

## DOMESTIC SALES OF NATURAL WINE

GROSS LITRE

|                                 | 1 MONTH           |                   |               | 3 MONTHS             |                      |               | 6 MONTHS             |                      |               | 12 MONTHS            |                      |               | MARKET SHARE         |
|---------------------------------|-------------------|-------------------|---------------|----------------------|----------------------|---------------|----------------------|----------------------|---------------|----------------------|----------------------|---------------|----------------------|
|                                 | DEC 2005          | DEC 2006          | TREND         | OCT 2005<br>DEC 2005 | OCT 2006<br>DEC 2006 | TREND         | JUL 2005<br>DEC 2005 | JUL 2006<br>DEC 2006 | TREND         | JAN 2005<br>DEC 2005 | JAN 2006<br>DEC 2006 | TREND         | JAN 2006<br>DEC 2006 |
|                                 | Wholesalers       | 17 396 234        | 19 853 004    | 114.12               | 45 831 344           | 54 301 153    | 118.48               | 86 534 805           | 98 018 275    | 113.27               | 163 520 774          | 175 611 315   | 107.39               |
| Cellars                         | 3 150 886         | 3 106 038         | 98.58         | 8 813 885            | 9 733 028            | 110.43        | 16 139 598           | 17 551 363           | 108.75        | 30 570 890           | 32 915 419           | 107.67        | 10.52                |
| Producer Cellars                | 9 656 183         | 8 922 691         | 92.40         | 26 623 883           | 27 622 275           | 103.75        | 52 287 162           | 51 799 596           | 99.07         | 99 893 954           | 98 723 806           | 98.83         | 31.54                |
| <b>SUB TOTAL</b>                | <b>30 203 303</b> | <b>31 881 733</b> | <b>105.56</b> | <b>81 269 112</b>    | <b>91 656 456</b>    | <b>112.78</b> | <b>154 961 565</b>   | <b>167 369 234</b>   | <b>108.01</b> | <b>293 985 618</b>   | <b>307 250 540</b>   | <b>104.51</b> | <b>98.16</b>         |
| Wine component of alc fruit bev | 937 831           | 706 594           | 75.34         | 2 259 183            | 1 638 007            | 72.50         | 4 149 343            | 2 904 141            | 69.99         | 7 107 052            | 5 744 563            | 80.83         | 1.84                 |
| <b>TOTAL</b>                    | <b>31 141 134</b> | <b>32 588 327</b> | <b>104.65</b> | <b>83 528 295</b>    | <b>93 294 463</b>    | <b>111.69</b> | <b>159 110 908</b>   | <b>170 273 375</b>   | <b>107.02</b> | <b>301 092 670</b>   | <b>312 995 103</b>   | <b>103.95</b> | <b>100.00</b>        |

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

## EXPORT OF NATURAL WINE

GROSS LITRE

|  | 1 MONTH      |                   |                   | 3 MONTHS             |                      |                   | 6 MONTHS             |                      |                    | 12 MONTHS            |                      |                    | MARKET SHARE         |
|--|--------------|-------------------|-------------------|----------------------|----------------------|-------------------|----------------------|----------------------|--------------------|----------------------|----------------------|--------------------|----------------------|
|  | DEC 2005     | DEC 2006          | TREND             | OCT 2005<br>DEC 2005 | OCT 2006<br>DEC 2006 | TREND             | JUL 2005<br>DEC 2005 | JUL 2006<br>DEC 2006 | TREND              | JAN 2005<br>DEC 2005 | JAN 2006<br>DEC 2006 | TREND              | JAN 2006<br>DEC 2006 |
|  | <b>TOTAL</b> | <b>18 499 791</b> | <b>23 526 982</b> | <b>127.17</b>        | <b>65 341 199</b>    | <b>68 772 791</b> | <b>105.25</b>        | <b>147 793 188</b>   | <b>137 316 893</b> | <b>92.91</b>         | <b>279 117 217</b>   | <b>269 426 022</b> | <b>96.53</b>         |

## DOMESTIC SALES AND EXPORT OF NATURAL WINE

GROSS LITRE

|  | 1 MONTH      |                   |                   | 3 MONTHS             |                      |                    | 6 MONTHS             |                      |                    | 12 MONTHS            |                      |                    | MARKET SHARE         |
|--|--------------|-------------------|-------------------|----------------------|----------------------|--------------------|----------------------|----------------------|--------------------|----------------------|----------------------|--------------------|----------------------|
|  | DEC 2005     | DEC 2006          | TREND             | OCT 2005<br>DEC 2005 | OCT 2006<br>DEC 2006 | TREND              | JUL 2005<br>DEC 2005 | JUL 2006<br>DEC 2006 | TREND              | JAN 2005<br>DEC 2005 | JAN 2006<br>DEC 2006 | TREND              | JAN 2006<br>DEC 2006 |
|  | <b>TOTAL</b> | <b>49 640 925</b> | <b>56 115 309</b> | <b>113.04</b>        | <b>148 869 494</b>   | <b>162 067 254</b> | <b>108.87</b>        | <b>306 904 096</b>   | <b>307 590 268</b> | <b>100.22</b>        | <b>580 209 887</b>   | <b>582 421 125</b> | <b>100.38</b>        |

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