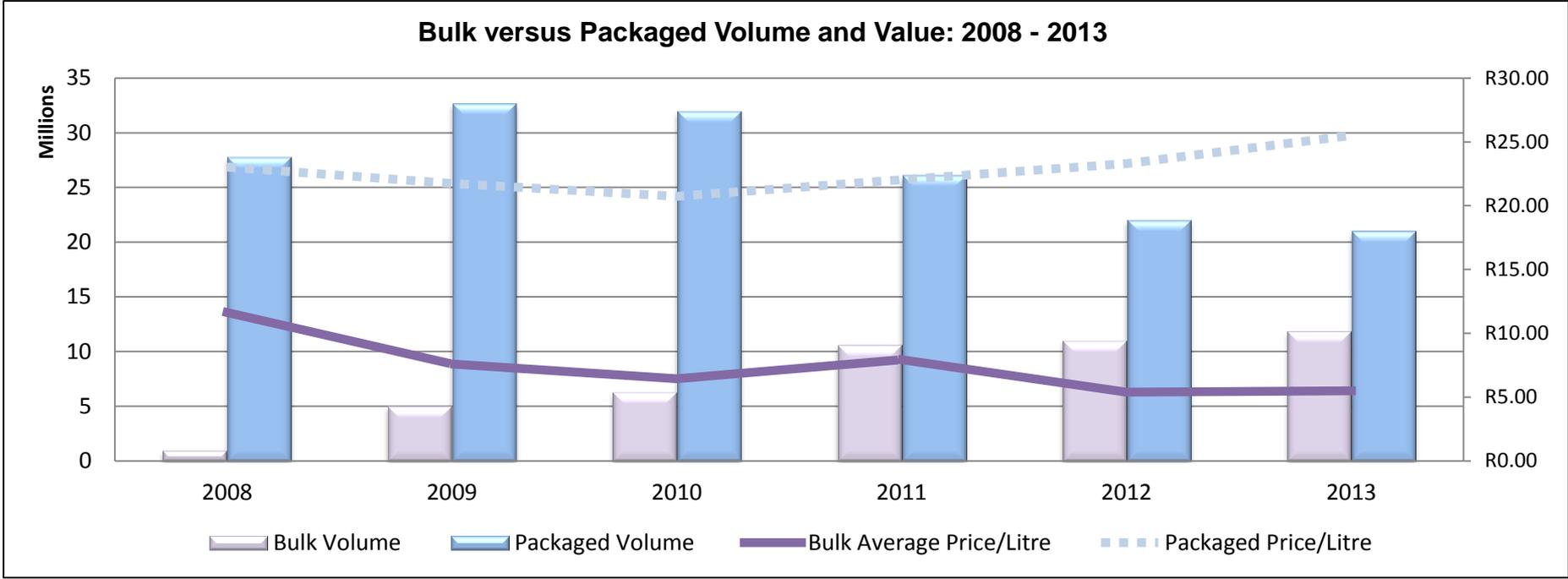
SWEDEN EXPORT TRENDS: RED VS. WHITE VS. ROSE/BLANC DE NOIR (2008 – 2013)

Wine Export Trends: Red versus White versus Rose/Blanc De Noir 2008 - 2013



- The proportion of White Wine exported to Sweden had increased from 40% in 2008 to 50% in 2013, while Red Wine exported to Sweden had decreased from 60% to 47% over the same period.
- Rose/Blanc De Noir made up 4% of total wine exports to Sweden in 2013.

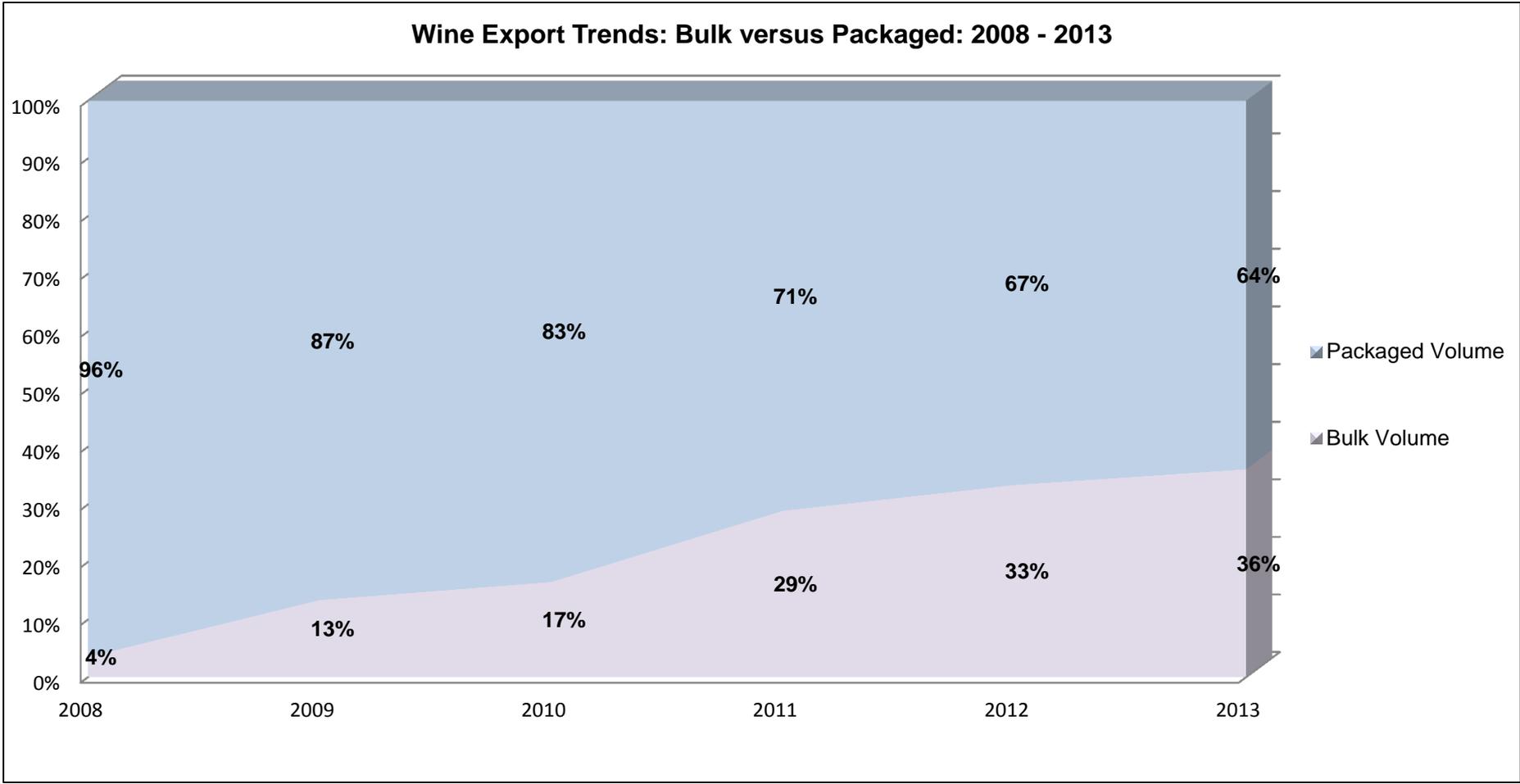
SWEDEN BY BULK VS. PACKAGED: VOLUME AND PRICE PER LITRE (2008 – 2013)



	2008	2009	2010	2011	2012	2013
Bulk Volume	1 008 710.00	5 047 435.00	6 319 211.00	10 609 157.00	11 014 533.00	11 872 538.00
Packaged Volume	27 782 239.42	32 672 807.70	31 957 695.94	26 140 286.71	22 014 166.78	21 029 130.71
Bulk Average Price/Litre	R 11.63	R 7.59	R 6.45	R 7.93	R 5.40	R 5.50
Packaged Price/Litre	R 23.02	R 21.75	R 20.73	R 22.03	R 23.31	R 25.50

- Bulk export volumes to Sweden were recorded at 11.9 million litres in 2013, an increase from 1.0 million litres in 2008. Packaged export volumes had decreased from 27.8 million litres in 2008 to 21.0 million litres in 2013.
- The average Price Per Litre for Bulk exports to Sweden had decreased from R11.63 in 2008 to R5.50 in 2013.

SWEDEN EXPORT TRENDS: BULK VS. PACKAGED (2008 – 2013)



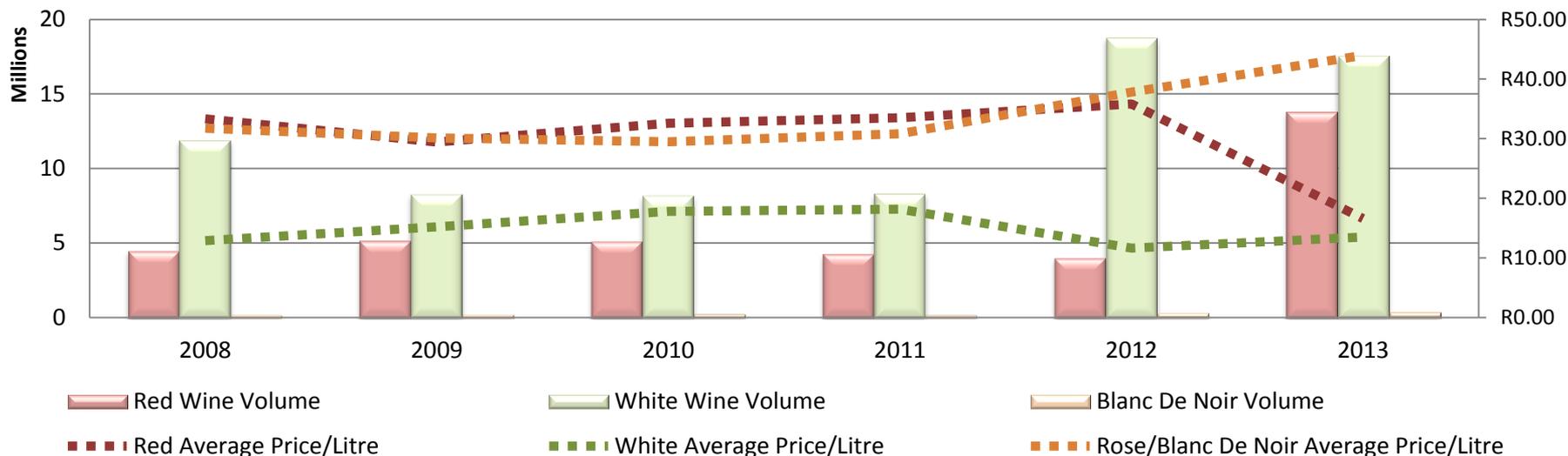
● Of the total volumes exported to Sweden, 64% were Packaged exports in 2013, compared to the 96% that were Packaged exports in 2008.

WINE EXPORTS COUNTRY ANALYSIS: UNITED STATES OF AMERICA 2008 - 2013



UNITED STATES BY RED VS. WHITE VS. ROSE/BLANC DE NOIR: VOLUME AND PRICE PER LITRE (2008 – 2013)

Red versus White versus Rose/Blanc De Noir Volume and Value: 2008 - 2013

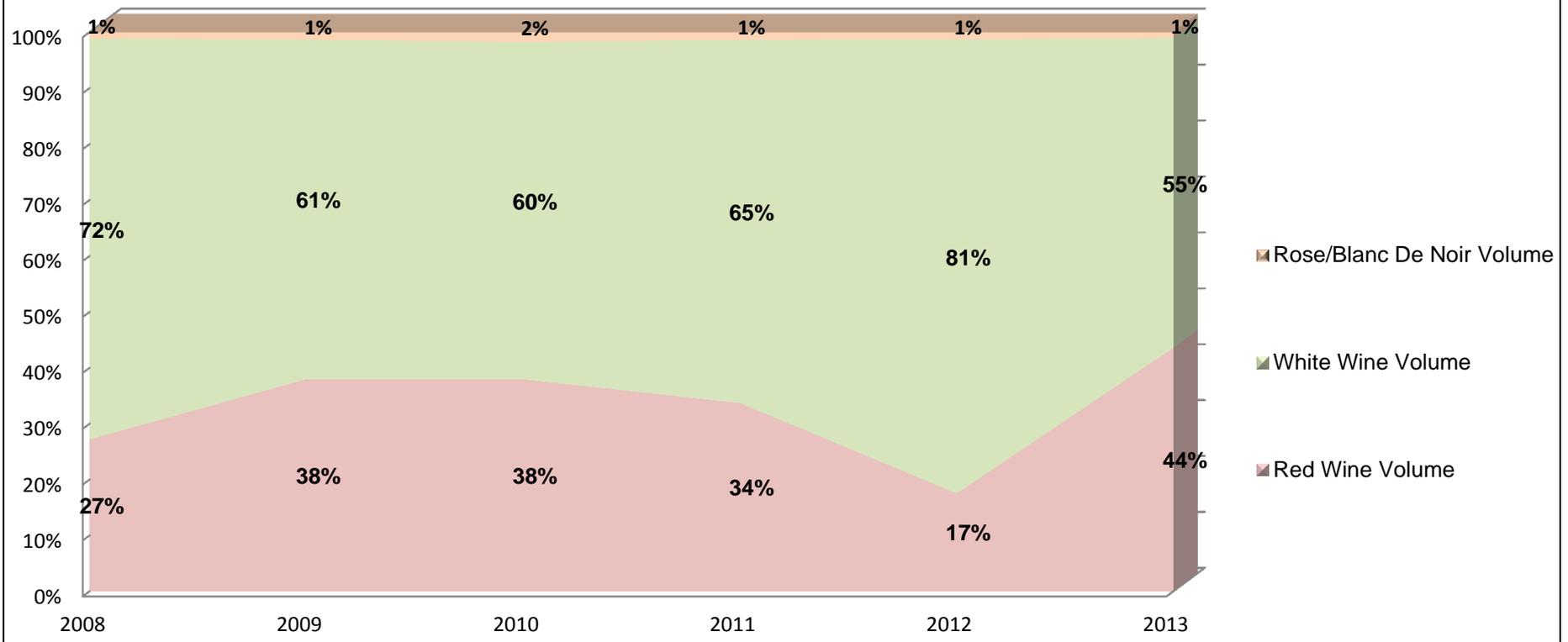


	2008	2009	2010	2011	2012	2013
Red Wine Volume	4 514 669.95	5 206 574.50	5 165 631.02	4 327 883.41	4 051 094.75	13 817 192.50
White Wine Volume	11 921 122.63	8 324 860.25	8 223 667.40	8 344 290.38	18 790 964.25	17 578 695.50
Rose/Blanc De Noir Volume	189 012.35	189 180.00	238 306.50	180 909.00	309 413.25	347 148.00
Red Average Price/Litre	R 33.34	R 29.44	R 32.59	R 33.51	R 35.82	R 16.58
White Average Price/Litre	R 12.89	R 15.22	R 17.82	R 18.18	R 11.66	R 13.47
Rose/Blanc De Noir Average Price/Litre	R 31.73	R 30.11	R 29.47	R 30.80	R 37.84	R 44.00

- In 2013, White Wine export volumes to the USA were 17.6 million litres, compared to 0.3 million litres of Rose/Blanc De Noir. Red Wine export volumes had increased from 4.5 million litres in 2008 to 13.8 million litres in 2013.
- The average Price Per Litre for Red Wine had decreased from R33.34 in 2008 to R16.58 in 2013, while the average Price Per Litre for Rose/Blanc De Noir had increased from R31.73 to R44.00 over the same period.

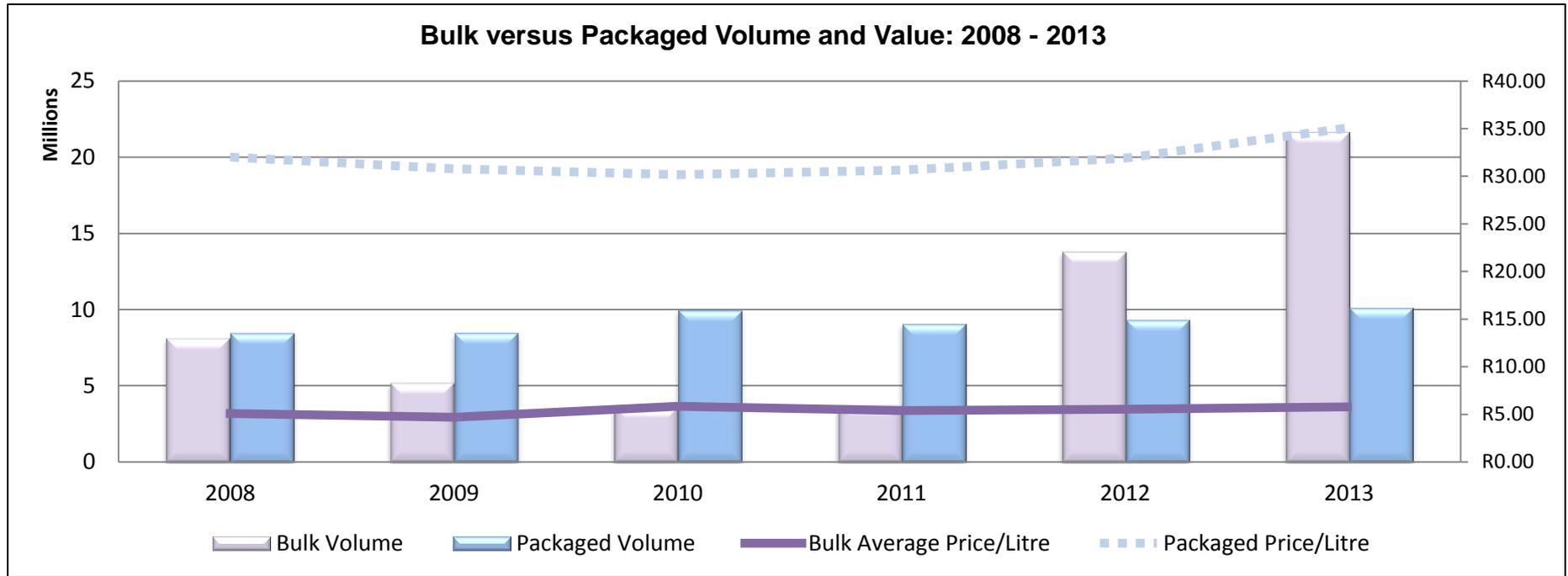
UNITED STATES EXPORT TRENDS: RED VS. WHITE VS. ROSE/BLANC DE NOIR (2008 – 2013)

Wine Export Trends: Red versus White versus Rose/Blanc De Noir 2008 - 2013



- The proportion of White Wine exported to the USA had decreased from 72% in 2008 to 55% in 2013, while Red Wine exported to the USA had increased from 27% to 44% over the same period.
- Rose/Blanc De Noir exports remained constant at 1% for the six year period.

UNITED STATES BY BULK VS. PACKAGED: VOLUME AND PRICE PER LITRE (2008 – 2013)

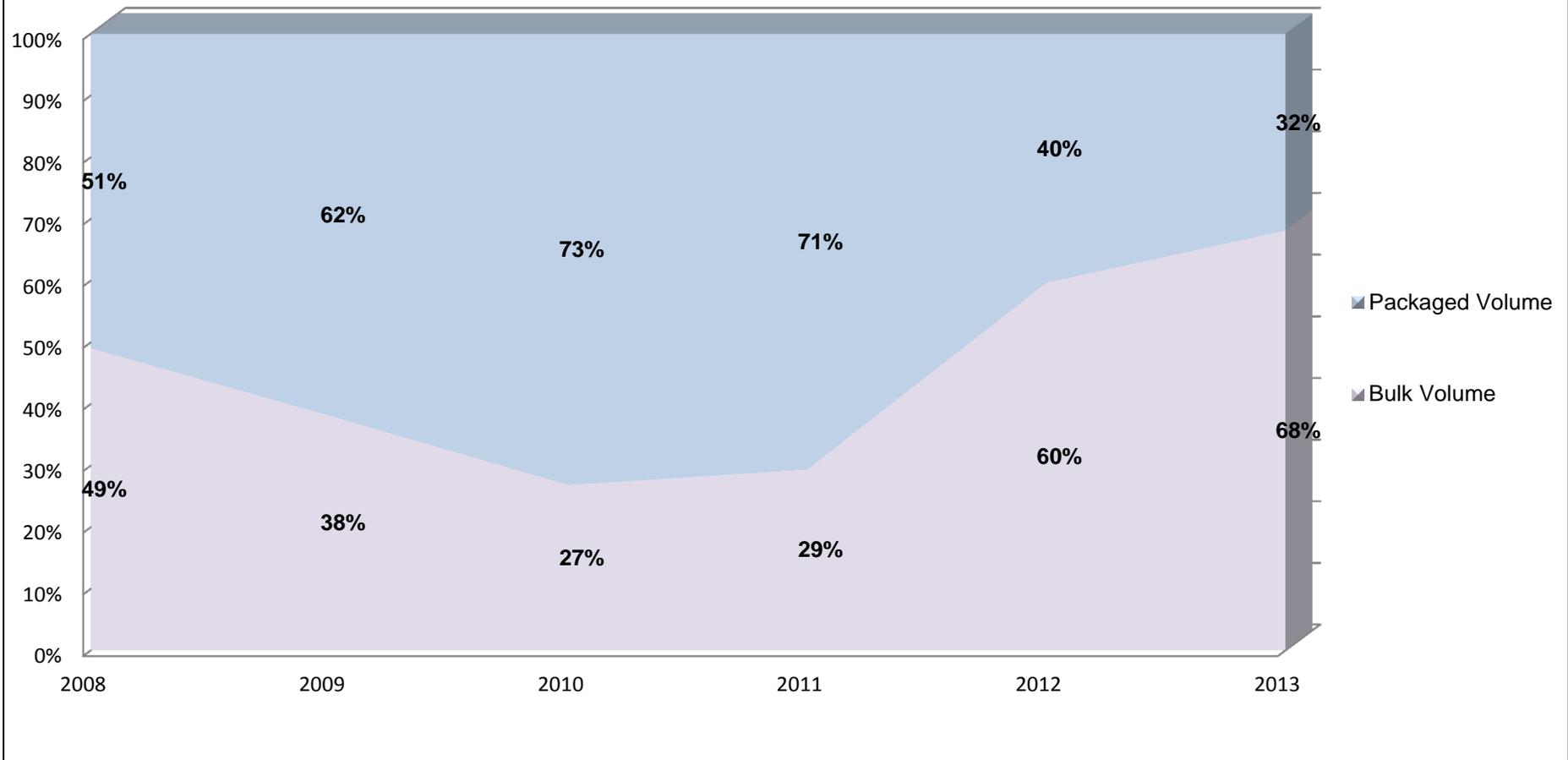


	2008	2009	2010	2011	2012	2013
Bulk Volume	8 152 292.00	5 226 362.00	3 658 030.00	3 774 671.00	13 810 016.00	21 625 827.00
Packaged Volume	8 472 512.93	8 494 252.75	9 969 574.92	9 078 411.79	9 341 456.25	10 117 209.00
Bulk Average Price/Litre	R 5.08	R 4.69	R 5.83	R 5.39	R 5.54	R 5.78
Packaged Price/Litre	R 32.01	R 30.77	R 30.17	R 30.66	R 31.92	R 35.11

- Bulk export volumes to the USA were recorded at 21.6 million litres in 2013, an increase from 8.2 million litres in 2008. Packaged export volumes had also increased from 8.5 million litres in 2008 to 10.1 million litres in 2013.
- The average Price Per Litre for Bulk exports to the USA had increased slightly from R5.08 in 2008 to R5.78 in 2013.

