AUSTRIAN WINE STATISTICS REPORT 2018

September 2019

ÖSTERREICH WEIN
Große Kunst. Ohne Allüren.

Contents

1.2 Vineyard areas and areas under vine by grape variety[2]

The data in this section is based on the 2015 Survey of Area under Vine, as well as feedback from the wine-producing federal states of Niederösterreich (Lower Austria), Burgenland, Steiermark (Styria) and Wien (Vienna).

The main source of data for the 2015 Survey of Area under Vine was the Wein-ONLINE system operated by the Federal Ministry of Agriculture, Forestry, Environment and Water Management (BMNT). Data from the remaining federal states was collected by means of a questionnaire (primary data collection). Information relating to the (approved) nurseries was provided by the Burgenland and Lower Austrian Chambers of Agriculture and the Styrian state government (Agricultural Research Centre).

According to the 2015 Survey of Area under Vine, Austria's vineyards occupied 45,574 hectares. The planted vineyard area was 45,439 ha, which corresponds to 94 ha less (or a 0.2% decrease) in comparison to the 2009 Survey of Area under Vine.

The long-running trend that suggested a shift away from white wine and towards red was quashed by the 2015 Survey of Area under Vine. While the white wine vineyard area increased by 2.3% to 30,502 ha compared to 2009, the red wine area decreased by 4.9% to 14,937 ha.

Figure 1 shows the evolution of Austrian viticulture after the Second World War. The largest area under vine was recorded in 1980 at 59,432 ha. From 1980 onwards, the white wine vineyard area has continuously decreased, while the red wine vineyard area has expanded. In 2015, however, the white wine vineyard area saw a slight increase of 682 ha, whereas the red wine vineyard area decreased by 776 ha. Nevertheless, Austria can still be considered a typical white wine-growing country, with 67.1% of all planted vineyard areas being used for white wine.

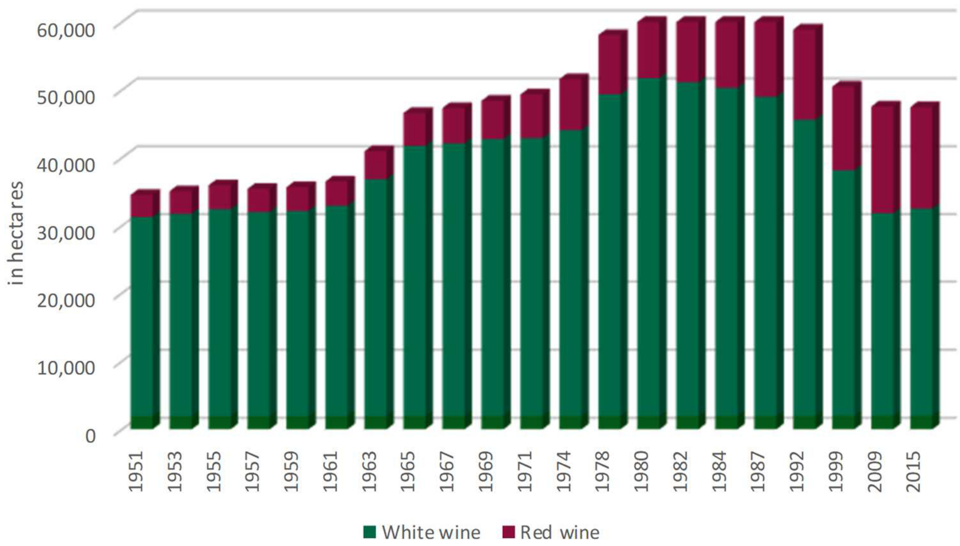


Figure 1: Vineyard areas in Austria from 1951 to 2015 (excl. nurseries)

[2] Unless otherwise stated, all data provided in this section has been sourced from the 2015 Survey of Area under Vine conducted by Statistics Austria (as at September 2016).

Lower Austria remains Austria's largest wine producing state with 28,145 ha of vineyards, which corresponds to 61.9%. This is followed by Burgenland with 12,249 ha (27.0%), Styria with 4,324 ha (9.5%) and Vienna with 581 ha (1.3%). The other Austrian states recorded an increase in area from 57 ha to 140 ha (+69.5%) during the 2009 Preliminary Survey.

