

DOMESTIC SALES OF NATURAL WINE

GROSS LITRES

	1 MONTH			3 MONTHS			6 MONTHS			12 MONTHS			MARKET SHARE
	DEC 2009	DEC 2010	TREND	OCT 2009 DEC 2009	OCT 2010 DEC 2010	TREND	JUL 2009 DEC 2009	JUL 2010 DEC 2010	TREND	JAN 2009 DEC 2009	JAN 2010 DEC 2010	TREND	JAN 2010 DEC 2010
	Wholesalers	18 718 400	19 938 451	106.5	46 241 600	49 229 986	106.5	85 192 518	89 335 321	104.9	156 003 103	158 931 751	101.9
Private Cellars	4 876 568	4 844 114	99.3	12 188 426	13 879 721	113.9	21 464 631	23 776 201	110.8	40 005 959	42 283 819	105.7	13.89
Producer Cellars	9 446 355	10 404 118	110.1	27 350 851	29 565 003	108.1	52 219 057	54 053 375	103.5	100 522 434	103 188 331	102.7	33.90
TOTAL	33 041 323	35 186 683	106.5	85 780 877	92 674 710	108.0	158 876 206	167 164 897	105.2	296 531 496	304 403 901	102.7	100.00

Included in these figures are the sales of locally bottled imported natural wine

EXPORT OF NATURAL WINE

GROSS LITRES

	1 MONTH			3 MONTHS			6 MONTHS			12 MONTHS			MARKET SHARE
	DEC 2009	DEC 2010	TREND	OCT 2009 DEC 2009	OCT 2010 DEC 2010	TREND	JUL 2009 DEC 2009	JUL 2010 DEC 2010	TREND	JAN 2009 DEC 2009	JAN 2010 DEC 2010	TREND	JAN 2010 DEC 2010
	TOTAL	28 737 306	26 277 192	91.4	94 774 700	86 865 017	91.7	204 287 022	189 870 776	92.9	389 114 334	371 183 040	95.4

DOMESTIC SALES AND EXPORT OF NATURAL WINE

GROSS LITRES

	1 MONTH			3 MONTHS			6 MONTHS			12 MONTHS			MARKET SHARE
	DEC 2009	DEC 2010	TREND	OCT 2009 DEC 2009	OCT 2010 DEC 2010	TREND	JUL 2009 DEC 2009	JUL 2010 DEC 2010	TREND	JAN 2009 DEC 2009	JAN 2010 DEC 2010	TREND	JAN 2010 DEC 2010
	TOTAL	61 778 629	61 463 875	99.5	180 555 577	179 539 727	99.4	363 163 228	357 035 673	98.3	685 645 830	675 586 941	98.5

SOURCE FOR EXPORT FIGURES: DEPARTMENT OF AGRICULTURE, FORESTRY AND FISHERIES, DIRECTORATE FOOD SAFETY AND QUALITY ASSURANCE