UNITED STATES EXPORT TRENDS: BULK VS. PACKAGED (2008 – 2013)

Wine Export Trends: Bulk versus Packaged: 2008 - 2013

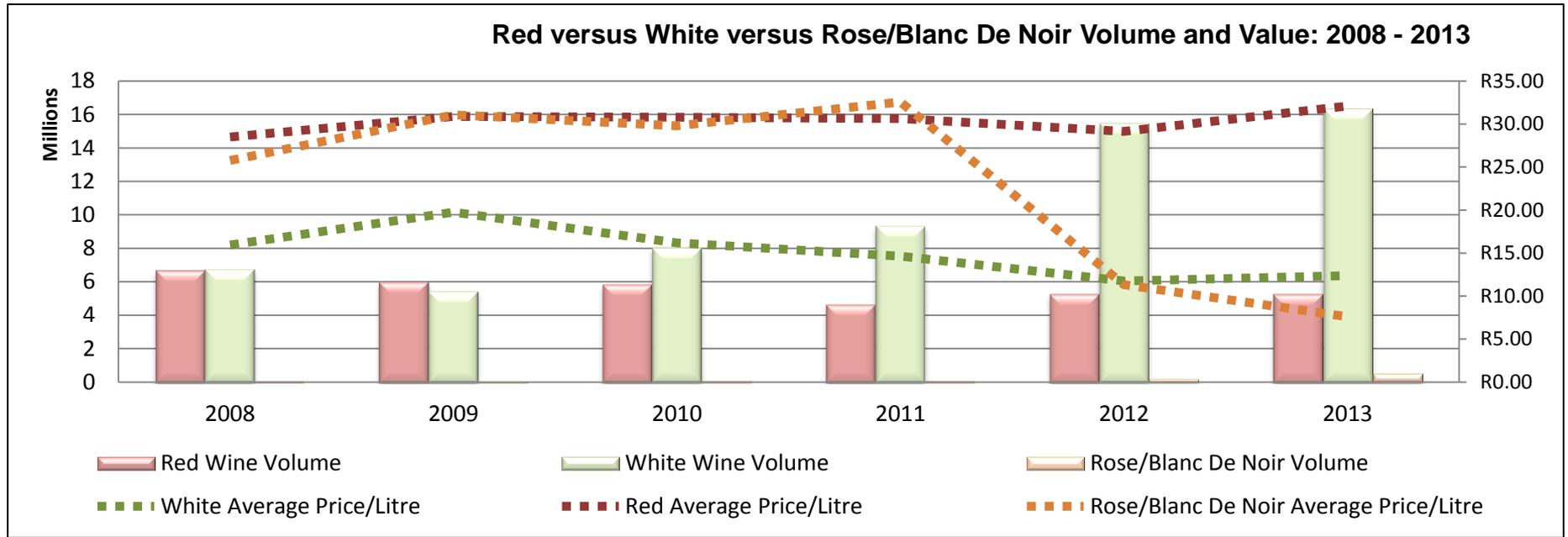


● Of the total volumes exported to the USA, 32% were Packaged exports in 2013 compared to the 68% that were Bulk exports.

WINE EXPORTS COUNTRY ANALYSIS: CANADA 2008 - 2013



CANADA BY RED VS. WHITE VS. ROSE/BLANC DE NOIR: VOLUME AND PRICE PER LITRE (2008 – 2013)

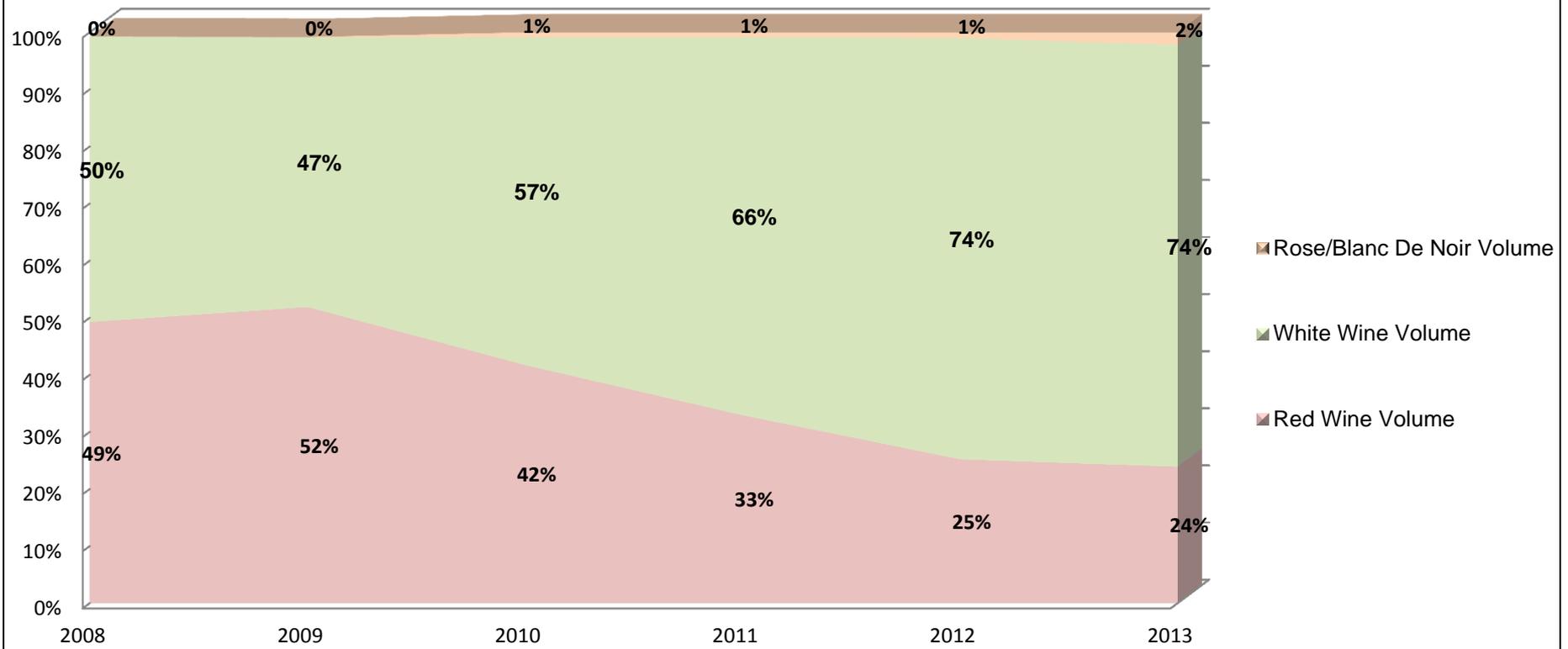


	2008	2009	2010	2011	2012	2013
Red Wine Volume	6 677 756.00	5 994 558.00	5 852 346.25	4 647 146.75	5 273 359.25	5 279 321.00
White Wine Volume	6 779 794.00	5 468 297.10	8 069 148.75	9 371 725.75	15 458 669.75	16 338 226.75
Rose/Blanc De Noir Volume	105 998.25	96 736.50	116 550.00	116 635.50	211 025.50	487 421.00
Red Average Price/Litre	R 28.49	R 30.89	R 30.79	R 30.64	R 29.14	R 32.10
White Average Price/Litre	R 15.95	R 19.76	R 16.19	R 14.64	R 11.77	R 12.37
Rose/Blanc De Noir Average Price/Litre	R 25.77	R 31.08	R 29.80	R 32.57	R 11.33	R 7.59

- In 2013, Rose/Blanc De Noir export volumes to Canada were 0.5 million litres, compared to 5.3 million litres of Red Wine. White Wine export volumes had increased from 6.8 million litres in 2008 to 16.3 million litres in 2013.
- The average Price Per Litre for White Wine had decreased from R15.95 in 2008 to R12.37 in 2013, while the Price Per Litre of Red Wine had increased from R28.49 to R 32.10 over the same period.

CANADA EXPORT TRENDS: RED VS. WHITE VS. ROSE/BLANC DE NOIR (2008 – 2013)

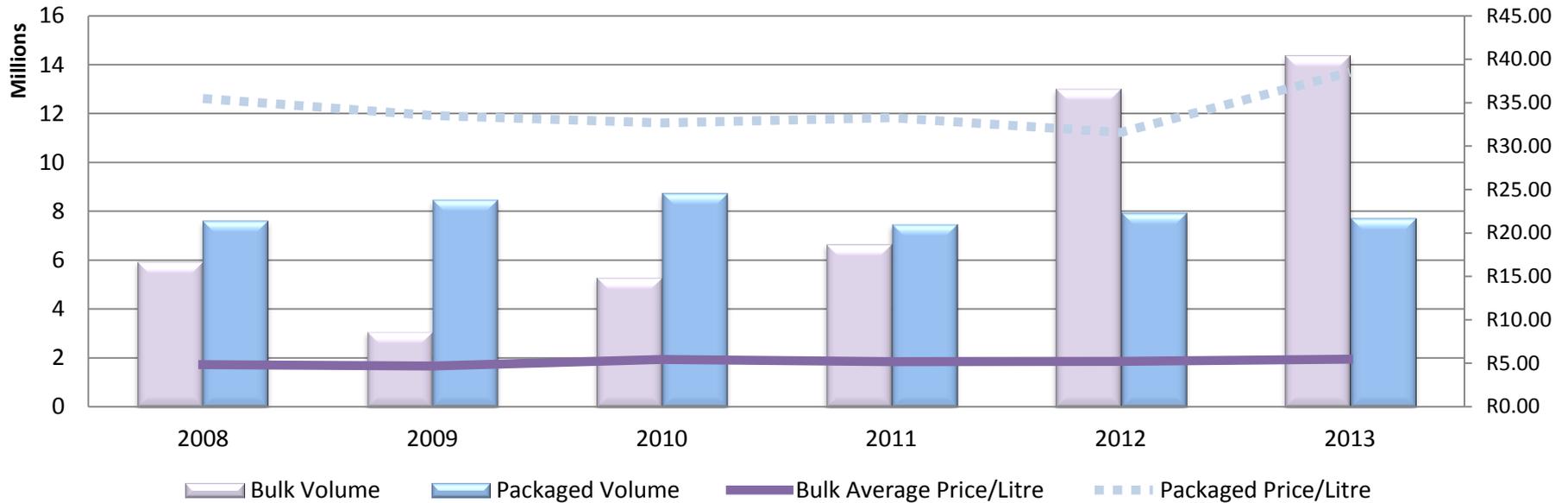
Wine Export Trends: Red versus versus Rose/Blanc De Noir White 2008 - 2013



- The proportion of White Wine exported to Canada had increased from 50% in 2008 to 74% in 2013, while Red Wine exported to Canada had decreased from 49% to 24% over the same period.
- Rose/Blanc De Noir accounted for just 2% of total wine exports to Canada in 2013.

CANADA BY BULK VS. PACKAGED: VOLUME AND PRICE PER LITRE (2008 – 2013)

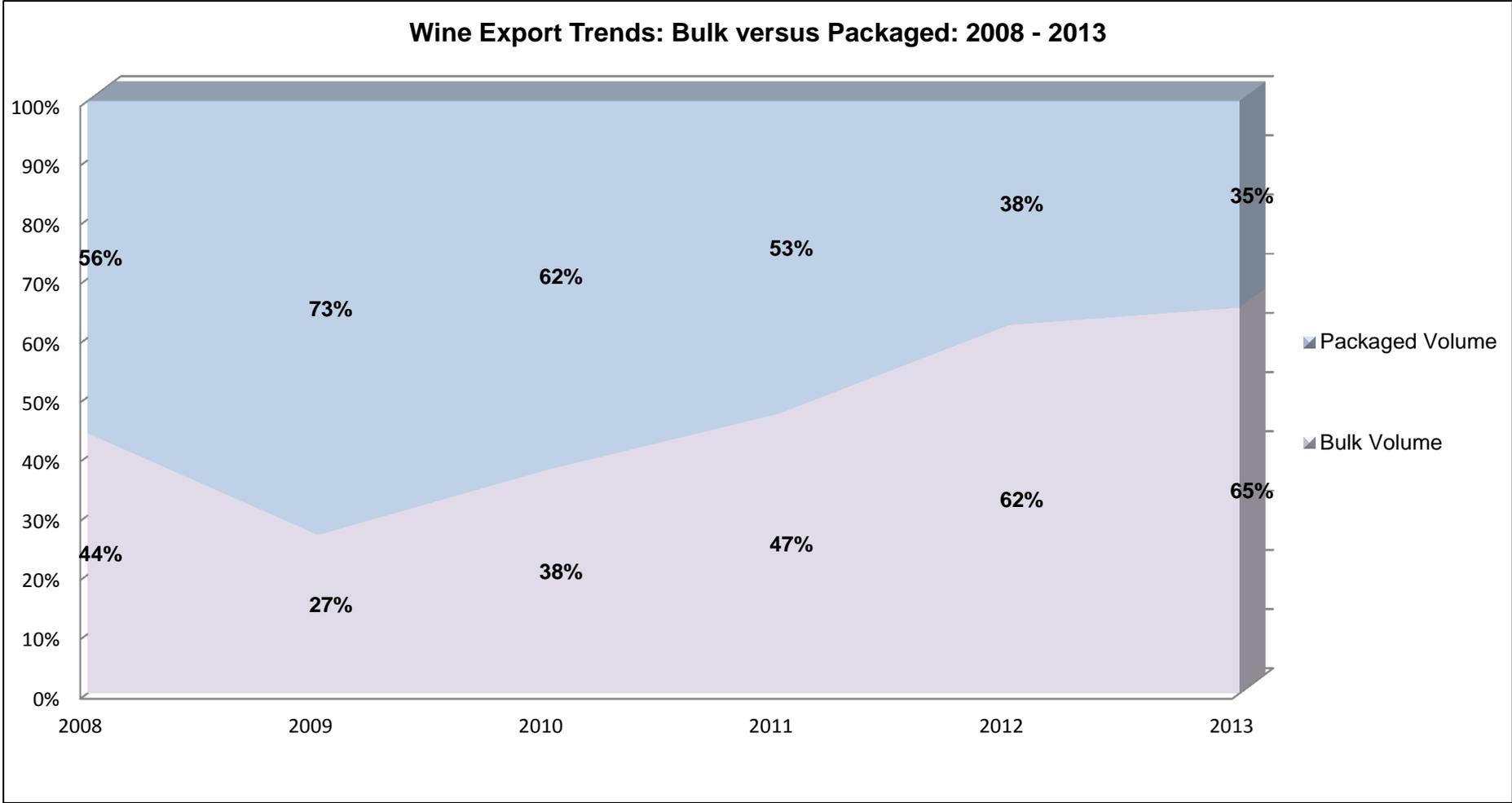
Bulk versus Packaged Volume and Value: 2008 - 2013



	2008	2009	2010	2011	2012	2013
Bulk Volume	5 954 901.00	3 090 831.00	5 300 962.00	6 670 158.00	13 020 734.00	14 391 812.00
Packaged Volume	7 608 647.25	8 468 760.60	8 737 083.00	7 465 350.00	7 922 320.50	7 713 156.75
Bulk Average Price/Litre	R 4.83	R 4.68	R 5.44	R 5.17	R 5.23	R 5.45
Packaged Price/Litre	R 35.49	R 33.52	R 32.69	R 33.28	R 31.58	R 38.51

- Bulk export volumes to Canada were recorded at 14.4 million litres in 2013, an increase from 6.0 million litres in 2008. Packaged export volumes had also increased from 7.6 million litres in 2008 to 7.7 million litres in 2013.
- The average Price Per Litre for Bulk exports to Canada had increased from R4.83 in 2008 to R5.45 in 2013.

CANADA EXPORT TRENDS: BULK VS. PACKAGED (2008 – 2013)



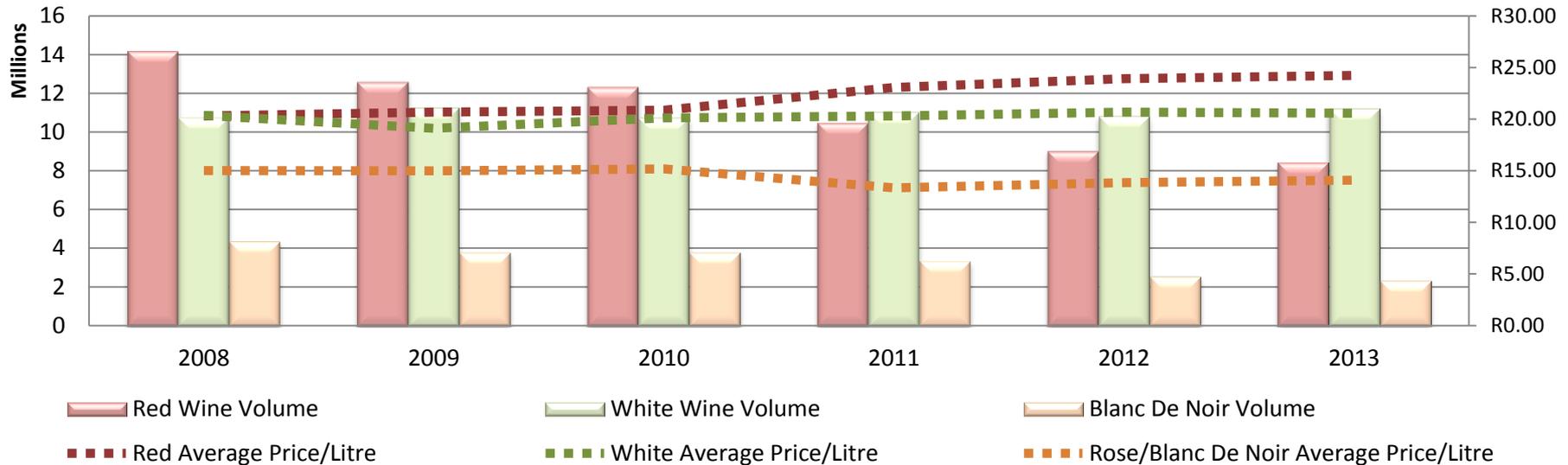
● Of the total volumes exported to Canada, 35% were Packaged exports in 2013 compared to the 65% that were Bulk exports.

