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### NEW REPORT!!

SOUTH AFRICAN  
WINE EXPORTS ANALYSIS  
2008 - 2012

Available on the SAWIS website

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### Global Database



- Alcoholic Drinks
  - Beer
  - Ciders
  - RTD's
  - Spirits
  - Wine
- Countries & Market sizes
- Consumer Trends & Life-styles

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### SAWIS TRAINING 2013

Wine of Origin & Information  
One Day Courses

14 March 2013  
11 April 2013  
9 May 2013

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This comprehensive report examines the South African Wine Exports from 2008 to 2012:

- Total Volume and Value
- Total exports
- Total Volume and Value (Price per Litre) by Wine Categories (Varietals)
- Detailed analysis of the top 20 export countries and the African Continent
- Red versus White Wine exports
- Bulk versus Packaged exports
- Packaged Container sizes

### Examples of Key Findings

- The increase in bulk wine exports (mainly white wine, blanc de noir and rosé) to 60.7% of total natural wine exported in 2012. The long term sustainability of this trend remains uncertain.
- The top export markets in 2012 for packaged wine were the UK, Sweden, Germany, the Netherlands and USA.
- The top export markets in 2012 for bulk wine were Germany, the UK, Russia, USA and Canada.
- The export potential of African countries is largely underutilised and shows a slight decrease since 2009.
- Exports of natural (i.e. non-fortified) packaged wines for the 2012 calendar year reached 160.5m litres, a decrease of 9.7% on the previous year. Red wine exports decreased by 3.7% to account for 40% of all natural wines exported.
- Globally, according to Rabobank, the consumption of red wine is stagnating, while the consumption of white wine is on an upward trend.

(Analytix BI, March 2013)

[Click here](#) to access the full report

### Global Wine Village

- [UK: British advertisers slam calls to ban alcohol commercials](#)  
British advertisers representative ISBA has slammed proposals made by the Alcohol Health Alliance to ban all advertising and sponsorship by alcohol brands as "wholly ineffective" and "contrary to a free society."
- [Australia: Wine in supermarkets 'fits South Australia's lifestyle'](#)  
Selling bottled wine in supermarkets fits with South Australia's European lifestyle, Attorney-General John Rau says.
- [Global: The future of wine?](#)  
It's hard to talk about wine without evoking the tokens of tradition: ancient terroir, age-old techniques of production, vineyards held by single families for successive generations.

### SAWIS Nuus / News...

- **On our website**
  - [Summary: Wine Industry Information February 2013](#)
  - [Domestic sales of natural wine for December 2012](#)
  - [Domestic packaged natural wine for January to December 2012](#)
  - [Export statistics for January 2013](#)
  - Certification - [News and information](#) / [Volume of wine certified](#)
  - **NEW!** Special Report: [South African Wine Exports Analysis 2008 - 2012](#)
  - **NEW!** Article: [The Declining Brandy Market - Why?](#)
  - [International News](#)