With regard to the remaining states, Carinthia (72 ha) has the largest area under vine, followed by Upper Austria (45 ha), Vorarlberg (10 ha), Salzburg (7 ha) and Tyrol (5 ha).

If we compare the age of the vines, the age category 10–29 years has the largest share of planted areas with 51.7%, which corresponds to 23,509 ha. This is followed by vines that are 30 years and older, which occupy 31.4% or 14.280 ha, and the age category 3-9 years, which totals 12.6% or 5,700 ha. The age category of vines younger than 3 years represents 4.3%. This category represents newly planted vines, i.e. non-productive areas – and with 1,950 ha under vine, this is definitely not an insignificant share.

The oldest planted grape varieties (30 years and older) include Grüner Veltliner, which covers 6,366 ha (14.0%) of the planted vineyard area and Zweigelt, which occupies 1,248 ha (2.7%). These are followed by Müller-Thurgau (1,037 ha), Welschriesling (967 ha), Blaufränkisch (816 ha) and Blauer Portugieser (652 ha). If we consider vineyards not yet in production (younger than 3 years), Grüner Veltliner leads the way again with 961 ha, followed by Welschriesling (111 ha), Muscat (105 ha), Zweigelt (100 ha) and Chardonnay (84 ha).

1.2.1 Vineyard areas in 2015 by wine region

Description	Total vineyards		Vineyards according to production				
			In production		Not yet in production		Total planted area
	Producers	Area	White wine	Red wine	White wine	Red wine	
Winegrowing regions							
Weinland [2)]	11,874	41,104.27	25,567.43	13,672.91	1,496.78	238.21	40,975.33
Steirerland	2,085	4,329.99	3,166.18	970.98	171.19	15.44	4,323.79
Bergland [3)]	174	139.67	78.36	33.12	21.62	6.57	139.67
Burgenland	**3,329**	**12,310.98**	**5,073.07**	**6,725.46**	**306.85**	**143.33**	**12,248.71**
Winegrowing regions							
Neusiedlersee	1,339	7,158.89	3,368.18	3,400.63	242.27	87.35	7,098.43
Neusiedlersee-Hügelland	924	2,835.24	1,410.53	1,362.20	47.69	14.82	2,835.24
Mittelburgenland	358	1,898.35	127.73	1,721.17	8.42	39.23	1,896.55
Südburgenland	708	418.49	166.62	241.46	8.47	1.93	418.49
Niederösterreich	**8,269**	**28,211.81**	**20,038.45**	**6,846.24**	**1,166.17**	**94.28**	**28,145.14**
Winegrowing regions							
Thermenregion	693	2,192.23	1,125.97	964.75	67.40	23.40	2,181.51
Kremstal	747	2,377.67	1,833.50	421.88	111.79	1.22	2,368.39
Kamptal	823	3,917.69	2,966.68	795.70	141.69	2.86	3,906.93
Wagram	926	2,722.26	2,032.31	578.97	102.02	7.07	2,720.37
Traisental	451	820.88	610.14	141.98	61.73	1.14	814.99
Carnuntum	282	906.06	387.56	471.87	26.07	20.56	906.06
Wachau	502	1,344.03	1,173.35	116.78	53.64	0.26	1,344.03
Weinviertel	3,791	13,886.06	9,874.80	3,343.71	601.62	37.78	13,857.91
No specific wine region	54	44.95	34.14	10.60	0.21	-	44.95
Steiermark	**2,085**	**4,329.99**	**3,166.18**	**970.98**	**171.19**	**15.44**	**4,323.79**
Winegrowing regions							
Südsteiermark	623	2,162.84	1,778.34	287.06	91.92	4.46	2,161.78
Weststeiermark	261	538.42	151.30	364.81	14.43	7.88	538.42
Vulkanland Steiermark	1,199	1,628.45	1,236.26	319.12	64.84	3.10	1,623.32
No specific wine region	2	0.28	0.28	-	-	-	0.28
Wien	**276**	**581.48**	**455.91**	**101.21**	**23.76**	**0.60**	**581.48**
Other federal states	**174**	**139.67**	**78.36**	**33.12**	**21.62**	**6.57**	**139.67**
AUSTRIA 2015	**14,133**	**45,573.93**	**28,811.97**	**14,677.01**	**1,689.59**	**260.22**	**45,438.79**
AUSTRIA 2009	**20,181**	**45,585.81**	**28,345.33**	**15,341.68**	**1,475.06**	**371.06**	**45,533.12**