WINE EXPORTS COUNTRY ANALYSIS: NETHERLANDS 2008 - 2013



THE NETHERLANDS BY RED VS. WHITE VS. ROSE/BLANC DE NOIR: VOLUME AND PRICE PER LITRE (2008 – 2013)

Red versus White versus Rose/Blanc De Noir Volume and Value: 2008 - 2013

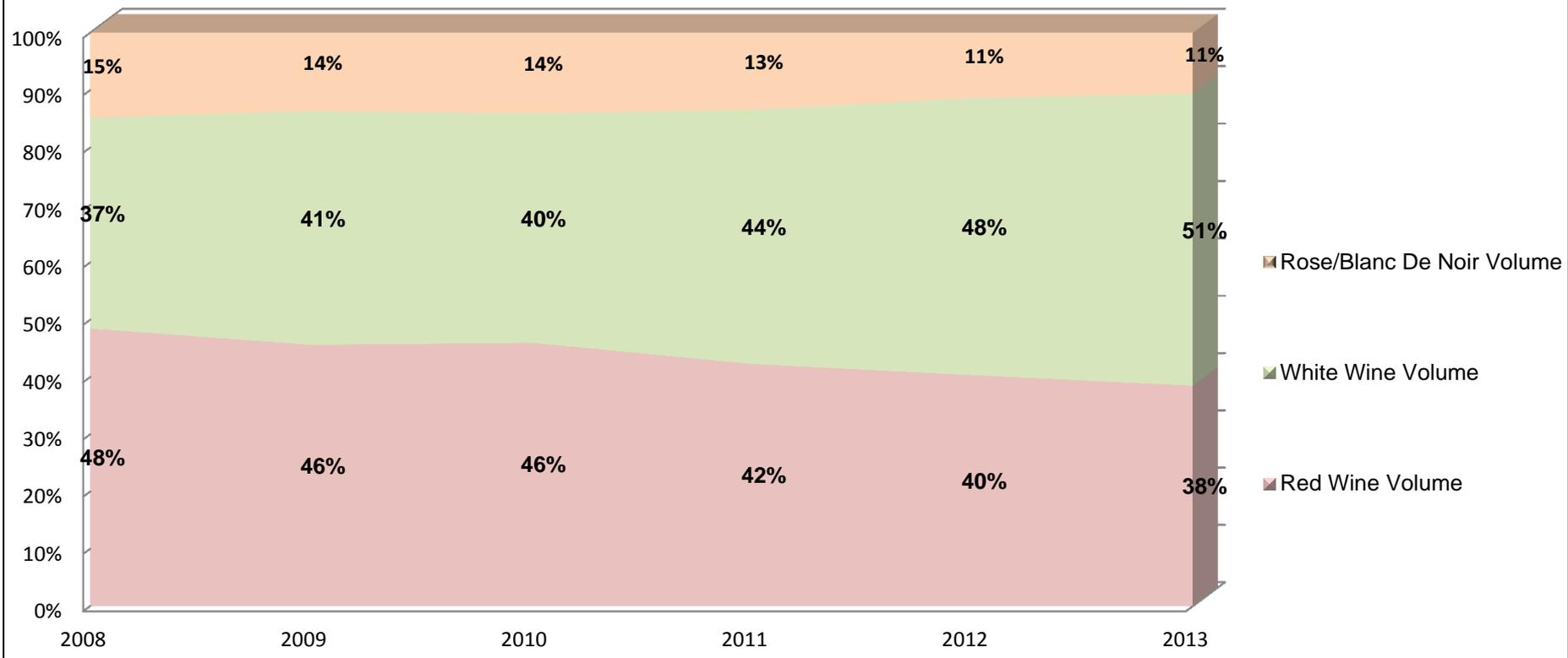


	2008	2009	2010	2011	2012	2013
Red Wine Volume	14 183 395.52	12 592 131.25	12 339 835.49	10 503 062.32	9 035 055.86	8 458 154.70
White Wine Volume	10 756 177.27	11 248 265.98	10 729 187.65	11 015 631.79	10 826 654.00	11 198 542.63
Rose/Blanc De Noir Volume	4 332 201.20	3 764 454.21	3 771 053.34	3 335 759.00	2 547 355.50	2 330 543.50
Red Average Price/Litre	R 20.29	R 20.67	R 20.87	R 23.07	R 23.91	R 24.23
White Average Price/Litre	R 20.37	R 19.11	R 20.13	R 20.30	R 20.67	R 20.57
Rose/Blanc De Noir Average Price/Litre	R 15.03	R 14.98	R 15.19	R 13.34	R 13.84	R 14.09

- In 2013, Rose/Blanc De Noir export volumes to the Netherlands were 2.3 million litres, compared to 11.2 million litres of White Wine. Red Wine export volumes had decreased from 14.2 million litres in 2008 to 8.5 million litres in 2013.
- The average Price Per Litre for Red Wine had increased from R20.29 in 2008 to R24.23 in 2013.

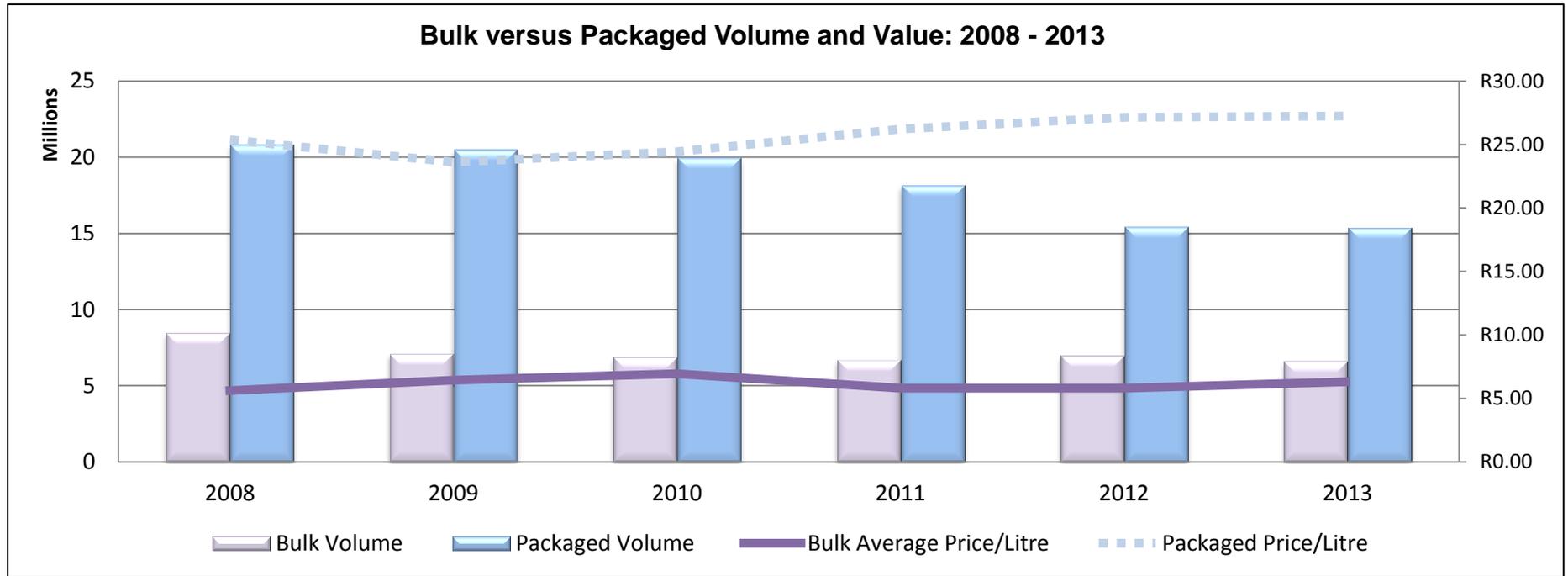
THE NETHERLANDS EXPORT TRENDS: RED VS. WHITE VS. ROSE/BLANC DE NOIR (2008 – 2013)

Wine Export Trends: Red versus White versus Rose/Blanc De Noir 2008 - 2013



- The proportion of Rose/Blanc De Noir exported to the Netherlands had decreased from 15% in 2008 to 11% in 2013, while Red Wine exported to the Netherlands had decreased from 48% to 38% over the same period.
- White Wine accounted for 51% of wine exports to the Netherlands in 2013.

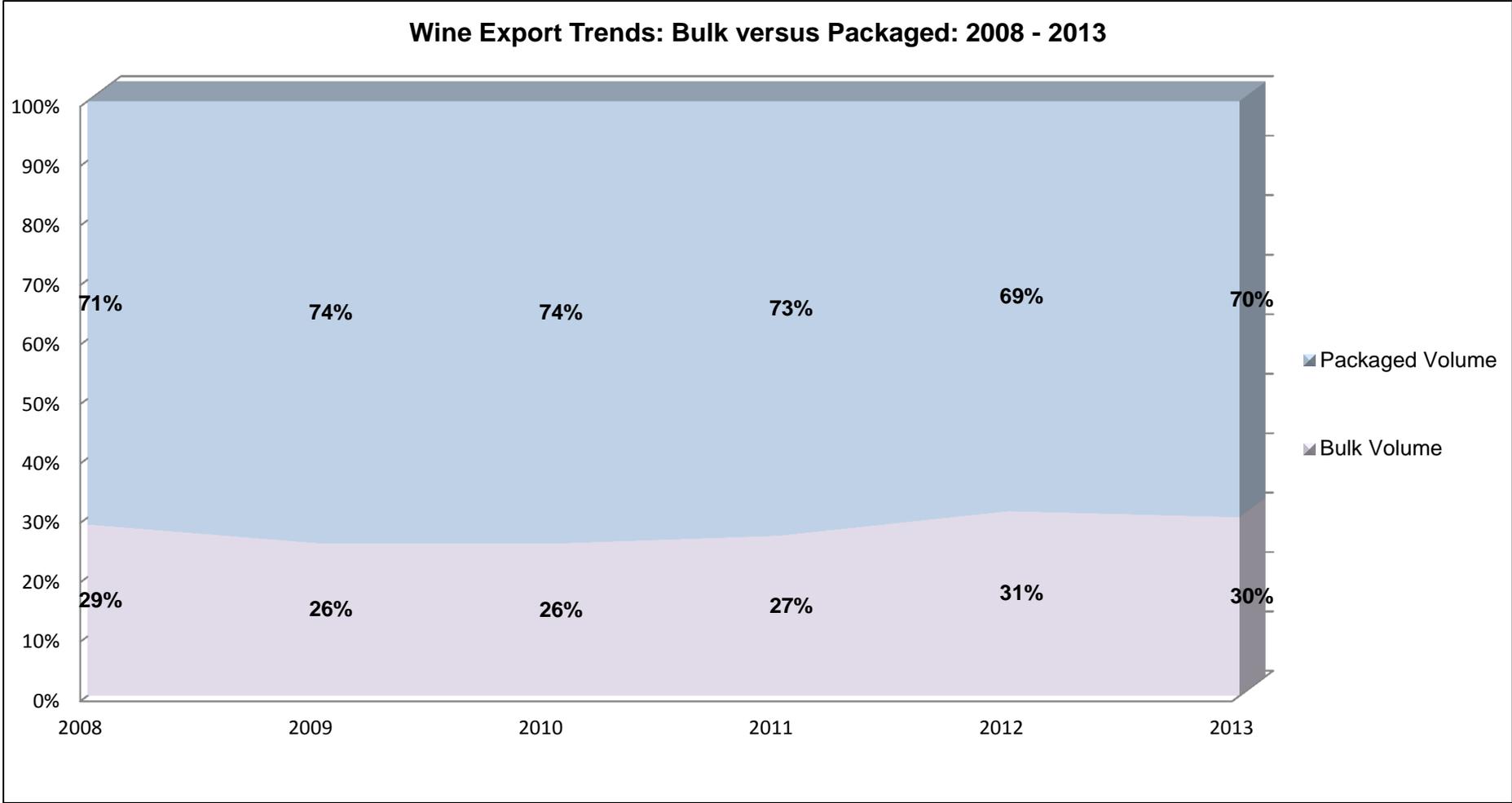
THE NETHERLANDS BY BULK VS. PACKAGED: VOLUME AND PRICE PER LITRE (2008 – 2013)



	2008	2009	2010	2011	2012	2013
Bulk Volume	8 438 785.00	7 091 858.00	6 868 519.00	6 696 505.00	6 966 141.00	6 608 661.00
Packaged Volume	20 832 988.99	20 512 993.44	19 971 557.48	18 157 948.11	15 442 924.36	15 378 579.83
Bulk Average Price/Litre	R 5.62	R 6.44	R 6.94	R 5.81	R 5.82	R 6.31
Packaged Price/Litre	R 25.37	R 23.62	R 24.43	R 26.22	R 27.14	R 27.26

- Packaged export volumes to the Netherlands were recorded at 15.4 million litres in 2013, a decrease from 20.8 million litres in 2008. Bulk export volumes had decreased from 8.4 million litres in 2008 to 6.6 million litres in 2013.
- The average Price Per Litre for Packaged exports to the Netherlands had increased from R25.37 in 2008 to R27.26 in 2013.

THE NETHERLANDS EXPORT TRENDS: BULK VS. PACKAGED (2008 – 2013)



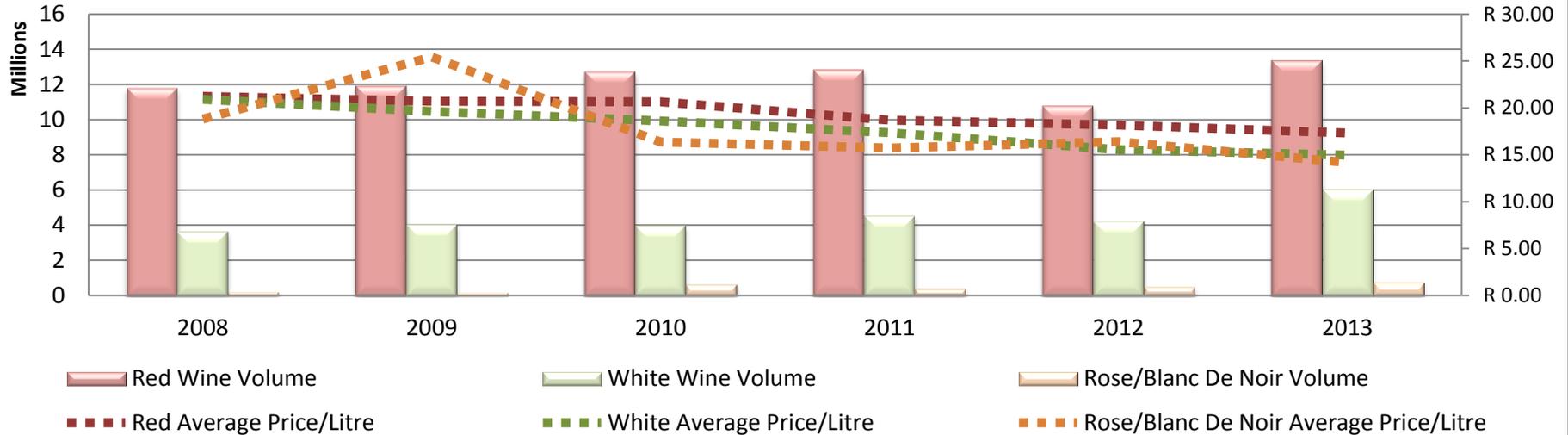
● Of the total volumes exported to the Netherlands, 70% were Packaged exports in 2013 compared to the 30% that were Bulk exports.

WINE EXPORTS COUNTRY ANALYSIS: DENMARK 2008 - 2013



DENMARK BY RED VS. WHITE VS. ROSE/BLANC DE NOIR: VOLUME AND PRICE PER LITRE (2008 – 2013)

Red versus White versus Rose/Blanc De Noir Volume and Value: 2008 - 2013

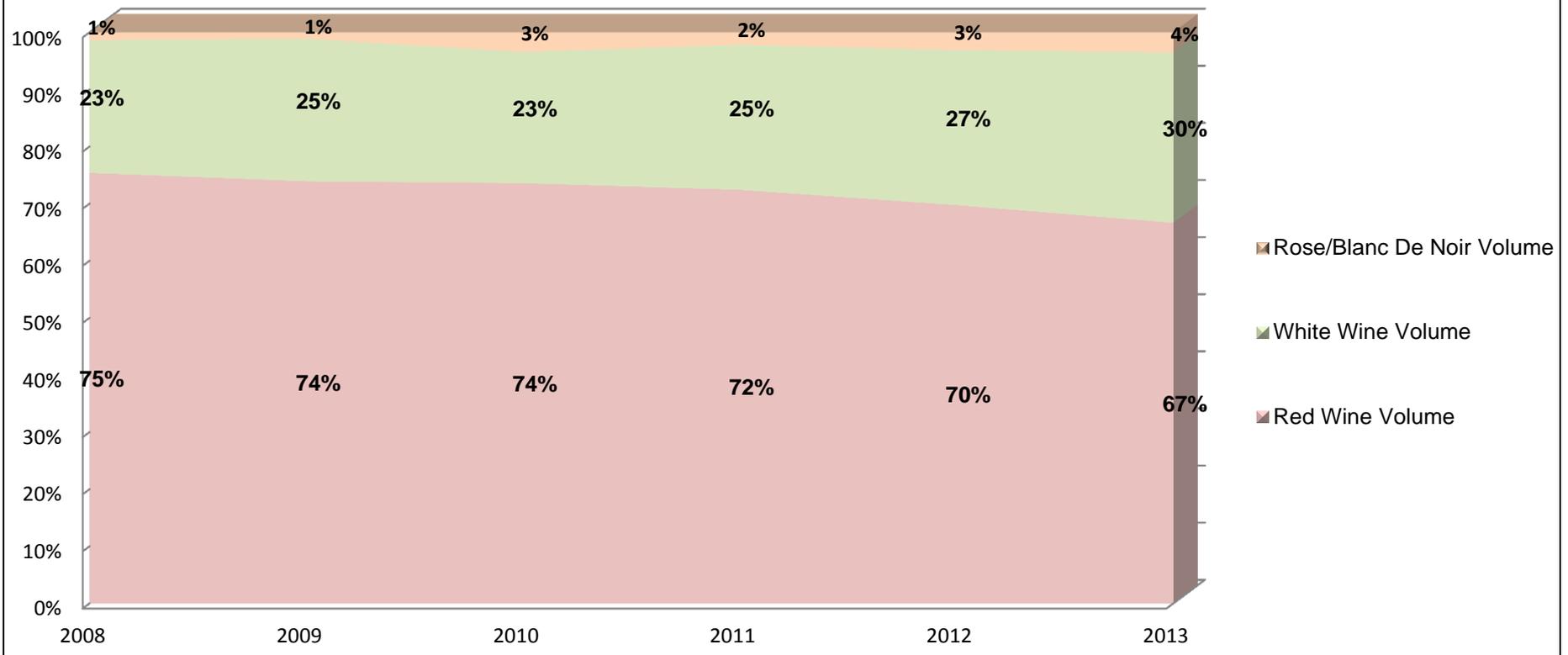


	2008	2009	2010	2011	2012	2013
Red Wine Volume	11 813 161.08	11 941 697.95	12 751 176.87	12 856 604.19	10 817 734.42	13 372 020.60
White Wine Volume	3 640 287.16	4 036 120.60	3 980 170.13	4 516 210.55	4 212 249.21	5 990 419.44
Rose/Blanc De Noir Volume	222 405.00	183 315.75	602 080.00	388 712.00	487 576.46	711 613.72
Red Average Price/Litre	R 21.23	R 20.72	R 20.65	R 18.70	R 18.16	R 17.31
White Average Price/Litre	R 20.91	R 19.62	R 18.61	R 17.36	R 15.54	R 14.95
Rose/Blanc De Noir Average Price/Litre	R 18.81	R 25.44	R 16.35	R 15.71	R 16.39	R 14.19

- In 2013, Red Wine export volumes to Denmark were 13.4 million litres, compared to 0.7 million litres of Rose/Blanc De Noir. White Wine export volumes had increased from 3.6 million litres in 2008 to 6.0 million litres in 2013.
- The average Price Per Litre for White Wine had decreased from R20.91 in 2008 to R14.95 in 2013, while the average Price Per Litre of Rose/Blanc De Noir had also decreased from R18.81 to R14.19 over the same period.

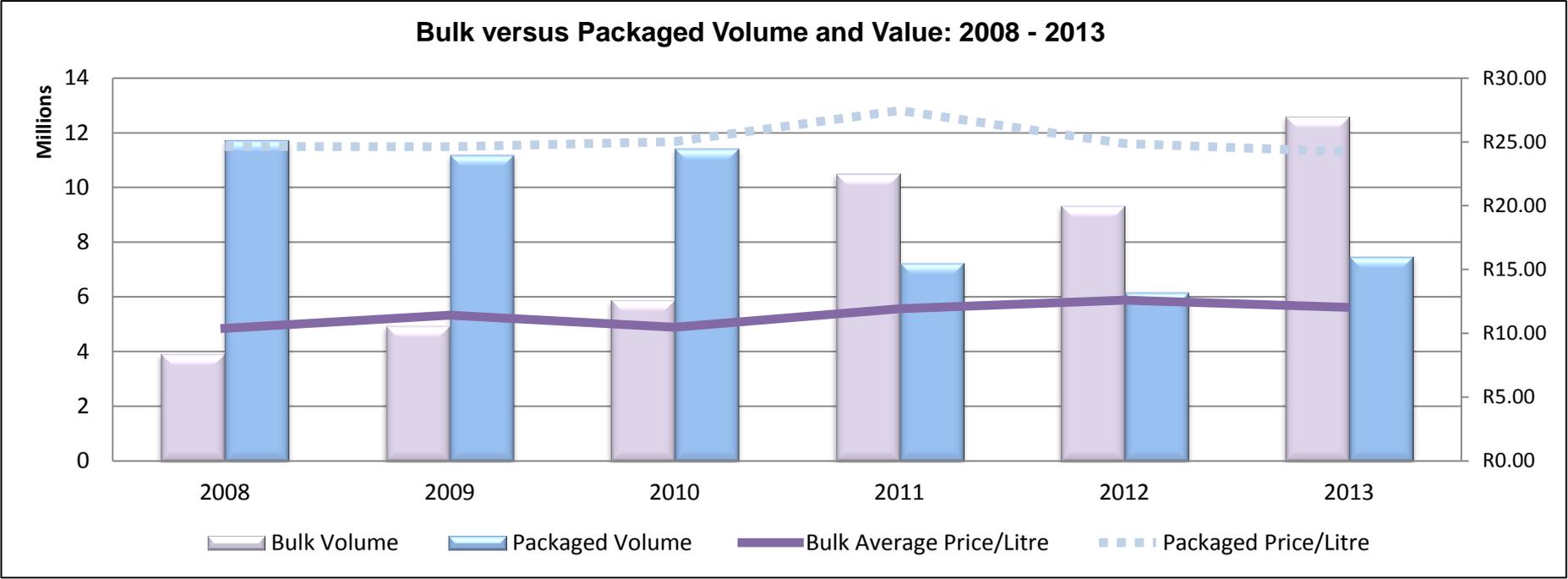
DENMARK EXPORT TRENDS: RED VS. WHITE VS. ROSE/BLANC DE NOIR (2008 – 2013)

Wine Export Trends: Red versus White versus Rose/Blanc De Noir 2008 - 2013



- The proportion of White Wine exported to Denmark had increased from 23% in 2008 to 30% in 2013, while Red Wine exported to Denmark had decreased from 75% to 67% over the same period.
- Rose/Blanc De Noir exports had increased from 1% of wine exports to Denmark in 2008 to 4% in 2013.

