

DOMESTIC SALES OF NATURAL WINE

GROSS LITRES

	1 MONTH			3 MONTHS			6 MONTHS			12 MONTHS			MARKET SHARE
	DEC 2011	DEC 2012	TREND	OCT 2011 DEC 2011	OCT 2012 DEC 2012	TREND	JUL 2011 DEC 2011	JUL 2012 DEC 2012	TREND	JAN 2011 DEC 2011	JAN 2012 DEC 2012	TREND	JAN 2012 DEC 2012
Wholesalers	19 326 338	18 623 118	96.4	51 578 289	50 943 953	98.8	94 669 253	94 188 727	99.5	167 325 915	172 924 157	103.3	53.76
Private Cellars	4 513 325	4 777 638	105.9	13 077 305	15 130 475	115.7	24 488 525	27 049 364	110.5	44 452 102	48 033 011	108.1	14.93
Producer Cellars	10 624 215	9 940 370	93.6	28 860 389	30 325 805	105.1	53 575 078	53 916 394	100.6	99 622 189	100 708 976	101.1	31.31
TOTAL	34 463 878	33 341 126	96.7	93 515 983	96 400 233	103.1	172 732 856	175 154 485	101.4	311 400 206	321 666 144	103.3	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 2011	DEC 2012	TREND	OCT 2011 DEC 2011	OCT 2012 DEC 2012	TREND	JUL 2011 DEC 2011	JUL 2012 DEC 2012	TREND	JAN 2011 DEC 2011	JAN 2012 DEC 2012	TREND	JAN 2012 DEC 2012
TOTAL	30 800 750	30 768 666	99.9	90 196 201	125 475 605	139.1	187 649 188	230 879 650	123.0	350 415 001	408 910 717	116.7	100.00

DOMESTIC SALES AND EXPORT OF NATURAL WINE

GROSS LITRES

	1 MONTH			3 MONTHS			6 MONTHS			12 MONTHS			MARKET SHARE
	DEC 2011	DEC 2012	TREND	OCT 2011 DEC 2011	OCT 2012 DEC 2012	TREND	JUL 2011 DEC 2011	JUL 2012 DEC 2012	TREND	JAN 2011 DEC 2011	JAN 2012 DEC 2012	TREND	JAN 2012 DEC 2012
TOTAL	65 264 628	64 109 792	98.2	183 712 184	221 875 838	120.8	360 382 044	406 034 135	112.7	661 815 207	730 576 861	110.4	100.00

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