1.2.2 Planted vineyard areas by age of vine

Planted vineyard areas by age of vine				Nurseries[1]	Description
Less than 3 years old	3 to 9 years old	10 to 29 years old	30 years or older		
					Winegrowing regions
1,734.99	4,550.27	21,274.68	13,415.39	128.93	Weinland [2]
186.63	1,073.42	2,207.87	855.88	6.20	Styria
28.19	76.04	26.86	8.57	-	Bergland [3]
450.18	**1,212.15**	**7,587.54**	**2,998.84**	**62.26**	**Burgenland**
					Winegrowing regions
329.62	736.04	4,834.62	1,198.16	60.46	Neusiedlersee
62.51	246.99	1,601.37	924.37	-	Neusiedlersee-Hügelland
47.65	183.64	963.38	701.88	1.80	Mittelburgenland
10.41	45.49	188.16	174.43	-	Südburgenland
1,260.45	**3,234.89**	**13,387.43**	**10,262.38**	**66.67**	**Niederösterreich**
					Winegrowing regions
90.79	243.40	1,195.46	651.86	10.71	Thermenregion
113.01	242.74	991.35	1,021.29	9.28	Kremstal
144.55	424.04	1,712.11	1,626.23	10.76	Kamptal
109.10	310.95	1,136.77	1,163.56	1.89	Wagram
62.87	121.70	286.60	343.82	5.89	Traisental
46.63	161.33	541.83	156.27	-	Carnuntum
53.90	164.57	400.15	725.42	-	Wachau
639.40	1,564.50	7,105.99	4,548.02	28.14	Weinviertel
0.21	1.67	17.17	25.91	-	No specific wine region
186.63	**1,073.42**	**2,207.87**	**855.88**	**6.20**	**Steiermark**
					Winegrowing regions
96.38	594.20	1,077.29	393.91	1.07	Südsteiermark
22.31	107.06	303.57	105.48	-	Weststeiermark
67.94	372.03	826.87	356.48	5.13	Vulkanland Steiermark
-	0.13	0.14	-	-	No specific wine region
24.36	**103.23**	**299.71**	**154.18**	**-**	**Wien**
28.19	**76.04**	**26.86**	**8.57**	**-**	**Other federal states**
1,949.81	**5,699.73**	**23,509.41**	**14,279.83**	**135.13**	**AUSTRIA 2015**
1,846.12	**9,870.28**	**9,525.27**	**24,291.46**	**52.69**	**AUSTRIA 2009**

1.2.3 Distribution of areas under vine by grape variety

With white wine vineyard areas increasing by +682 ha (+2.3%), Austria can still be considered a typical white wine-growing country, where 67.1% of planted areas are used for white wine.

Although the age category 10–29 years is dominated by white wines (56.8%), the red wine vineyard area also represents a significant share in this category, occupying almost 43.2%. Despite a decline in the vineyard area of red wine, newly planted vines for red wine (age category <3 years) still represents 13.3%.

As illustrated in Figure 3, Grüner Veltliner continues to be the undisputed leader among Austrian grape varieties – occupying 14,376 ha or 47.1% of the total white wine area. The red wine grape Zweigelt ranks in second place with 6,311 ha or 42.3% of the total red wine area.

Among the white grape varieties, Grüner Veltliner (47.1%) is followed by Welschriesling, Riesling and Weissburgunder (Pinot Blanc), which occupy 3,233 ha, 2,016 ha and 1,916 ha respectively. With an increase of 6.3% compared to 2009, Grüner Veltliner is the grape variety that has recorded the greatest growth in area.