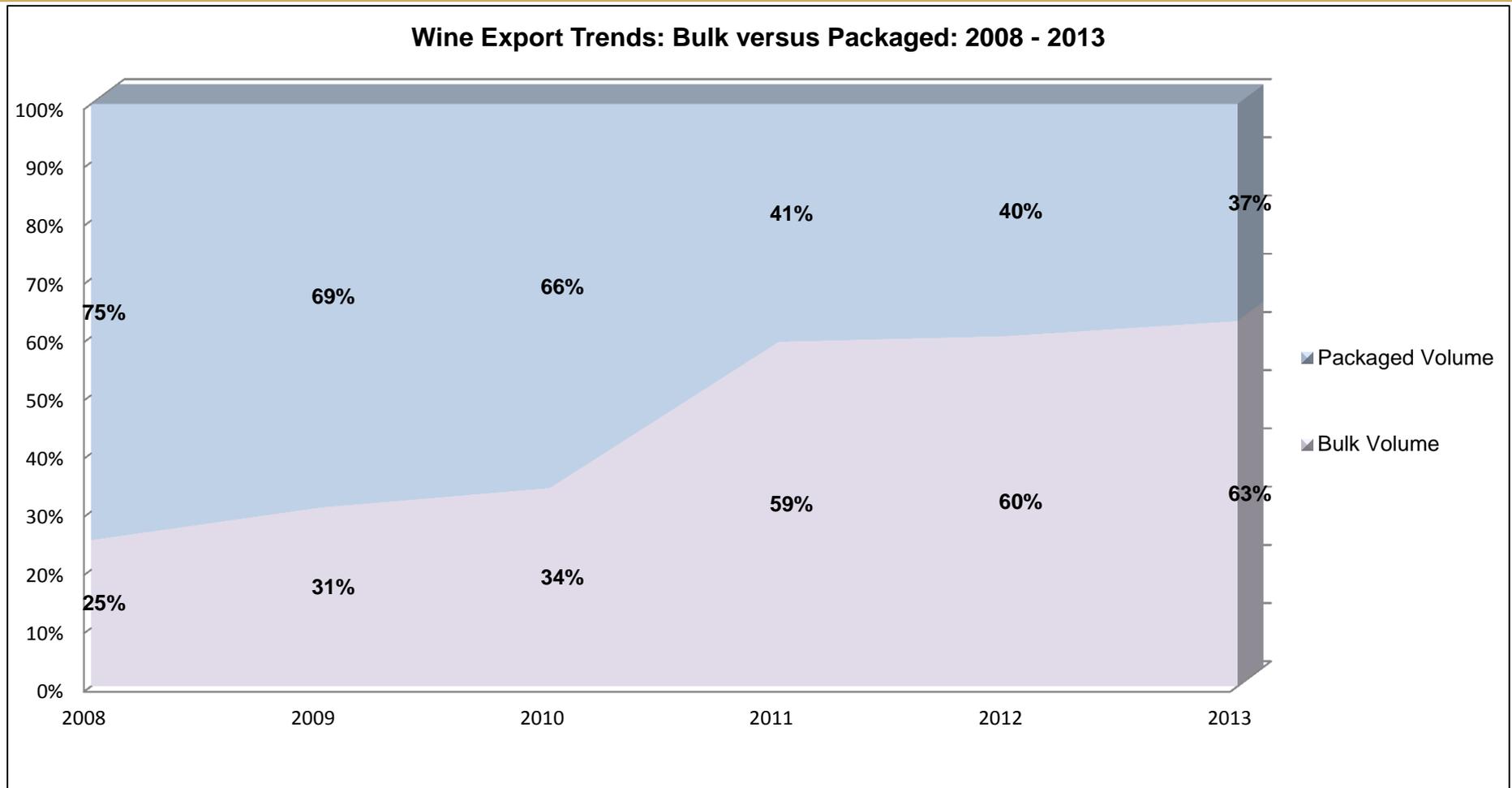
DENMARK BY BULK VS. PACKAGED: VOLUME AND PRICE PER LITRE (2008 – 2013)



	2008	2009	2010	2011	2012	2013
Bulk Volume	3 935 227.00	4 961 991.00	5 900 100.00	10 507 970.00	9 334 028.00	12 592 591.00
Packaged Volume	11 740 626.24	11 199 143.30	11 433 327.00	7 253 556.74	6 183 532.09	7 481 462.76
Bulk Average Price/Litre	R 10.38	R 11.43	R 10.48	R 11.92	R 12.61	R 12.04
Packaged Price/Litre	R 24.64	R 24.62	R 25.03	R 27.47	R 24.87	R 24.22

- Bulk export volumes to Denmark were recorded at 12.6 million litres in 2013, an increase from 3.9 million litres in 2008. Packaged export volumes had decreased from 11.7 million litres in 2008 to 7.5 million litres in 2013.
- The average Price Per Litre for Bulk exports to Denmark had increased from R10.38 in 2008 to R12.04 in 2013.

DENMARK EXPORT TRENDS: BULK VS. PACKAGED (2008 – 2013)

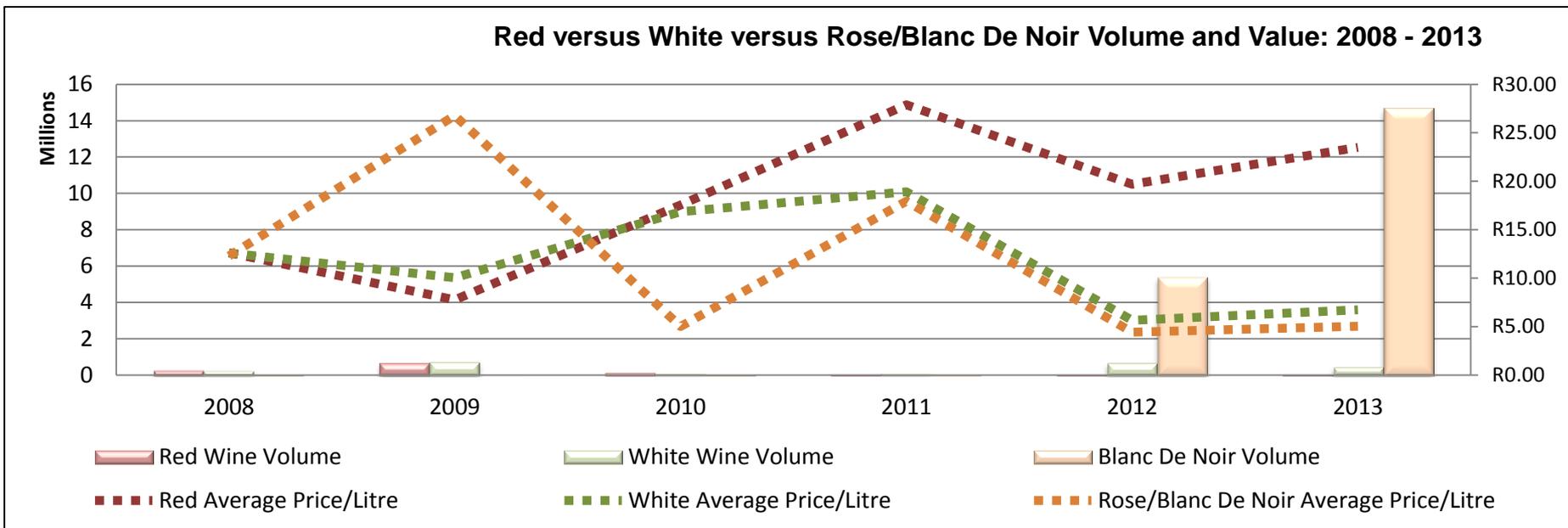


● Of the total volumes exported to Denmark, 37% were Packaged exports in 2013 compared to the 63% that were Bulk exports. This was in contrast to 2008, where 75% of exports to Denmark were Packaged and 25% were Bulk.

WINE EXPORTS COUNTRY ANALYSIS: ITALY 2008 - 2013



ITALY BY RED VS. WHITE VS. ROSE/BLANC DE NOIR: VOLUME AND PRICE PER LITRE (2008 – 2013)

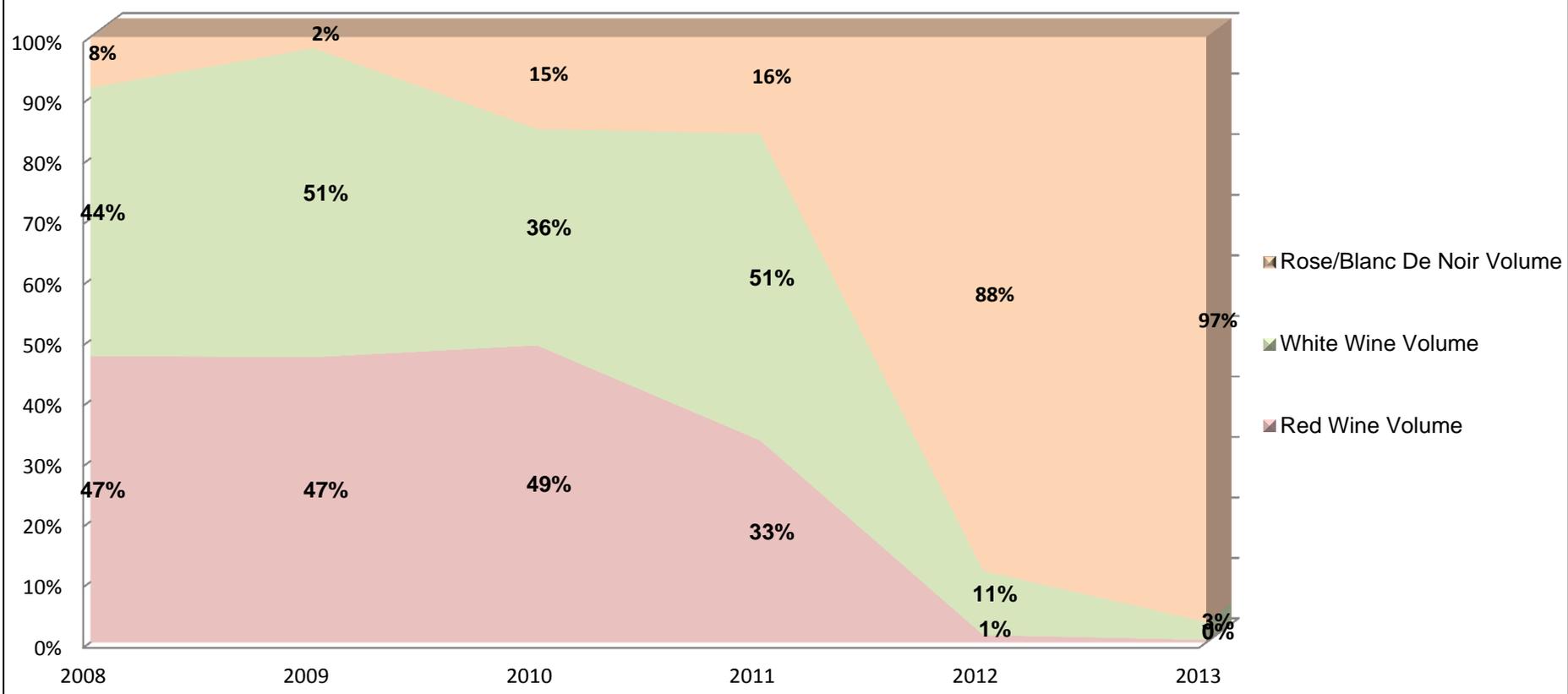


	2008	2009	2010	2011	2012	2013
Red Wine Volume	283 192.00	652 253.50	162 877.00	85 137.25	74 490.00	61 661.00
White Wine Volume	264 794.00	705 614.50	118 520.00	129 219.50	654 951.75	449 462.50
Rose/Blanc De Noir Volume	49 985.00	25 405.00	50 200.00	40 655.00	5 424 617.00	14 670 646.50
Red Average Price/Litre	R 12.62	R 7.77	R 17.54	R 27.90	R 19.70	R 23.49
White Average Price/Litre	R 12.60	R 10.03	R 16.86	R 18.90	R 5.65	R 6.72
Rose/Blanc De Noir Average Price/Litre	R 12.30	R 26.78	R 5.00	R 17.93	R 4.43	R 5.03

- In 2013, Rose/Blanc De Noir export volumes to Italy were 14.7 million litres, which was a substantial increase from the 49 985 litres of Rose/Blanc De Noir that were exported to the same country in 2008.
- The average Price Per Litre for Rose/Blanc De Noir had decreased from R12.30 in 2008 to R5.03 in 2013, while the average Price Per Litre of Red Wine had increased from R12.62 to R23.49 over the same period.

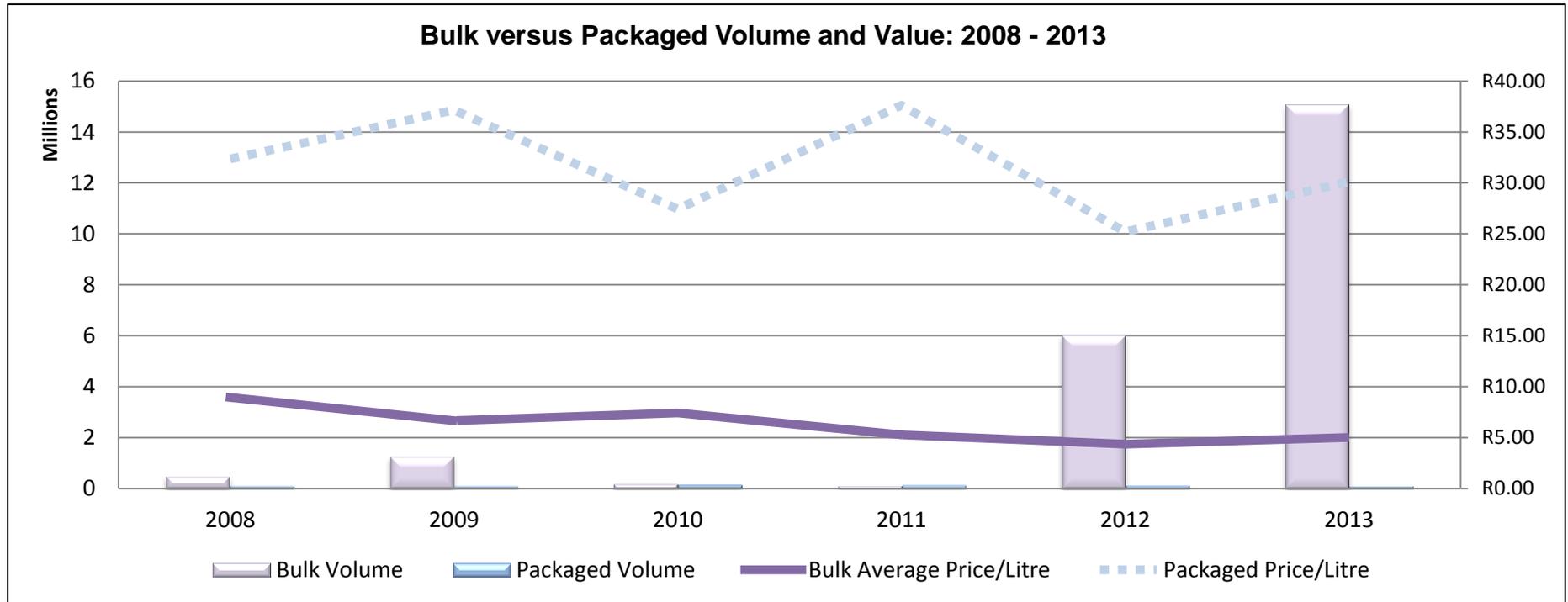
ITALY EXPORT TRENDS: RED VS. WHITE VS. ROSE/BLANC DE NOIR (2008 – 2013)

Wine Export Trends: Red versus White versus Rose/Blanc De Noir 2008 - 2013



● The proportion of Rose/Blanc De Noir exported to Italy had increased from 8% in 2008 to 97% in 2013, while White Wine exported to Italy had decreased from 44% to 3% over the same period.

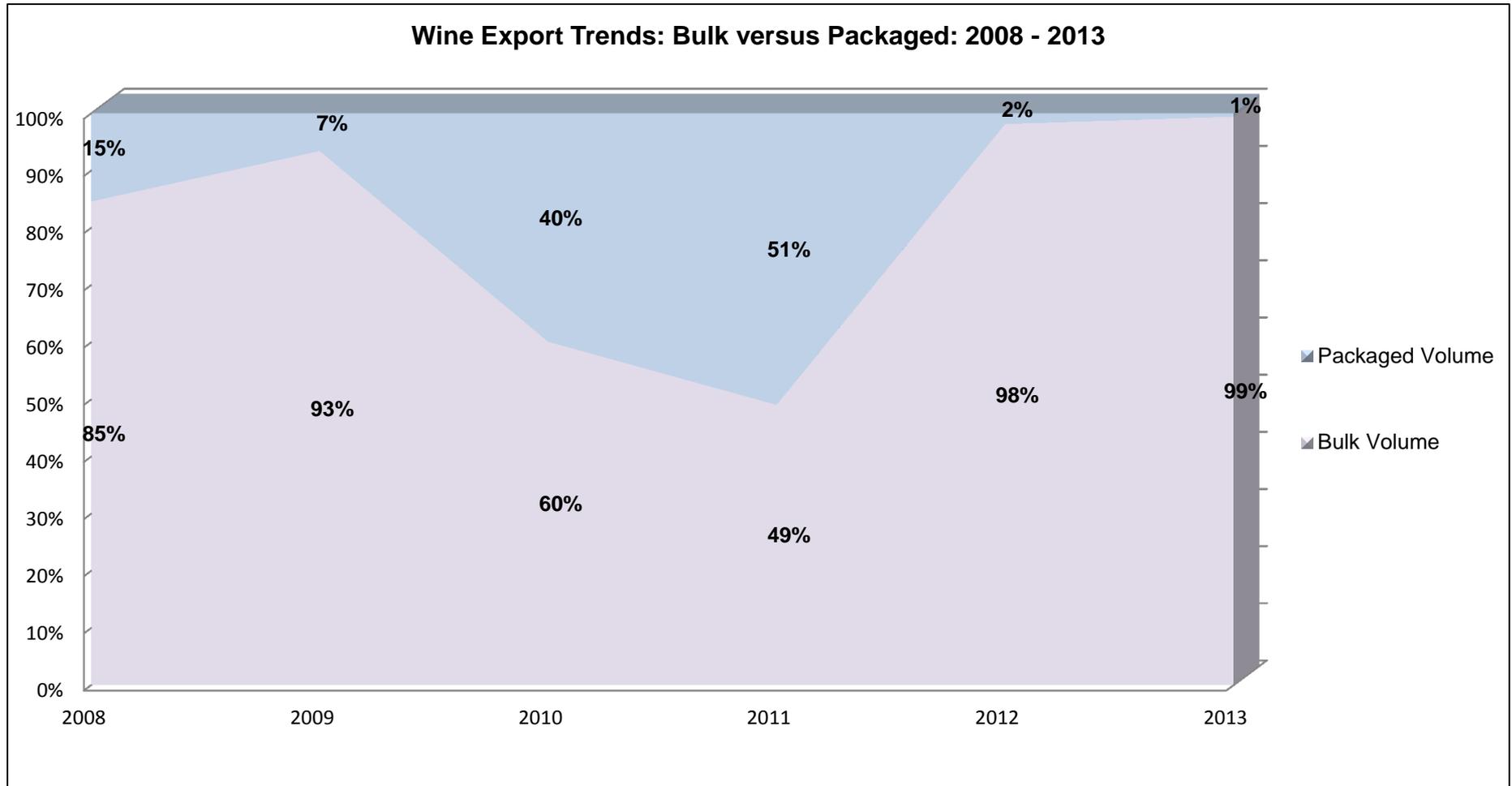
ITALY BY BULK VS. PACKAGED: VOLUME AND PRICE PER LITRE (2008 – 2013)



	2008	2009	2010	2011	2012	2013
Bulk Volume	505 850.00	1 292 472.00	199 270.00	125 090.00	6 039 560.00	15 096 405.00
Packaged Volume	92 121.00	90 801.00	132 327.00	129 921.75	114 498.75	85 365.00
Bulk Average Price/Litre	R 8.93	R 6.67	R 7.41	R 5.28	R 4.35	R 5.02
Packaged Price/Litre	R 32.35	R 37.14	R 27.43	R 37.61	R 25.22	R 30.12

- Bulk export volumes to Italy were recorded at 15.1 million litres in 2013, a substantial increase from the 0.5 million litres in 2008.
- The average Price Per Litre for Bulk exports to Italy had decreased from R8.93 in 2008 to R5.02 in 2013.

ITALY EXPORT TRENDS: BULK VS. PACKAGED (2008 – 2013)

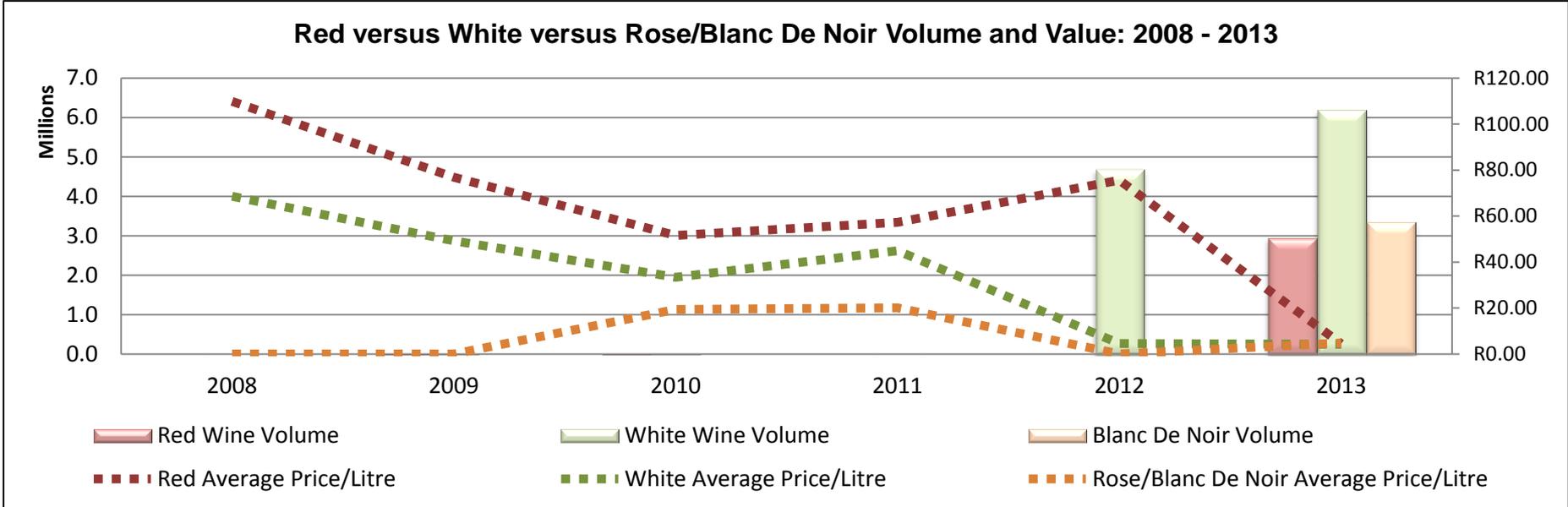


● Of the total volumes exported to Italy, 99% were Bulk exports in 2013 compared to the 1% that were Packaged exports. This was in comparison to 2008, where 85% of exports to Italy were Bulk and 15% were Packaged.

