

DOMESTIC SALES OF NATURAL WINE

GROSS LITRES

	1 MONTH			3 MONTHS			6 MONTHS			12 MONTHS			MARKET SHARE
	DEC 2010	DEC 2011	TREND	OCT 2010 DEC 2010	OCT 2011 DEC 2011	TREND	JUL 2010 DEC 2010	JUL 2011 DEC 2011	TREND	JAN 2010 DEC 2010	JAN 2011 DEC 2011	TREND	JAN 2011 DEC 2011
Wholesalers	19 938 451	19 326 338	96.9	49 229 986	51 578 289	104.8	89 335 321	94 669 253	106.0	158 931 751	167 325 915	105.3	53.73
Private Cellars	4 844 114	4 513 325	93.2	13 879 721	13 077 305	94.2	23 776 201	24 488 525	103.0	42 283 819	44 452 102	105.1	14.27
Producer Cellars	10 404 118	10 624 215	102.1	29 565 003	28 860 389	97.6	54 053 375	53 575 078	99.1	103 188 331	99 622 189	96.5	31.99
TOTAL	35 186 683	34 463 878	97.9	92 674 710	93 515 983	100.9	167 164 897	172 732 856	103.3	304 403 901	311 400 206	102.3	100.00

Included in these figures are:

- the sales of locally bottled imported natural wine.
- the wine component utilised in the production of Alcoholic Fruit Beverages and 'Ales'.
- sale in the Southern African Customs Union (Botswana, Lesotho, Namibia and Swaziland).

EXPORT OF NATURAL WINE

GROSS LITRES

	1 MONTH			3 MONTHS			6 MONTHS			12 MONTHS			MARKET SHARE
	DEC 2010	DEC 2011	TREND	OCT 2010 DEC 2010	OCT 2011 DEC 2011	TREND	JUL 2010 DEC 2010	JUL 2011 DEC 2011	TREND	JAN 2010 DEC 2010	JAN 2011 DEC 2011	TREND	JAN 2011 DEC 2011
TOTAL	26 163 111	30 800 750	117.7	86 709 784	90 196 201	104.0	189 656 928	187 649 188	98.9	370 947 169	350 415 001	94.5	100.00

DOMESTIC SALES AND EXPORT OF NATURAL WINE

GROSS LITRES

	1 MONTH			3 MONTHS			6 MONTHS			12 MONTHS			MARKET SHARE
	DEC 2010	DEC 2011	TREND	OCT 2010 DEC 2010	OCT 2011 DEC 2011	TREND	JUL 2010 DEC 2010	JUL 2011 DEC 2011	TREND	JAN 2010 DEC 2010	JAN 2011 DEC 2011	TREND	JAN 2011 DEC 2011
TOTAL	61 349 794	65 264 628	106.4	179 384 494	183 712 184	102.4	356 821 825	360 382 044	101.0	675 351 070	661 815 207	98.0	100.00

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