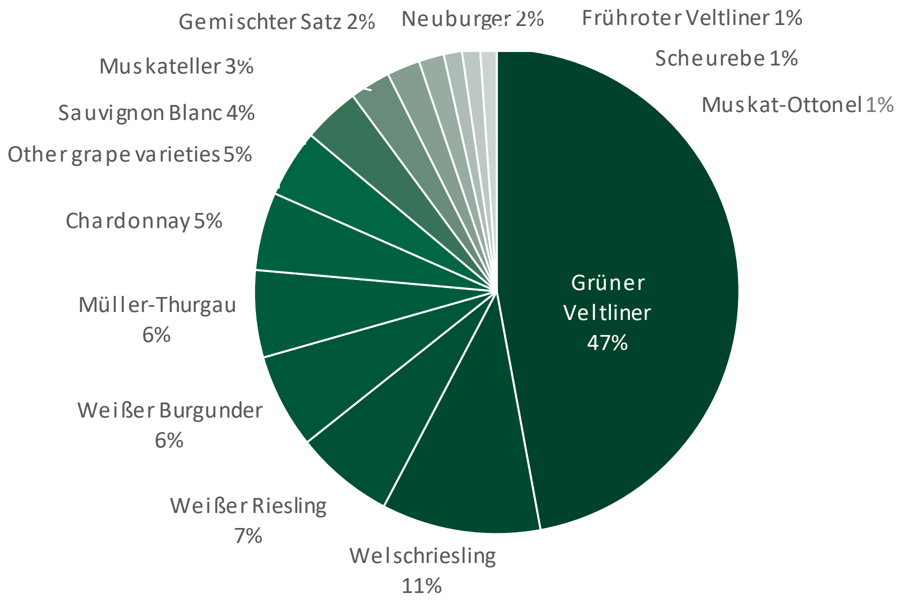
Meanwhile, the red varieties that rank behind Zweigelt in terms of area (42.3%) are primarily Blaufränkisch, Blauer Portugieser and Blauburger, which occupy 2,808 ha, 1,265 ha and 750 ha respectively.

If we look at the distribution of grape varieties in the different Austrian federal states, Grüner Veltliner is clearly the most dominant white wine variety in Burgenland (1,258 ha), Niederösterreich (12,920 ha) and Wien (171 ha), while Welschriesling ranks first in Steiermark (701 ha) and Riesling in the remaining federal states (18 ha).

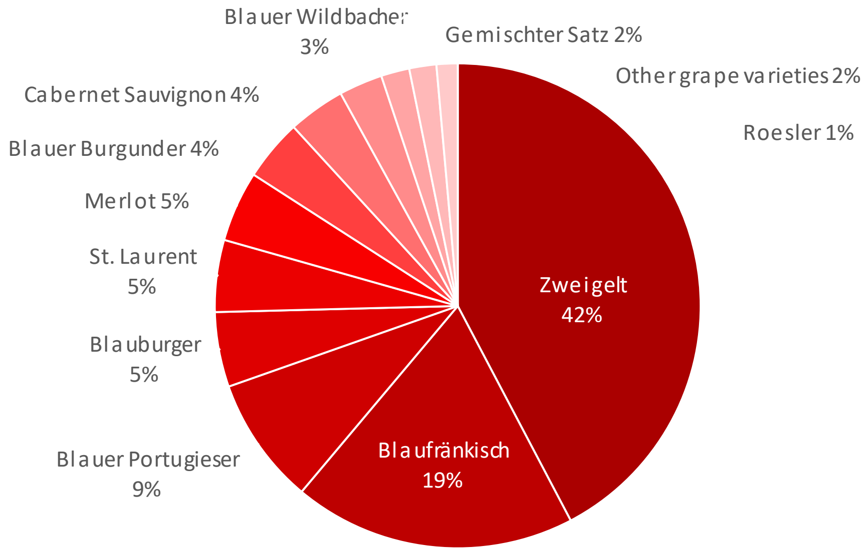
As far as red wine varieties are concerned, Zweigelt dominates in the federal states of Niederösterreich (3,521 ha) and Wien (36 ha), while Blaufränkisch ranks first in Burgenland (2,632 ha), and Blauer Wildbacher (Schilcher) in Steiermark (432 ha) – indeed, the state in which 99.5% of Austria's Blauer Wildbacher is grown. Pinot Noir is the top-ranking grape variety in the other federal states, representing 10 ha.