WINE EXPORTS COUNTRY ANALYSIS: SPAIN 2008 - 2013



SPAIN BY RED VS. WHITE VS. ROSE/BLANC DE NOIR: VOLUME AND PRICE PER LITRE (2008 – 2013)

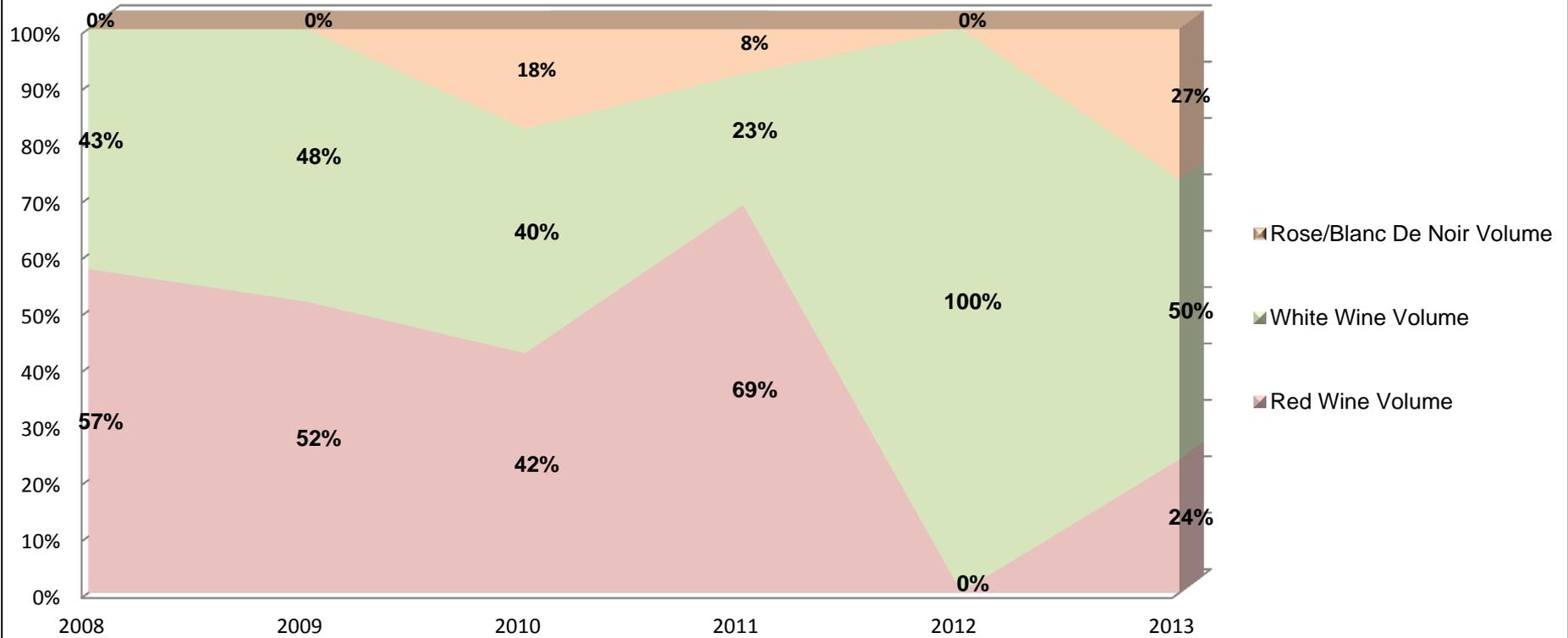


	2008	2009	2010	2011	2012	2013
Red Wine Volume	5 341.50	25 266.00	23 617.50	10 836.00	5 571.00	2 941 778.00
White Wine Volume	3 969.00	23 701.50	22 191.00	3 672.00	4 690 636.00	6 186 122.00
Rose/Blanc De Noir Volume	N/A	N/A	9 841.50	1 260.00	N/A	3 330 127.00
Red Average Price/Litre	R 109.91	R 76.90	R 51.53	R 57.31	R 75.54	R 4.40
White Average Price/Litre	R 68.55	R 49.20	R 33.36	R 44.87	R 4.57	R 4.27
Rose/Blanc De Noir Average Price/Litre	N/A	N/A	R 19.40	R 20.12	N/A	R 4.81

- In 2013, White Wine export volumes to Spain was 6.2 million litres, which was a substantial increase from the 3 969 litres of White Wine that were exported to the same country in 2008. Red Wine exports to Spain amounted to 2.9 million litres in 2013, while Rose/Blanc De Noir exports were 3.3 million for the same year.
- The average Price Per Litre for Red Wine had decreased from R109.91 in 2008 to R4.40 in 2013.

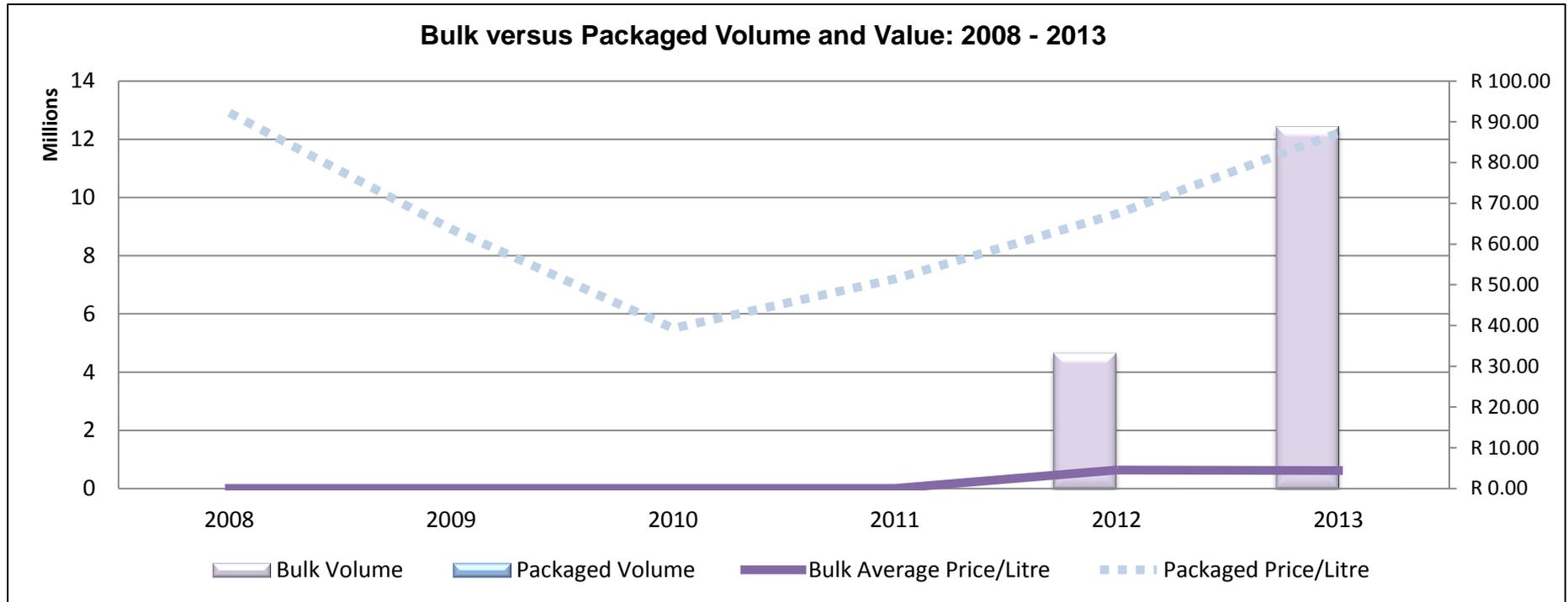
SPAIN EXPORT TRENDS: RED VS. WHITE VS. ROSE/BLANC DE NOIR (2008 – 2013)

Wine Export Trends: Red versus White versus Rose/Blanc De Noir 2008 - 2013



- The proportion of White Wine exported to Spain had increased from 43% in 2008 to 50% in 2013, while Red Wine exports to Spain had decreased from 57% to 24% over the same period.
- Rose/Blanc De Noir accounted for 27% of wine exports to Spain in 2013, up from 0% in 2008.

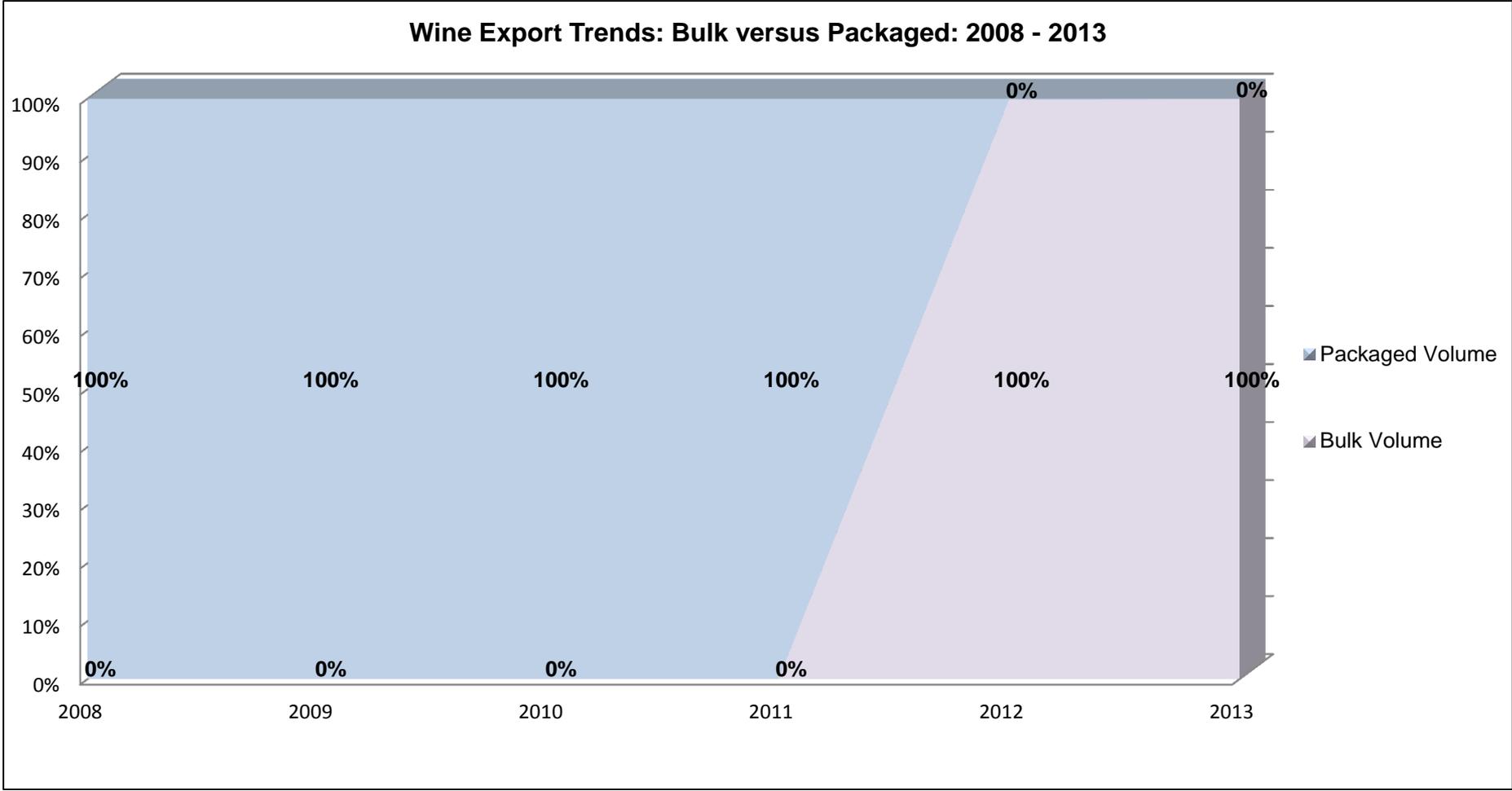
SPAIN BY BULK VS. PACKAGED: VOLUME AND PRICE PER LITRE (2008 – 2013)



	2008	2009	2010	2011	2012	2013
Bulk Volume	N/A	N/A	N/A	N/A	4 687 180.00	12 450 278.00
Packaged Volume	9 310.50	48 967.50	55 650.00	15 768.00	9 027.00	7 749.00
Bulk Average Price/Litre	N/A	N/A	N/A	N/A	R 4.54	R 4.39
Packaged Price/Litre	R 92.22	R 63.69	R 39.30	R 51.45	R 67.38	R 87.22

- Bulk export volumes to Spain were recorded at 12.5 million litres in 2013, an increase from 4.7 million litres in 2012.
- The average Price Per Litre for Packaged exports to Spain had decreased from R92.22 in 2008 to R87.22 in 2013.

SPAIN EXPORT TRENDS: BULK VS. PACKAGED (2008 – 2013)



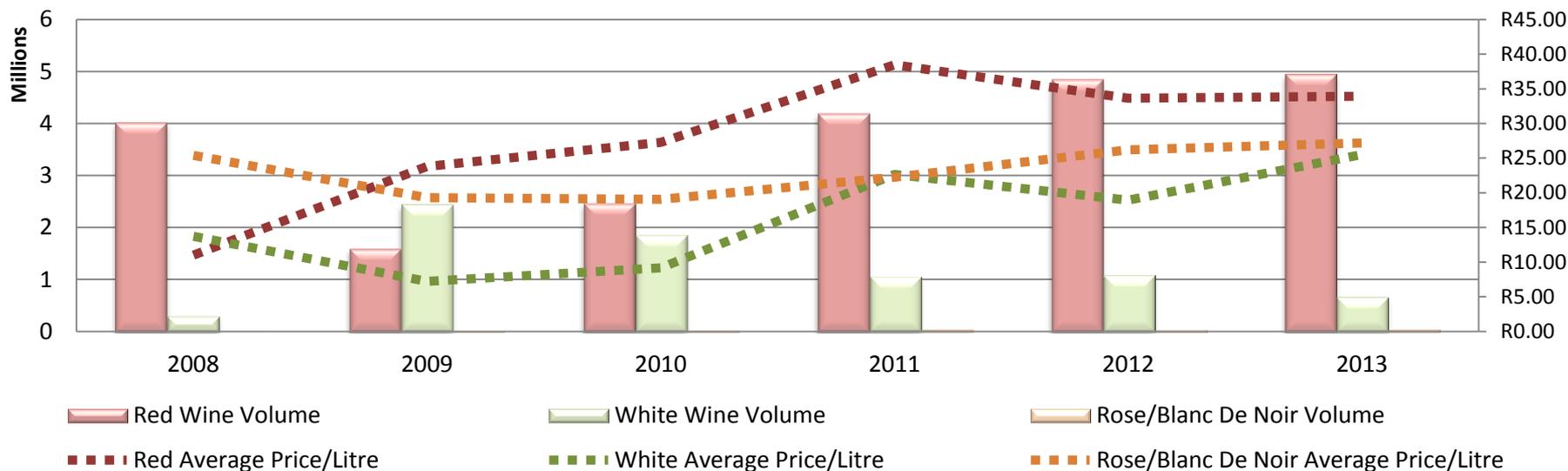
● Of the total volumes exported to Spain from 2008 to 2011, 100% were Packaged exports. In 2012 and 2013, 100% of the total volumes exported were Bulk, compared to 0% Packaged.

WINE EXPORTS COUNTRY ANALYSIS: CHINA 2008 - 2013



CHINA BY RED VS. WHITE VS. ROSE/BLANC DE NOIR: VOLUME AND PRICE PER LITRE (2008 – 2013)

Red versus White versus Rose/Blanc De Noir Volume and Value: 2008 - 2013

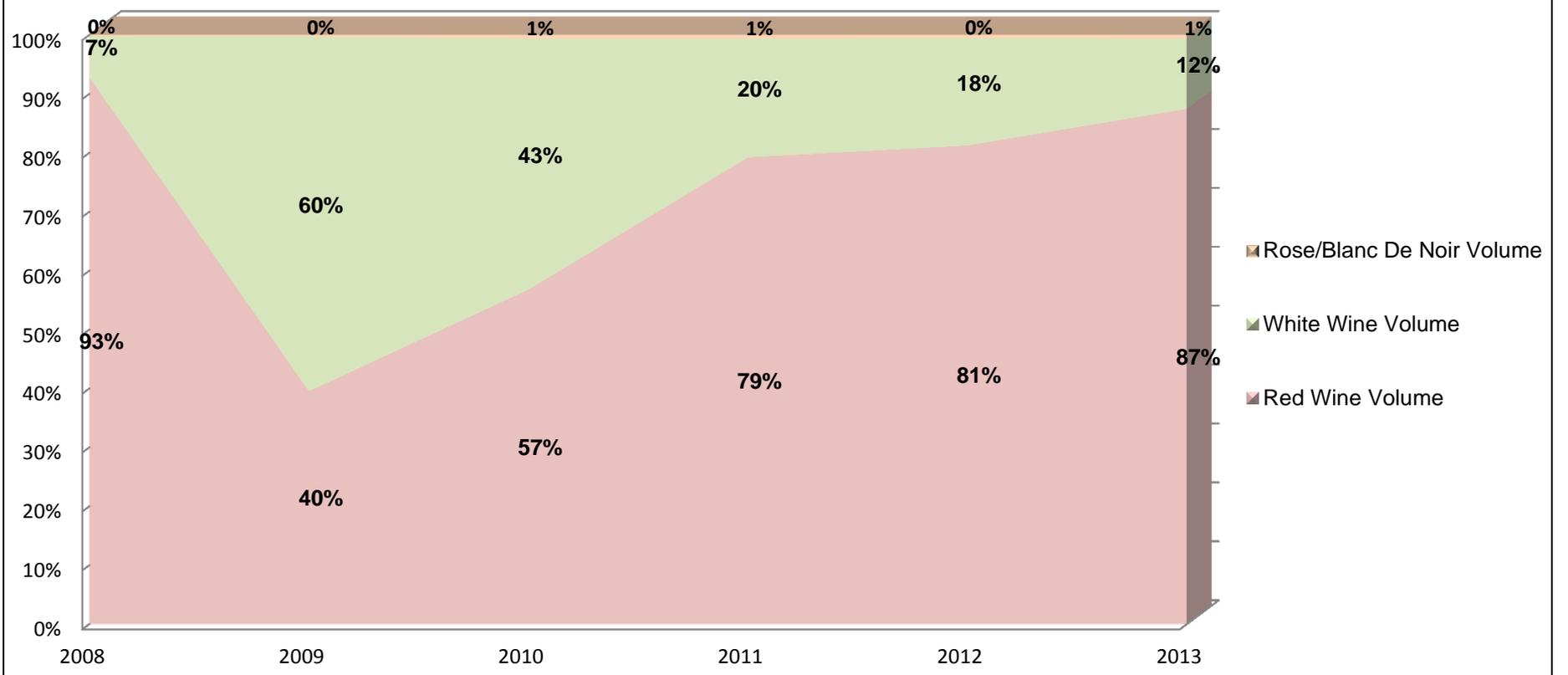


	2008	2009	2010	2011	2012	2013
Red Wine Volume	4 021 018.75	1 603 401.00	2 472 474.05	4 194 190.25	4 849 670.76	4 949 711.90
White Wine Volume	304 579.00	2 443 396.75	1 856 395.00	1 064 196.75	1 092 912.50	675 409.35
Rose/Blanc De Noir Volume	7 060.50	11 556.00	26 235.00	35 870.25	28 080.00	35 856.30
Red Average Price/Litre	R 11.01	R 23.78	R 27.29	R 38.47	R 33.64	R 33.91
White Average Price/Litre	R 13.72	R 7.20	R 9.16	R 22.63	R 18.94	R 25.52
Rose/Blanc De Noir Average Price/Litre	R 25.39	R 19.30	R 19.06	R 22.27	R 26.21	R 27.18

- In 2013, Red Wine export volumes to China were 4.9 million litres, compared to 0.7 million litres of White Wine. Rose/Blanc De Noir export volumes were just 35 856.30 litres in 2013.
- The average Price Per Litre for Red Wine had increased from R11.01 in 2008 to R33.91 in 2013.

