

DOMESTIC SALES OF NATURAL WINE

GROSS LITRE

	1 MONTH			3 MONTHS			6 MONTHS			12 MONTHS			MARKET SHARE
	DEC 2006	DEC 2007	TREND	OCT 2006 DEC 2006	OCT 2007 DEC 2007	TREND	JUL 2006 DEC 2006	JUL 2007 DEC 2007	TREND	JAN 2006 DEC 2006	JAN 2007 DEC 2007	TREND	JAN 2007 DEC 2007
Wholesalers	17 689 637	17 897 068	101.17	48 762 248	48 525 463	99.51	88 014 876	89 912 686	102.16	164 062 608	169 226 708	103.15	54.22
Private Cellars	3 106 038	3 854 921	124.11	9 733 028	11 338 389	116.49	17 551 363	20 471 129	116.64	32 915 419	37 607 858	114.26	12.05
Producer Cellars	8 922 691	9 269 591	103.89	27 622 275	27 676 785	100.20	51 799 596	58 965 094	113.83	98 723 806	105 286 268	106.65	33.73
SUB TOTAL	29 718 366	31 021 580	104.39	86 117 551	87 540 637	101.65	157 365 835	169 348 909	107.61	295 701 833	312 120 834	105.55	100.00
Wine component of alc fruit bev	418 916	0	0.00	979 593	0	0.00	1 724 673	0	0.00	2 903 529	0	0.00	0.00
TOTAL	30 137 282	31 021 580	102.93	87 097 144	87 540 637	100.51	159 090 508	169 348 909	106.45	298 605 362	312 120 834	104.53	100.00

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 2006	DEC 2007	TREND	OCT 2006 DEC 2006	OCT 2007 DEC 2007	TREND	JUL 2006 DEC 2006	JUL 2007 DEC 2007	TREND	JAN 2006 DEC 2006	JAN 2007 DEC 2007	TREND	JAN 2007 DEC 2007
TOTAL	23 501 643	24 026 658	102.23	68 635 326	88 813 751	129.40	137 185 912	167 690 149	122.24	269 166 629	310 056 593	115.19	100.00

DOMESTIC SALES AND EXPORT OF NATURAL WINE

GROSS LITRE

	1 MONTH			3 MONTHS			6 MONTHS			12 MONTHS			MARKET SHARE
	DEC 2006	DEC 2007	TREND	OCT 2006 DEC 2006	OCT 2007 DEC 2007	TREND	JUL 2006 DEC 2006	JUL 2007 DEC 2007	TREND	JAN 2006 DEC 2006	JAN 2007 DEC 2007	TREND	JAN 2007 DEC 2007
TOTAL	53 638 925	55 048 238	102.63	155 732 470	176 354 388	113.24	296 276 420	337 039 058	113.76	567 771 991	622 177 427	109.58	100.00

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