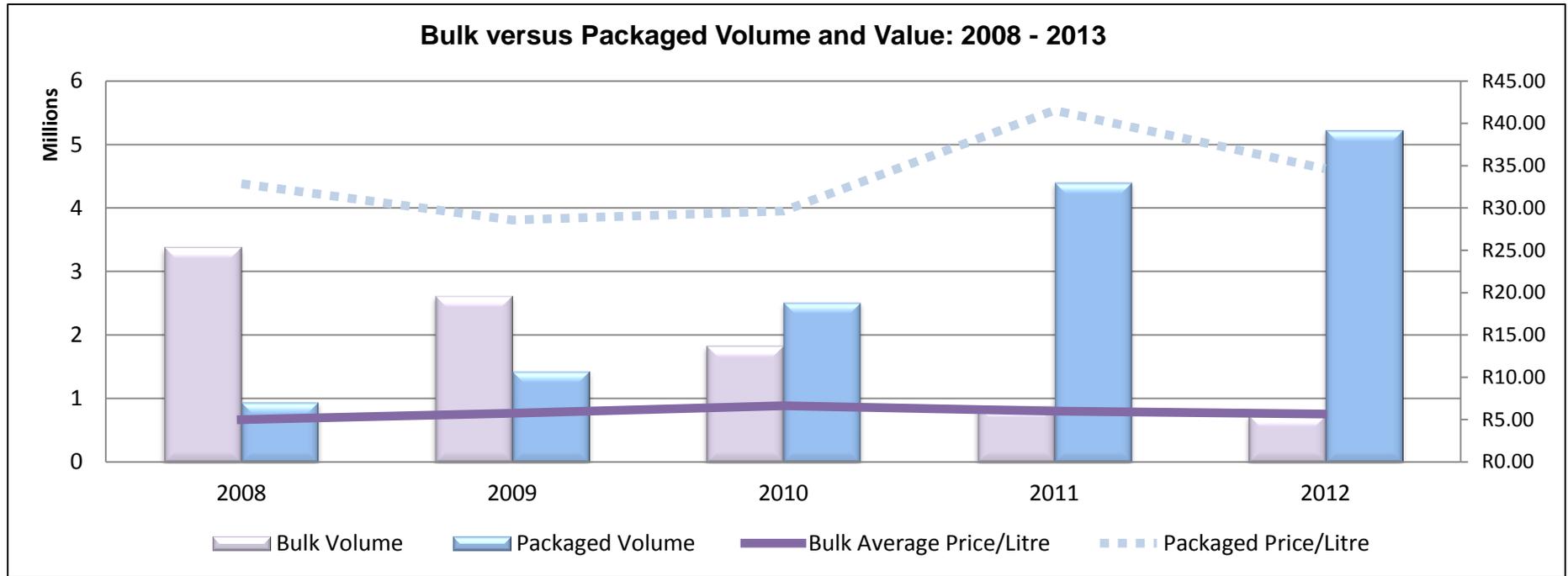
CHINA EXPORT TRENDS: RED VS. WHITE VS. ROSE/BLANC DE NOIR (2008 – 2013)

Wine Export Trends: Red versus White versus Rose/Blanc De Noir 2008 - 2013



- The proportion of White Wine exported to China had increased from 7% in 2008 to 12% in 2013, while Red Wine exported to China had decreased from 93% to 87% over the same period.
- Rose/Blanc De Noir accounted for just 1% of wine exports to China in 2013.

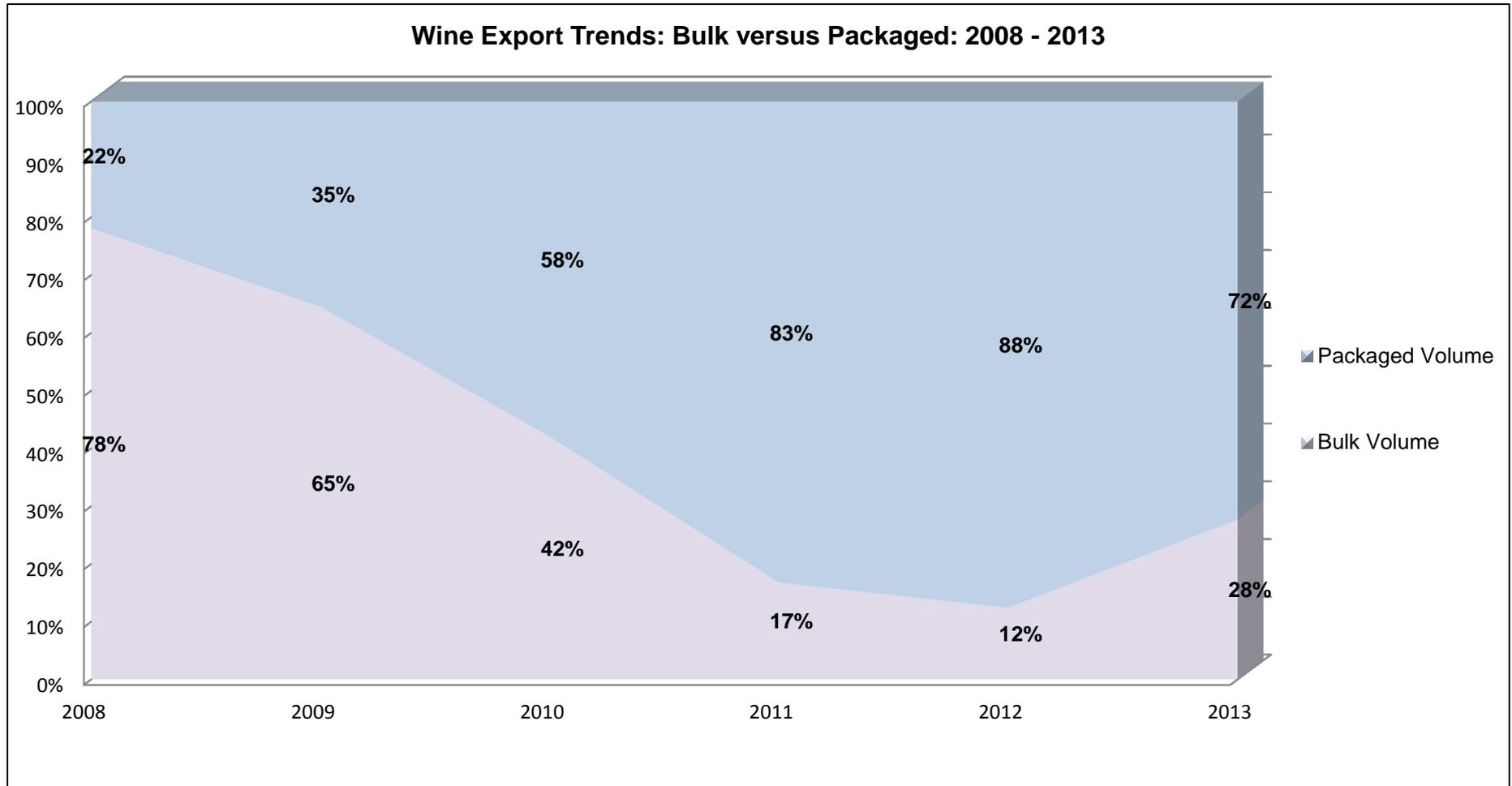
CHINA BY BULK VS. PACKAGED: VOLUME AND PRICE PER LITRE (2008 – 2013)



	2008	2009	2010	2011	2012	2013
Bulk Volume	3 382 944.00	2 619 826.00	1 832 064.00	888 255.00	743 102.00	1 567 123.00
Packaged Volume	949 714.25	1 438 527.75	2 523 040.05	4 406 002.25	5 227 561.26	4 093 854.55
Bulk Average Price/Litre	R 5.00	R 5.74	R 6.64	R 6.00	R 5.66	R 6.26
Packaged Price/Litre	R 32.87	R 28.57	R 29.64	R 41.54	R 34.62	R 41.97

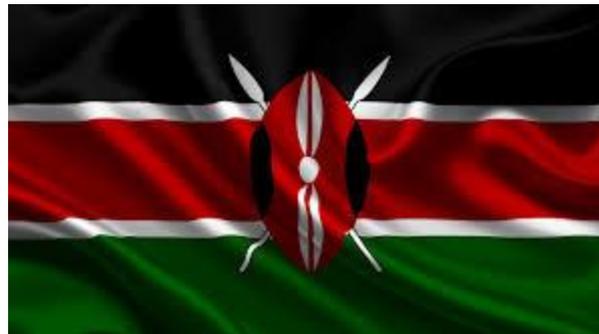
- Packaged export volumes to China were recorded at 4.1 million litres in 2013, an increase from 0.9 million litres in 2008. Bulk export volumes had decreased from 3.4 million litres in 2008 to 1.6 million litres in 2013.
- The average Price Per Litre for Bulk exports to China had increased From R5.00 in 2008 to R6.26 in 2013.

CHINA EXPORT TRENDS: BULK VS. PACKAGED (2008 – 2013)

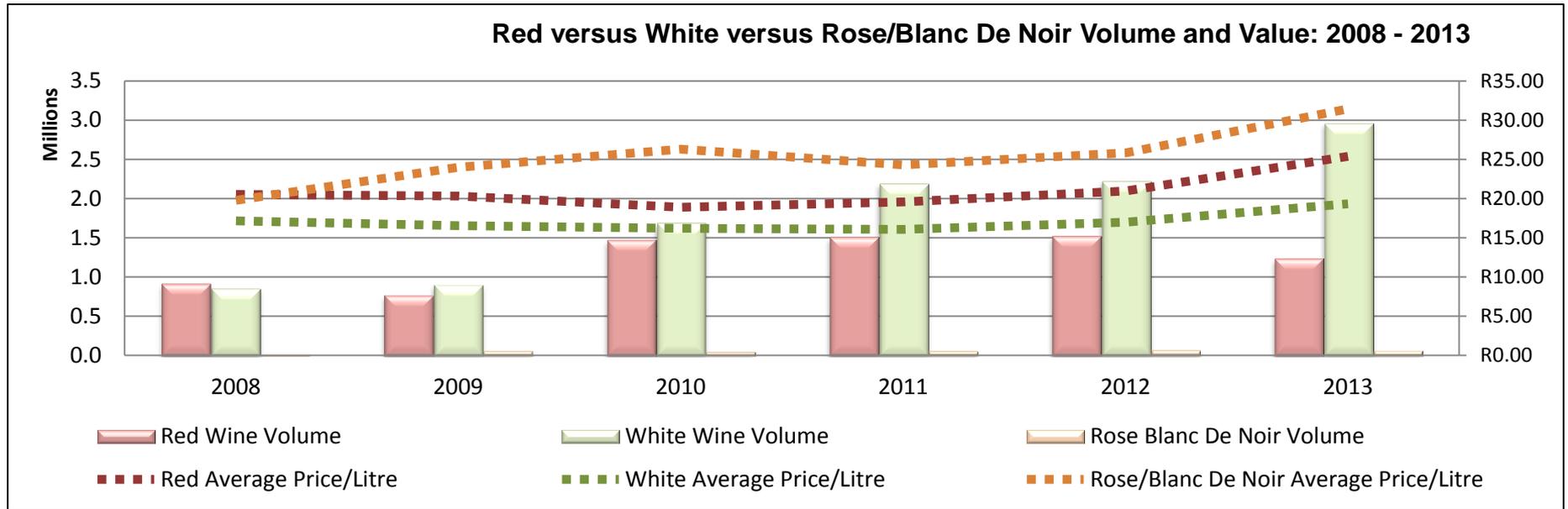


Of the total volumes exported to China, 72% were Packaged exports in 2013 compared to the 28% that were Bulk exports. This was in contrast to 2008, where 22% of exports to China were Packaged and 78% were Bulk.

WINE EXPORTS COUNTRY ANALYSIS: KENYA 2008 - 2013



KENYA BY RED VS. WHITE VS. ROSE/BLANC DE NOIR: VOLUME AND PRICE PER LITRE (2008 – 2013)

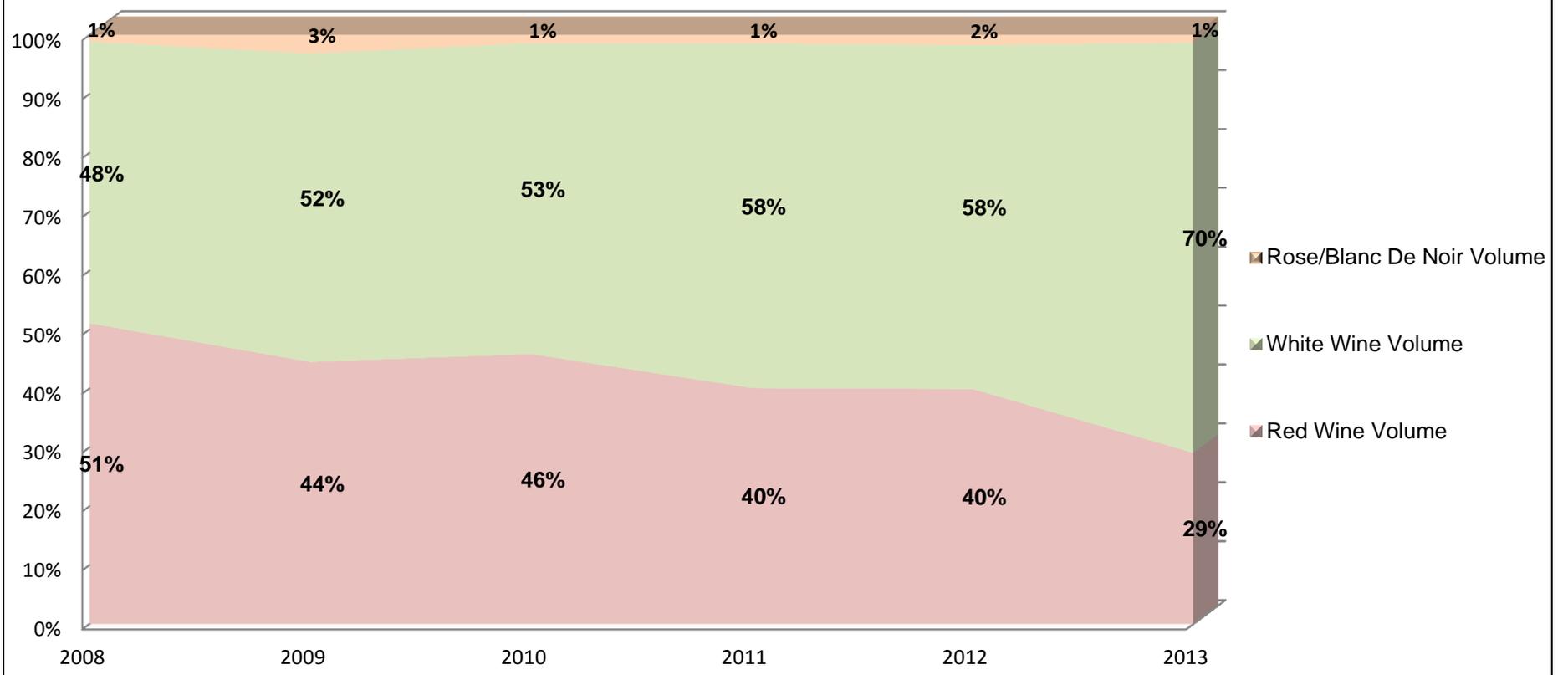


	2008	2009	2010	2011	2012	2013
Red Wine Volume	918 056.48	771 151.50	1 471 896.00	1 504 017.10	1 519 252.30	1 236 154.36
White Wine Volume	859 924.45	908 399.25	1 694 696.50	2 196 885.00	2 225 847.69	2 962 958.38
Rose/Blanc De Noir Volume	20 022.50	54 253.75	44 550.75	54 610.50	64 820.50	56 081.50
Red Average Price/Litre	R 20.51	R 20.30	R 18.89	R 19.55	R 20.95	R 25.36
White Average Price/Litre	R 17.15	R 16.52	R 16.19	R 16.04	R 16.97	R 19.31
Rose/Blanc De Noir Average Price/Litre	R 19.77	R 23.99	R 26.30	R 24.28	R 25.82	R 31.44

- In 2013, White Wine export volumes to Kenya were 3.0 million litres, which was an increase from the 0.9 million litres of White Wine that were exported to the same country in 2008.
- The average Price Per Litre for Red Wine had increased from R20.51 in 2008 to R25.36 in 2013, while the average Price Per Litre of Rose/Blanc De Noir had also increased from R19.77 to R31.44 over the same period.

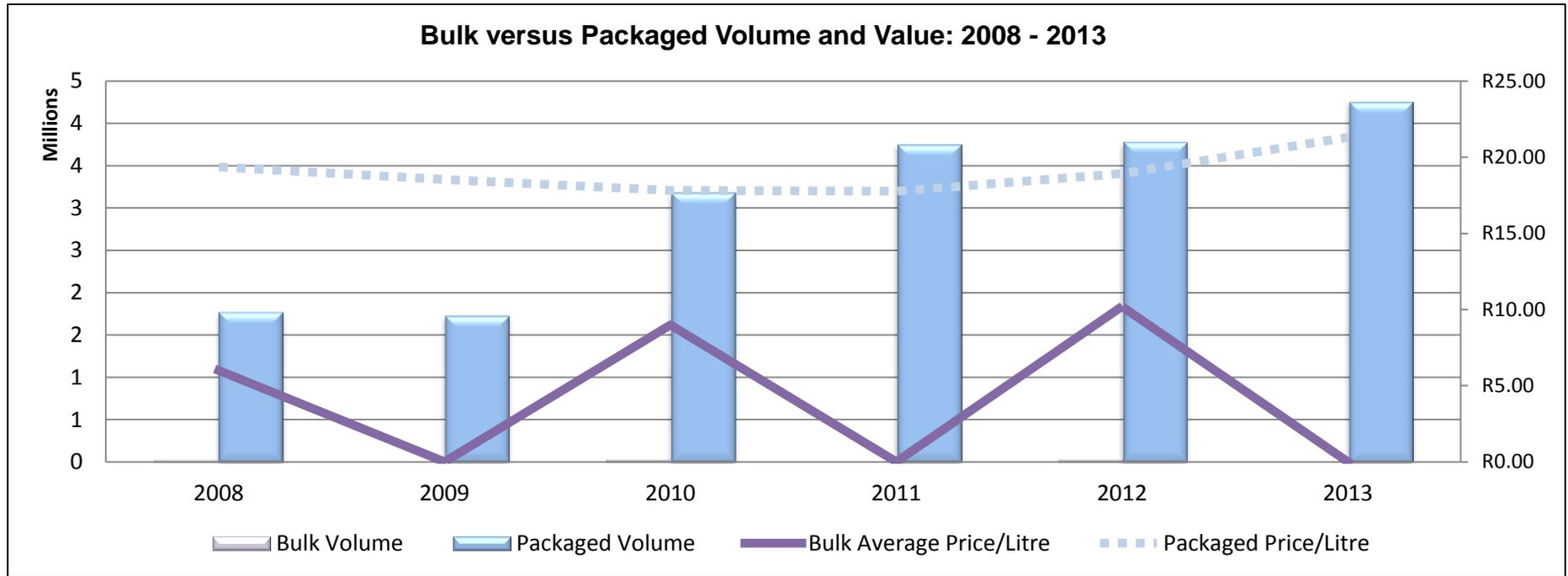
KENYA EXPORT TRENDS: RED VS. WHITE VS. ROSE/BLANC DE NOIR (2008 – 2013)

Wine Export Trends: Red versus White versus Rose/Blanc De Noir 2008 - 2013



- The proportion of White Wine exported to Kenya had increased from 48% in 2008 to 70% in 2013, while Red Wine exported to Kenya had decreased from 51% to 29% over the same period.
- Rose/Blanc De Noir exports had remained relatively stable at 1% over the six year period.

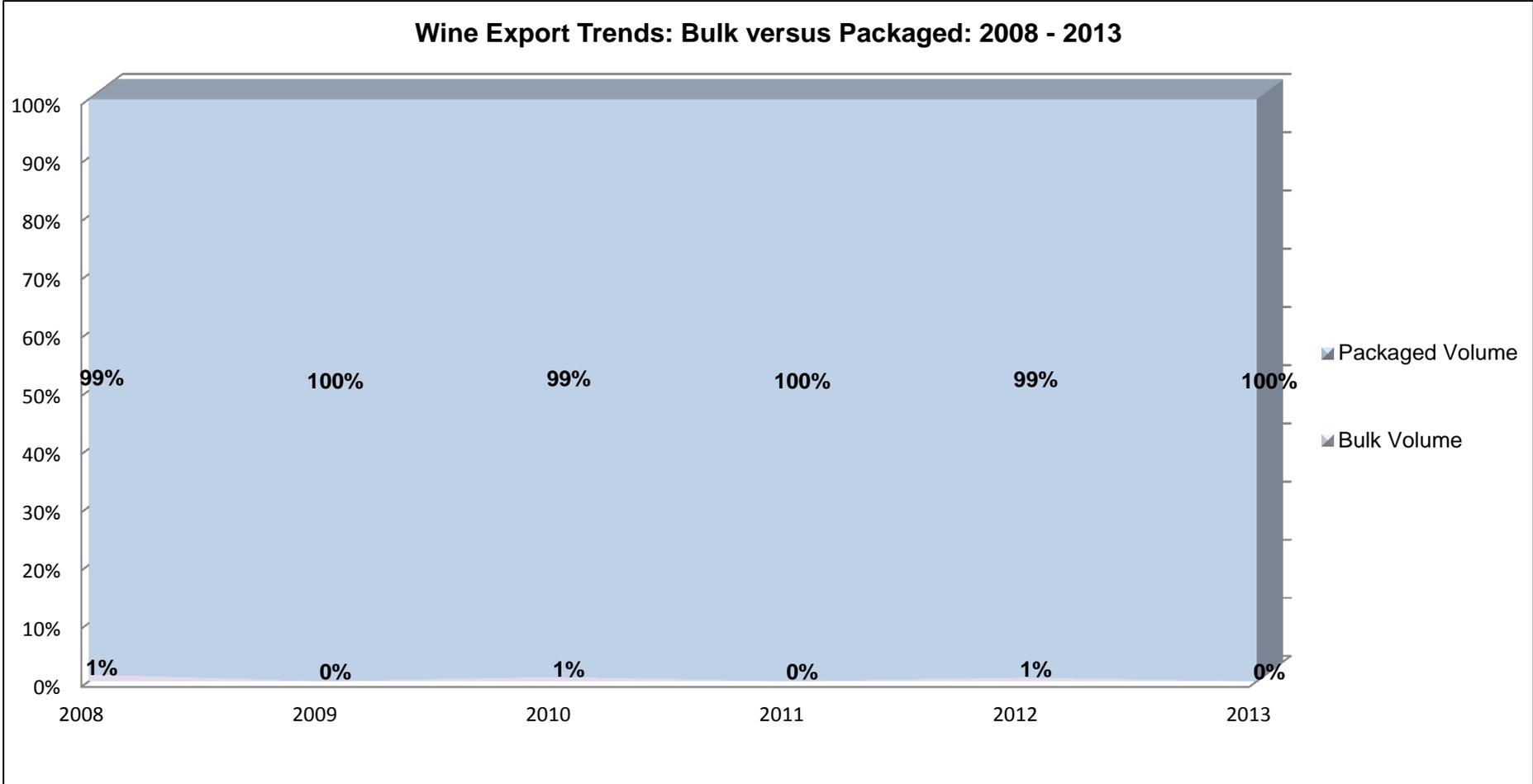
KENYA BY BULK VS. PACKAGED: VOLUME AND PRICE PER LITRE (2008 – 2013)



	2008	2009	2010	2011	2012	2013
Bulk Volume	20 820.00	N/A	24 000.00	N/A	23 980.00	N/A
Packaged Volume	1 777 183.43	1 733 804.50	3 187 143.25	3 755 512.60	3 785 940.49	4 255 194.24
Bulk Average Price/Litre	R 6.00	N/A	R 9.00	N/A	R 10.20	N/A
Packaged Price/Litre	R 19.37	R 18.54	R 17.83	R 17.76	R 18.93	R 21.30

- Packaged export volumes to Kenya were recorded at 4.3 million litres in 2013, an increase from 1.8 million litres in 2008. Bulk exports decreased from 20 820 litres in 2008 to no Bulk exports in 2013.
- The average Price Per Litre for Packaged exports to Kenya had increased from R19.37 in 2008 to R21.30 in 2013.

KENYA EXPORT TRENDS: BULK VS. PACKAGED (2008 – 2013)



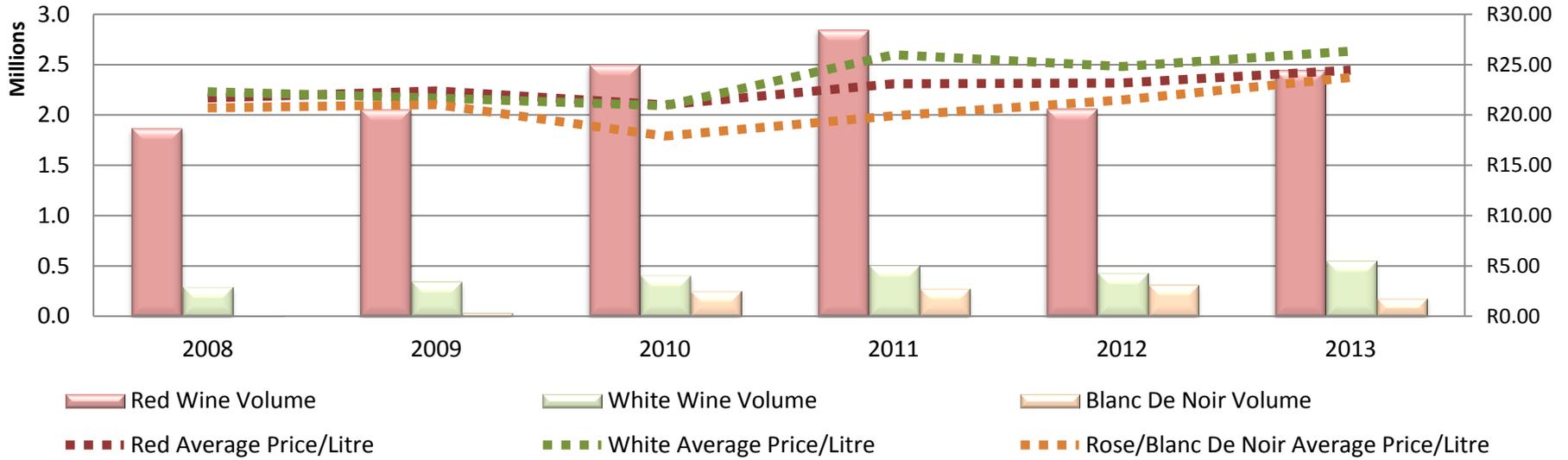
● Of the total volumes exported to Kenya, 100% were Packaged exports in 2013. This was in comparison to 2008, where 99% of exports to Kenya were Packaged and 1% were Bulk.

WINE EXPORTS COUNTRY ANALYSIS: NIGERIA 2008 - 2013



NIGERIA BY RED VS. WHITE VS. ROSE/BLANC DE NOIR: VOLUME AND PRICE PER LITRE (2008 – 2013)

Red versus White versus Rose/Blanc De Noir Volume and Value: 2008 - 2013

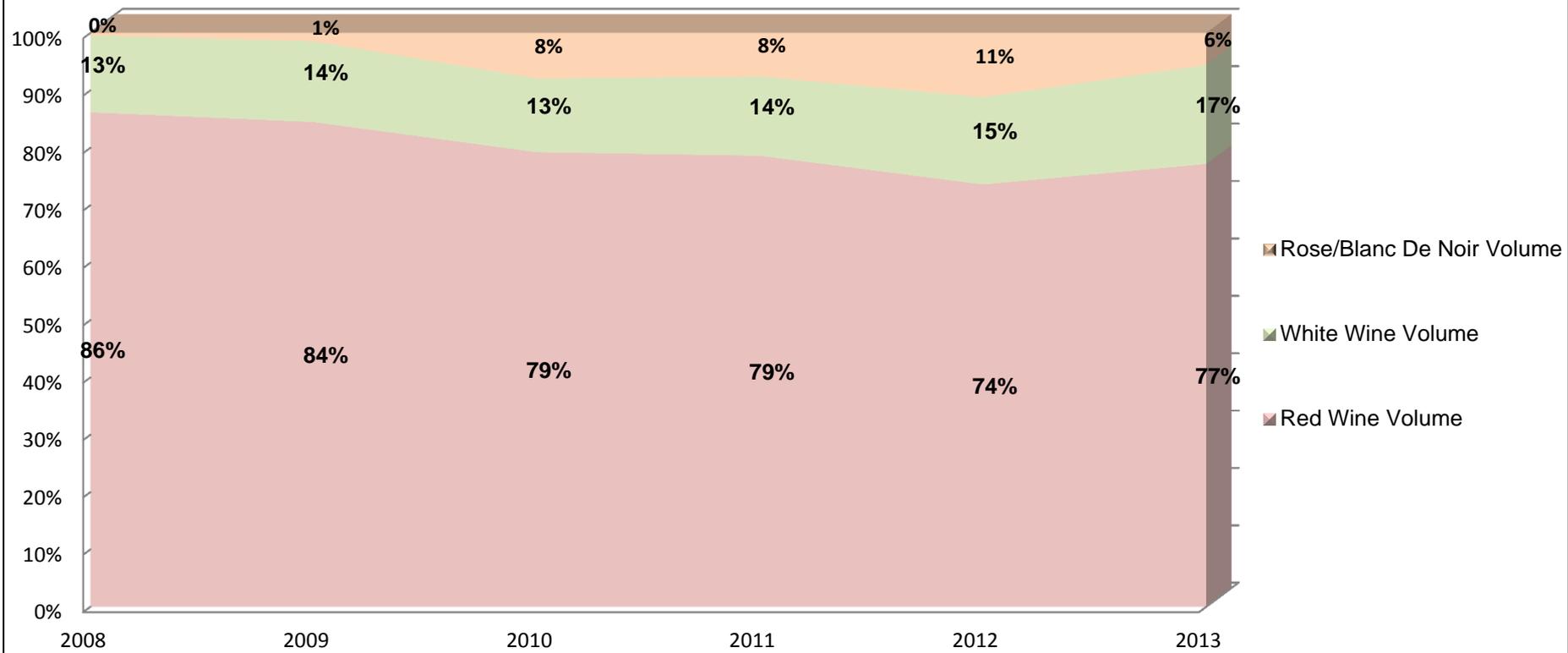


	2008	2009	2010	2011	2012	2013
Red Wine Volume	1 872 398.88	2 060 055.00	2 503 223.30	2 850 765.00	2 065 298.70	2 451 413.52
White Wine Volume	290 873.03	343 338.30	405 805.50	501 535.21	426 966.40	548 587.74
Rose/Blanc De Noir Volume	9 666.00	35 460.00	250 249.50	274 609.50	313 735.50	176 530.50
Red Average Price/Litre	R 21.69	R 22.39	R 20.99	R 23.10	R 23.18	R 24.47
White Average Price/Litre	R 22.32	R 21.68	R 20.91	R 25.98	R 24.81	R 26.34
Rose/Blanc De Noir Average Price/Litre	R 20.72	R 21.03	R 17.89	R 19.92	R 21.48	R 23.72

- In 2013, Red Wine export volumes to Nigeria were 2.5 million litres, which was an increase from the 1.9 million litres of Red Wine that were exported to the same country in 2008. Rose/Blanc De Noir exports had increased from just 9 666 litres in 2008 to 0.2 million litres in 2013.
- The average Price Per Litre for White Wine had increased from R22.32 in 2008 to R26.34 in 2013.

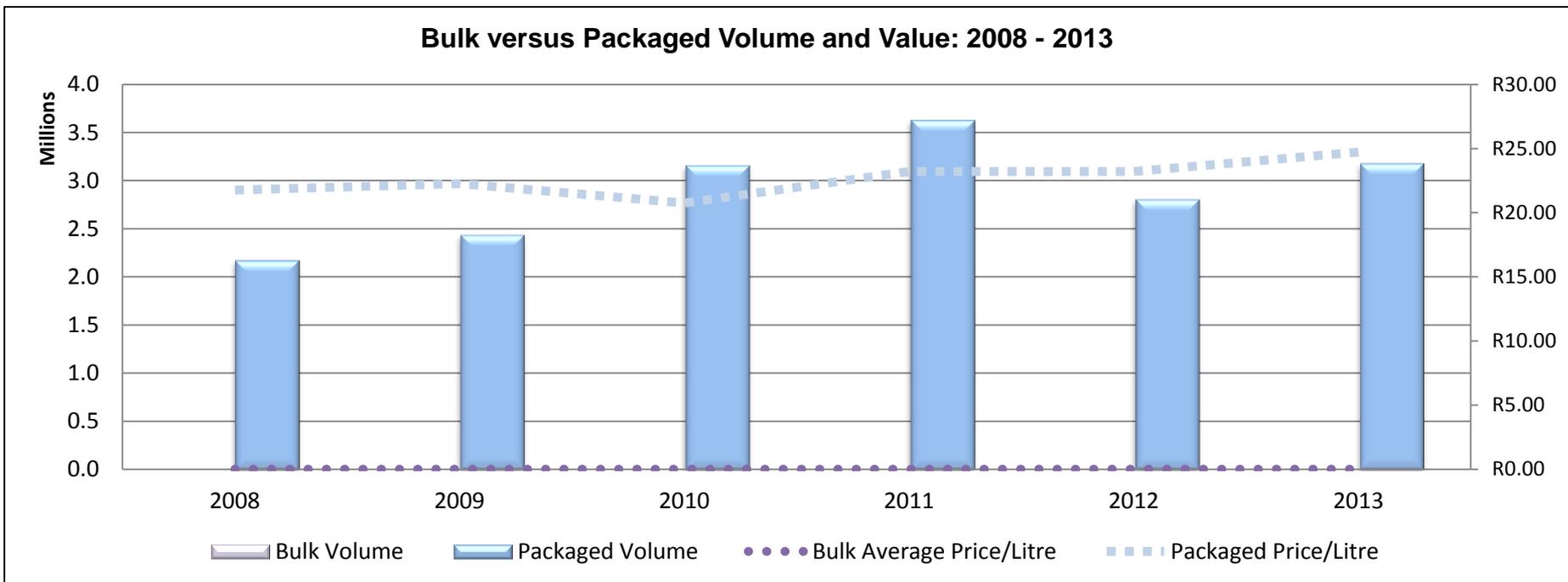
NIGERIA EXPORT TRENDS: RED VS. WHITE VS. ROSE/BLANC DE NOIR (2008 – 2013)

Wine Export Trends: Red versus White versus Rose/Blanc De Noir 2008 - 2013



- The proportion of White Wine exported to Nigeria had increased from 13% in 2008 to 17% in 2013, while Red Wine exported to Nigeria had decreased from 86% to 77% over the same period.
- Rose/Blanc De Noir exports to Nigeria had increased from 0% in 2008 to 6% in 2013.

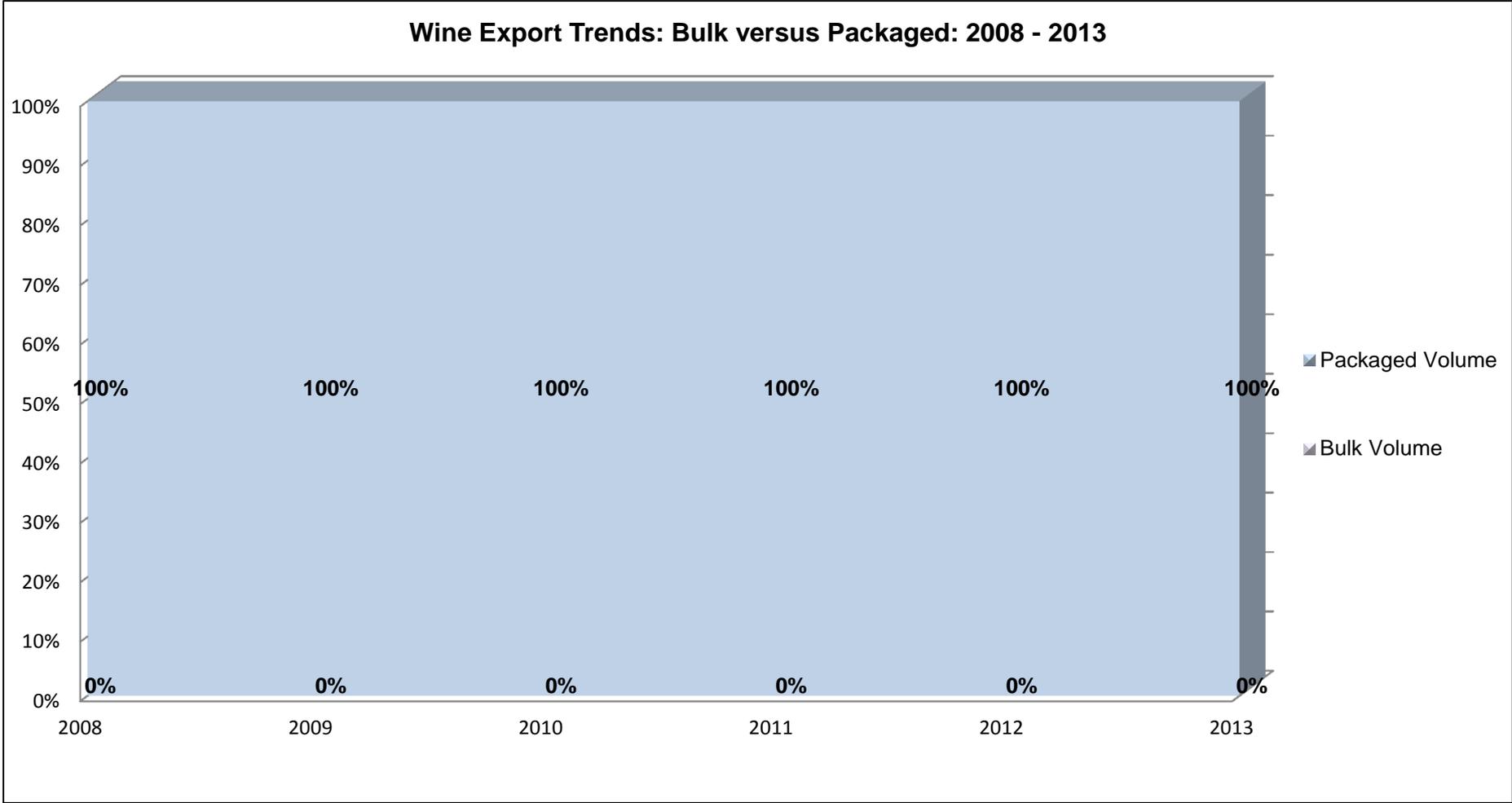
NIGERIA BY BULK VS. PACKAGED: VOLUME AND PRICE PER LITRE (2008 – 2013)



	2008	2009	2010	2011	2012	2013
Bulk Volume	N/A	N/A	N/A	N/A	N/A	N/A
Packaged Volume	2 172 937.91	2 438 853.30	3 159 278.30	3 626 909.71	2 806 000.60	3 176 531.76
Bulk Average Price/Litre	N/A	N/A	N/A	N/A	N/A	N/A
Packaged Price/Litre	R 21.76	R 22.27	R 20.76	R 23.21	R 23.22	R 24.72

- Packaged export volumes to Nigeria were recorded at 3.2 million litres in 2013, an increase from 2.2 million litres in 2008. There were no Bulk exports to Nigeria from 2008 to 2013.
- The average Price Per Litre for Packaged exports to Nigeria had increased from R21.76 in 2008 to R24.72 in 2013.

NIGERIA EXPORT TRENDS: BULK VS. PACKAGED (2008 – 2013)

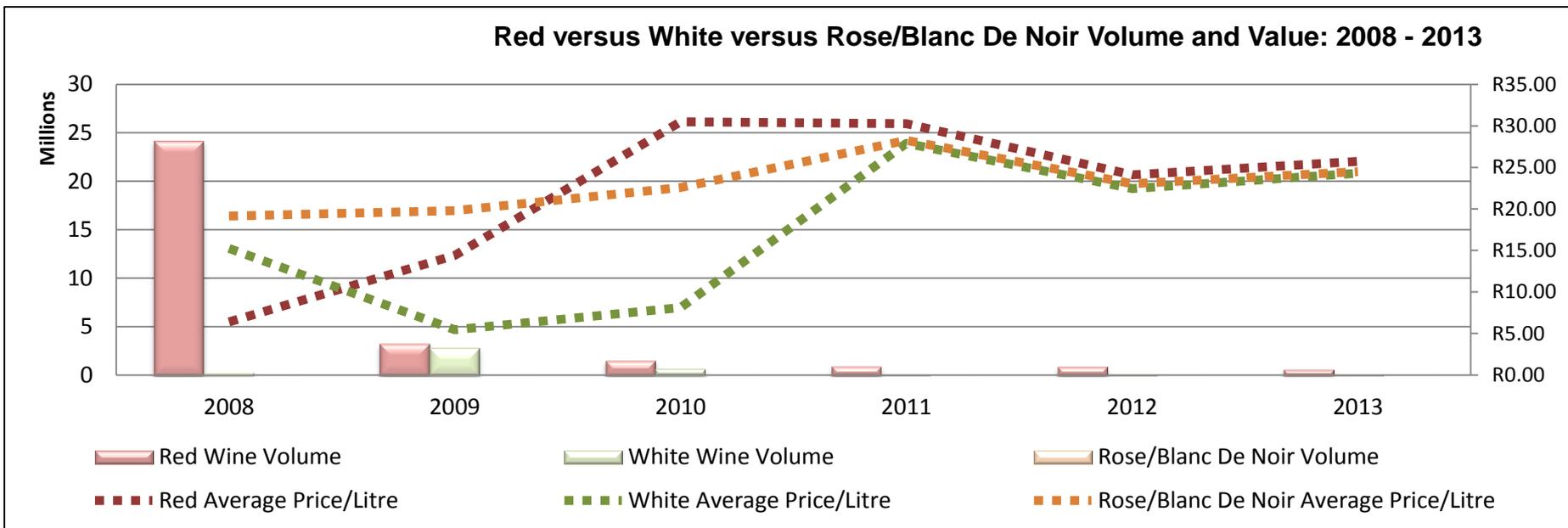


● Of the total volumes exported to Nigeria from 2008 to 2013, 100% were Packaged exports.

WINE EXPORTS COUNTRY ANALYSIS: ANGOLA 2008 - 2013



ANGOLA BY RED VS. WHITE VS. ROSE/BLANC DE NOIR: VOLUME AND PRICE PER LITRE (2008 – 2013)

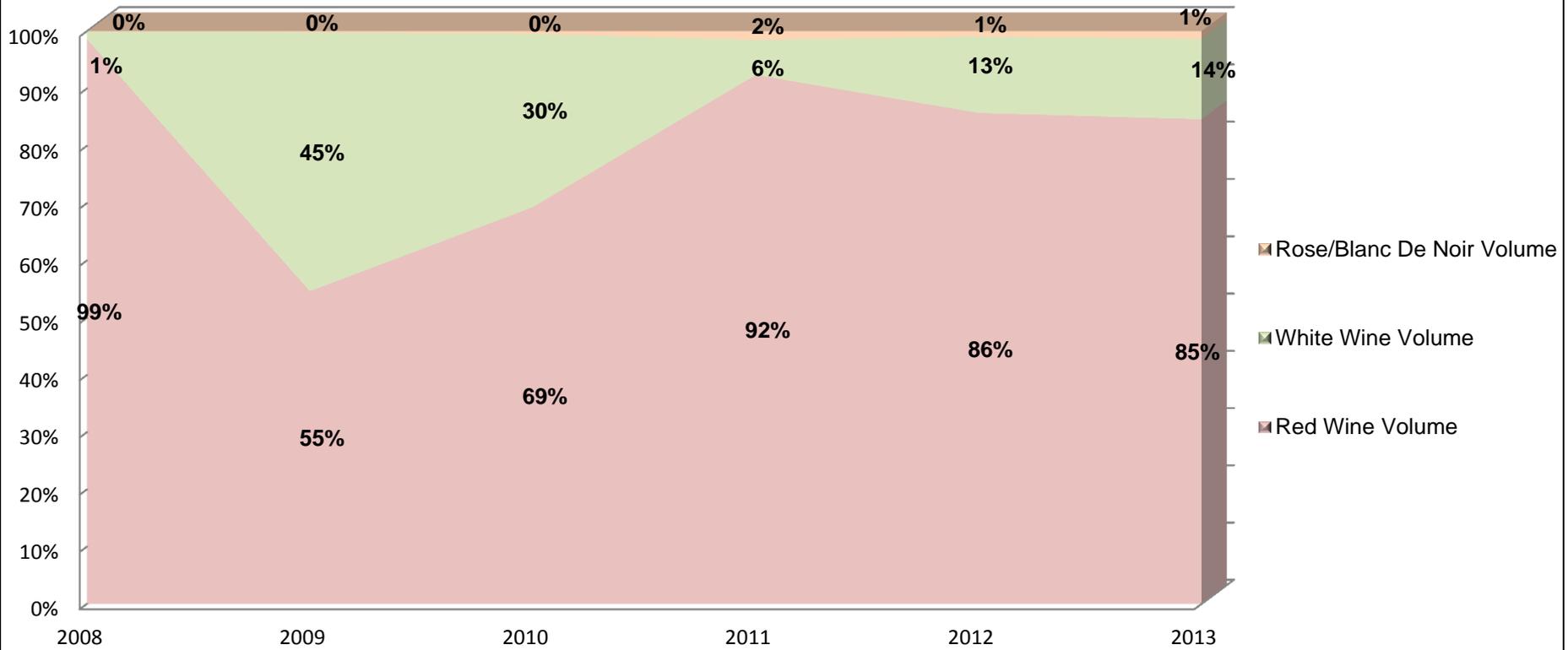


	2008	2009	2010	2011	2012	2013
Red Wine Volume	24 212 647.50	3 365 099.50	1 612 650.50	1 018 792.00	977 448.25	674 298.00
White Wine Volume	331 525.75	2 783 932.00	703 825.00	67 537.00	152 298.50	112 055.20
Rose/Blanc De Noir Volume	6 948.00	10 822.50	10 611.00	16 723.00	10 426.50	10 494.00
Red Average Price/Litre	R 6.41	R 14.42	R 30.50	R 30.26	R 24.09	R 25.73
White Average Price/Litre	R 15.26	R 5.45	R 8.11	R 27.91	R 22.44	R 24.30
Rose/Blanc De Noir Average Price/Litre	R 19.14	R 19.79	R 22.60	R 28.24	R 23.04	R 24.48

- In 2013, White Wine export volumes to Angola were 0.1 million litres, compared to 0.6 million litres of Red Wine. Red Wine export volumes had decreased from 24.2 million litres in 2008.
- The average Price Per Litre for White Wine had increased from R15.26 in 2008 to R24.30 in 2013, while the average Price Per Litre of Rose/Blanc De Noir had also increased from R19.14 to R24.48 over the same period.

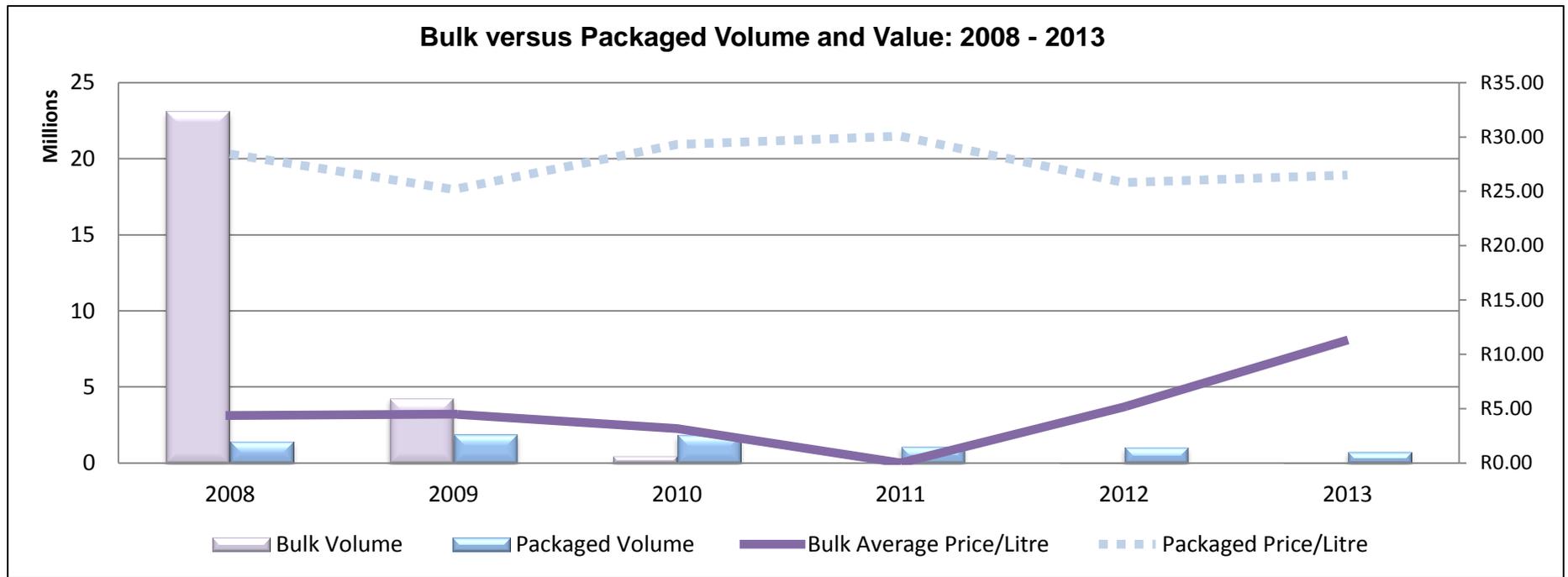
ANGOLA EXPORT TRENDS: RED VS. WHITE VS. ROSE/BLANC DE NOIR (2008 – 2013)

Wine Export Trends: Red versus White versus Rose/Blanc De Noir 2008 - 2013



- The proportion of White Wine exported to Angola had increased from 1% in 2008 to 14% in 2013, while Red Wine exported to Angola had decreased from 99% to 85% over the same period.
- Rose/Blanc De Noir accounted for just 1% of wine exports to Angola in 2013.

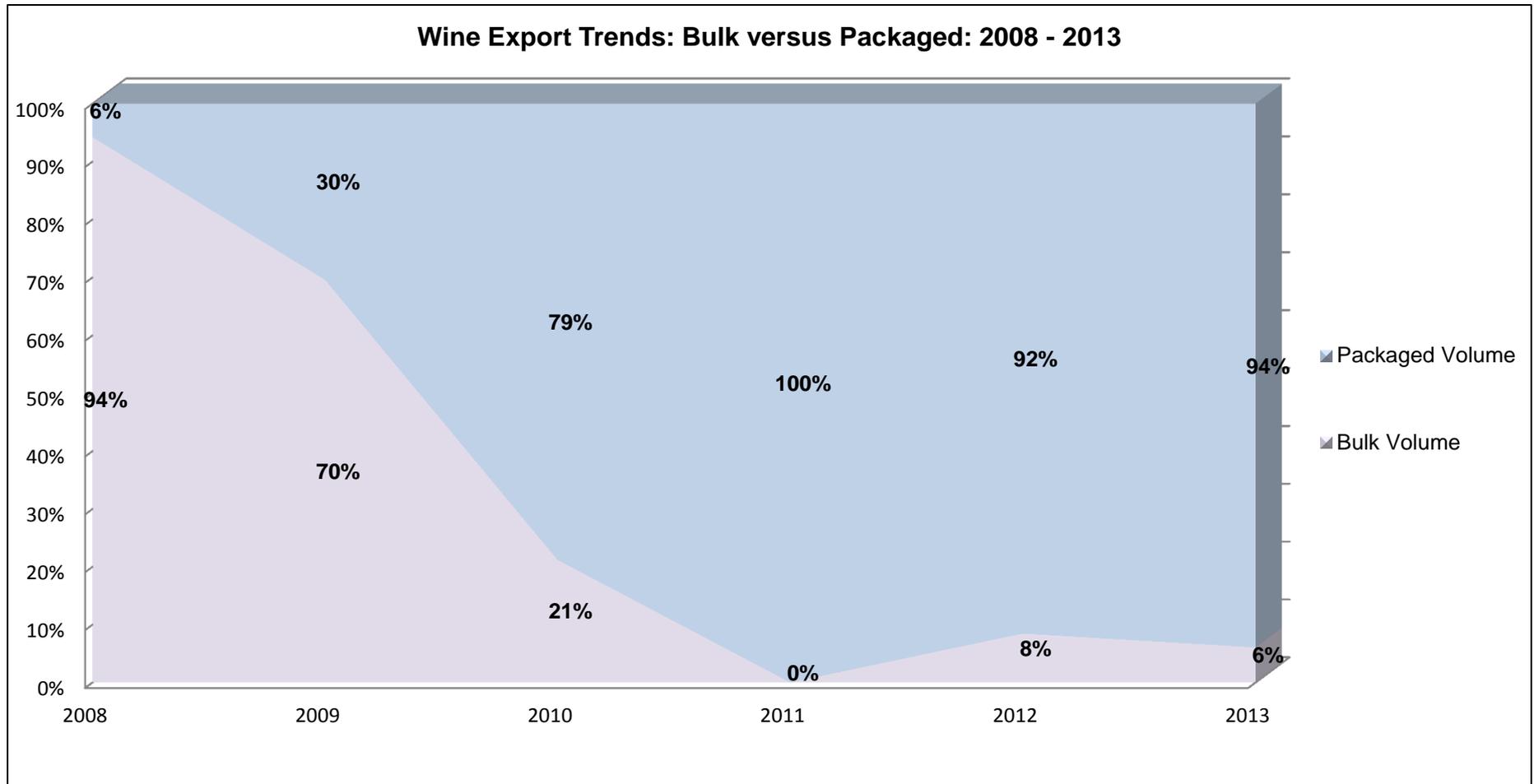
ANGOLA BY BULK VS. PACKAGED: VOLUME AND PRICE PER LITRE (2008 – 2013)



	2008	2009	2010	2011	2012	2013
Bulk Volume	23 130 085.00	4 285 300.00	492 984.00	N/A	96 440.00	48 205.00
Packaged Volume	1 421 036.25	1 874 554.00	1 834 102.50	1 103 052.00	1 043 733.25	748 642.20
Bulk Average Price/Litre	R 4.38	R 4.50	R 3.17	N/A	R 5.15	R 11.32
Packaged Price/Litre	R 28.44	R 25.16	R 29.30	R 30.09	R 25.81	R 26.49

- Packaged export volumes to Angola were recorded at 0.7 million litres in 2013, a decrease from 1.4 million litres in 2008. Bulk export volumes had decreased from 23.1 million litres in 2008 to 48 205 litres in 2013.
- The average Price Per Litre for Bulk exports to Angola had increased from R4.38 in 2008 to R11.32 in 2013.

ANGOLA EXPORT TRENDS: BULK VS. PACKAGED (2008 – 2013)



● Of the total volumes exported to Angola, 94% were Packaged exports in 2013 compared to the 6% that were Bulk exports. This was in contrast to 2008, where 6% of exports to Angola were Packaged and 94% were Bulk.

– SUMMARY OF FINDINGS –



SUMMARY OF FINDINGS

Total Wine Exports

Total Wine Exports

Country Analysis

(United Kingdom, Germany, Russia, France, Sweden)

Country Analysis

(USA, Canada, Netherlands, Denmark, Italy)

Country Analysis

(Spain, China, Kenya, Nigeria, Angola)

- South Africa's total wine exports declined from 407.3 million litres in 2008 to 350.4 million litres in 2011 but recovered to reach 517.4 million litres in 2013.
- The average Price Per Litre decreased from R15.94 in 2008 to its lowest level of R13.77 in 2013.
- South Africa's average revenue from total wine exports declined from R6 492.4 million in 2008 to R5 750.1 million in 2011, however, significantly increased to R7 124.6 million in 2013.
- Other White Wine had the highest volume in terms of wine exports for 2013 at 135.2 million litres, an increase from the 81.0 million litres exported in 2008.
- Pinotage had the lowest total volume exported from South Africa in 2013 at 16.9 million litres. This was a decrease from the 17.6 million litres of Pinotage exported in 2008.
- Other Red Wine exports decreased from 34% of total exports in 2008 to just 23% of total exports in 2013. In comparison, Other White Wine exports increased from 20% of the total volume exported in 2008 to 26% in 2013.
- The proportion of Rose and Blanc De Noir, in terms of total volume exported, increased from 6% in 2008 to 13% in 2013.
- Shiraz had the highest average Price Per Litre in 2013, among the top 5 varietal exports, at R24.02, this was a decrease from R24.63 in 2008.
- Cabernet Sauvignon had the second highest Price Per Litre in 2013 at R23.46, followed by Pinotage at R20.56.
- Rose and Blanc De Noir had the lowest Average Price Per litre, among all varietal exports at R8.04 in 2013, this was a decrease from R12.46 in 2008.
- Red Wine export volumes decreased from 209.3 million litres in 2008 to 197.8 million litres in 2013, while White Wine export volumes increased from 173.6 million litres to 254.6 million litres and Rose/Blanc De Noir export volumes increased from 24.5 million litres to 65.0 million litres between 2008 and 2013.

SUMMARY OF FINDINGS

Total Wine Exports

Total Wine Exports

Country Analysis

(United Kingdom, Germany, Russia, France, Sweden)

Country Analysis

(USA, Canada, Netherlands, Denmark, Italy)

Country Analysis

(Spain, China, Kenya, Nigeria, Angola)

- The average Price Per Litre of Red Wine had decreased from R18.01 in 2008 to R17.95 in 2013, while the average Price Per Litre of White Wine and Rose/Blanc De Noir also decreased from R14.07 to R11.99 and R12.46 to R8.04, respectively.
- The proportion of White Wine exported in 2013 was 49% of the total export volume, an increase from 43% in 2008, while the proportion of Red Wine exported in 2013 was 38%, a decline from 51% in 2008.
- Exports of Rose/Blanc De Noir had increased from 6% of the total volume of wine exported in 2008 to 13% in 2013.
- Bulk export volumes increased from 183.9 million litres in 2008 to 341.8 million litres in 2013, while Packaged export volumes decreased from 223.4 million litres in 2008 to 175.6 million litres in 2013.
- The average Price Per Litre for Bulk exports had increased from R5.39 in 2008 to R6.69 in 2013, while the average Price Per Litre of Packaged exports had also increased from R24.16 per litre in 2008 to R27.84 per litre in 2013.
- Packaged exports had declined from a proportion of 55% of the total export volume in 2008 to a proportion of 34% in 2013, while Bulk export volumes had increased in proportion from 45% in 2008 to 66% in 2013.
- The United Kingdom was the leading export market in terms of volume of wine from South Africa, with 110.8 million litres exported in 2013.
- Export volumes to the Netherlands decreased from 29.3 million litres in 2008 to 22.0 million litres in 2013, while volumes exported to Canada increased from 13.6 million litres in 2008 to 22.1 million litres in 2013.
- Export volumes to China increased from 4.3 million litres in 2008 to 5.7 million litres in 2013, while volumes exported to Angola decreased from 24.6 million litres in 2008 to 0.8 million litres in 2013.

SUMMARY OF FINDINGS

Total Wine Exports

Total Wine Exports

Country Analysis

(United Kingdom, Germany, Russia, France, Sweden)

Country Analysis

(USA, Canada, Netherlands, Denmark, Italy)

Country Analysis

(Spain, China, Kenya, Nigeria, Angola)

- The proportion of White Wine exported to the United Kingdom had increased marginally from 48% in 2008 to 50% in 2013, while Red Wine exports had also increased slightly from 42% to 43% over the same period. Exports of Rose/Blanc De Noir accounted for 7% of wine exports to the United Kingdom in 2013, down from 9% in 2008.
- Of the total volumes exported to the United Kingdom in 2013 64% were Bulk exports, compared to just 22% 2008.
- The proportions of White Wine and Rose/Blanc De Noir exported to Germany had increased from 32% to 41% and 8% to 13% respectively, between 2008 and 2013, while Red Wine exported to Germany had decreased from 59% to 46%, over the same period.
- Of the total volumes exported to Germany, 81% were Bulk exports in 2013, compared to 19% that were Packaged exports.
- The proportion of White Wine exported to Russia had increased from 88% in 2008 to 96% in 2013, while Red Wine exported to Russia had decreased from 10% to 4% over the same period.
- Of the total volumes exported to Russia, 5% were Packaged exports in 2013 compared to the 95% that were Bulk exports.
- The proportion of White Wine and Red Wine exported to France had decreased from 32% to 24% and 56% to 22% respectively, between 2008 and 2013, while the proportion of Rose/Blanc De Noir exported to France had increased from 12% to 55% over the same period.
- Of the total volumes exported to France, 98% were Bulk exports in 2013 compared to the 2% that were Packaged exports.
- The proportion of White Wine exported to Sweden had increased from 40% in 2008 to 50% in 2013, while Red Wine exported to Sweden had decreased from 60% to 47% over the same period.
- Of the total volumes exported to Sweden, 64% were Packaged exports in 2013, compared to the 96% that were Packaged exports in 2008.

SUMMARY OF FINDINGS

Total Wine Exports

Total Wine Exports

Country Analysis

(United Kingdom, Germany, Russia, France, Sweden)

Country Analysis

(USA, Canada, Netherlands, Denmark, Italy)

Country Analysis

(Spain, China, Kenya, Nigeria, Angola)

- The proportion of White Wine exported to the USA had decreased from 72% in 2008 to 55% in 2013, while Red Wine exported to the USA had increased from 27% to 44% over the same period.
- Of the total volumes exported to the USA, 32% were Packaged exports in 2013 compared to the 68% that were Bulk exports.
- The proportion of White Wine exported to Canada had increased from 50% in 2008 to 74% in 2013, while Red Wine exported to Canada had decreased from 49% to 24% over the same period.
- Of the total volumes exported to Canada, 35% were Packaged exports in 2013 compared to the 65% that were Bulk exports.
- The proportion of Rose/Blanc De Noir exported to the Netherlands had decreased from 15% in 2008 to 11% in 2013, while Red Wine exported to the Netherlands had decreased from 48% to 38% over the same period.
- Of the total volumes exported to the Netherlands, 70% were Packaged exports in 2013 compared to the 30% that were Bulk exports.
- The proportion of White Wine exported to Denmark had increased from 23% in 2008 to 30% in 2013, while Red Wine exported to Denmark had decreased from 75% to 67% over the same period.
- Of the total volumes exported to Denmark, 37% were Packaged exports in 2013 compared to the 63% that were Bulk exports.
- The proportion of Rose/Blanc De Noir exported to Italy had increased from 8% in 2008 to 97% in 2013, while White Wine exported to Italy had decreased from 44% to 3% over the same period.
- Of the total volumes exported to Italy, 99% were Bulk exports in 2013 compared to the 1% that were Packaged exports.

SUMMARY OF FINDINGS

Total Wine Exports

Total Wine Exports

Country Analysis

(United Kingdom, Germany, Russia, France, Sweden)

Country Analysis

(USA, Canada, Netherlands, Denmark, Italy)

Country Analysis

(Spain, China, Kenya, Nigeria, Angola)

- The proportion of White Wine exported to Spain had increased from 43% in 2008 to 50% in 2013, while Red Wine exports to Spain had decreased from 57% to 24% over the same period. Rose/Blanc De Noir accounted for 27% of wine exports to Spain in 2013, up from 0% in 2008.
- Of the total volumes exported to Spain from 2008 to 2011, 100% were Packaged exports. In 2012 and 2013, 100% of the total volumes exported were Bulk, compared to 0% Packaged.
- The proportion of White Wine exported to China had increased from 7% in 2008 to 12% in 2013, while Red Wine exported to China had decreased from 93% to 87% over the same period.
- Of the total volumes exported to China, 72% were Packaged exports in 2013 compared to the 28% that were Bulk exports. This was in contrast to 2008, where 22% of exports to China were Packaged and 78% were Bulk.
- The proportion of White Wine exported to Kenya had increased from 48% in 2008 to 70% in 2013, while Red Wine exported to Kenya had decreased from 51% to 29% over the same period.
- Of the total volumes exported to Kenya, 100% were Packaged exports in 2013.
- The proportion of White Wine exported to Nigeria had increased from 13% in 2008 to 17% in 2013, while Red Wine exported to Nigeria had decreased from 86% to 77% over the same period. Rose/Blanc De Noir exports to Nigeria had increased from 0% in 2008 to 6% in 2013.
- Of the total volumes exported to Nigeria from 2008 to 2013, 100% were Packaged.
- The proportion of White Wine exported to Angola had increased from 1% in 2008 to 14% in 2013, while Red Wine exported to Angola had decreased from 99% to 85% over the same period.
- Of the total volumes exported to Angola, 94% were Packaged exports in 2013 compared to the 6% that were Bulk exports.

CONTACT DETAILS

CAPE TOWN

Telephone: +27 (0) 21 510 8074

Fax: +27 (0) 21 510 3038

Physical Address: Unit 28-29
M5 Freeway Park
Cnr Berkley and Camp Road
Cape Town
Western Cape
South Africa

Website: www.analytixbi.com

JOHANNESBURG

Telephone: +27 (0) 11 325 6363

Fax: +27 (0) 11 325 6362

Physical Address: 2nd Floor, North Block
Hyde Park Office Tower
Corner 6th Rd and Jan Smuts Ave
Hyde Park
Johannesburg
Gauteng
South Africa