The regions of Austria specialised in red wine are Mittelburgenland and Südburgenland (Eisenberg), the Weststeiermark and the Thermenregion. Red wine varieties occupied 92.8% of planted vineyards in the district of Oberpullendorf, 52.8% in the district of Baden and 75.0% in the district of Deutschlandsberg. Up until 1992, the areas in which Grüner Veltliner and Welschriesling are cultivated had seen several decades of expansion. However, this trend began to reverse in 1999. In 2015, Grüner Veltliner recorded positive growth again, expanding by 6.3%. The cultivation of Welschriesling, on the other hand, continued to decline in 2015. Expansion was also reported for other grape varieties, such as Sauvignon Blanc, Muscat and Chardonnay. With regard to red wine, certain varieties saw a decline in area, such as Blaufränkisch, Blauer Portugieser and Blauburger, while others recorded expansion, such as Blauer Wildbacher, Merlot and Roesler.

As illustrated in Figure 3, Riesling, Pinot Blanc and Müller-Thurgau grapes each occupied approximately 6% of vineyard area in 2015, behind Grüner Veltliner and Welschriesling. Among the red wine varieties, Zweigelt is still the leading grape in terms of area (42.3%), followed by Blaufränkisch (18.8%) and Blauer Portugieser (8.5%).



White wine, total area: 30,502 ha



Red wine, total area: 14,937 ha

Figure 2: Distribution of grape varieties in Austria 2015 in percent [3]

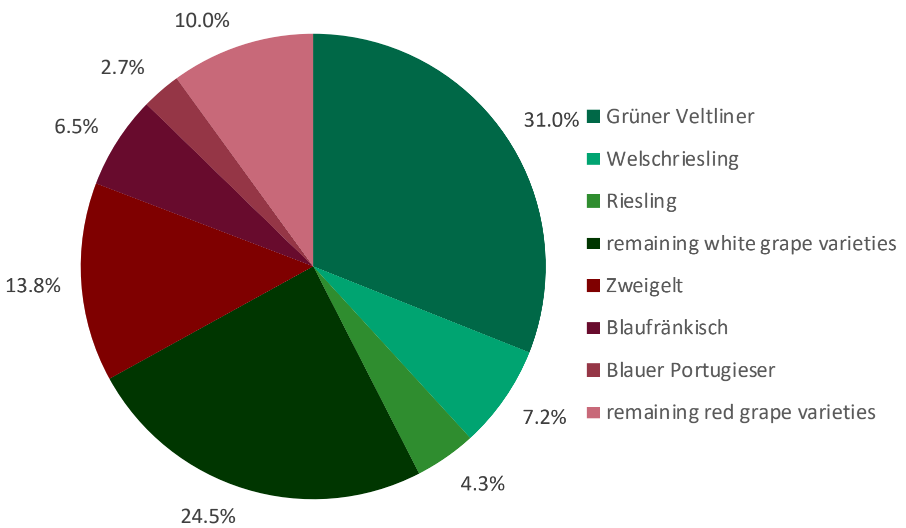
The preceding evaluations have been taken from the 2015 Survey of Area under Vine conducted by Statistics Austria. However, Austria's wine-producing states also have their own methods of gathering data, which differ from one federal state to another. The data presented on the following pages has been taken from figures provided by the federal states. The different ways in which data has been gathered results in discrepancies between this data and that of Statistics Austria. One key difference in the survey results can be explained by the fact that the wine-growing regions also include newly planted areas in their calculations (Statistics Austria only includes areas that are in production).

[3] AWMB, based on Statistics Austria Agricultural Structure Survey 2015 (as at September 2016)

1.2.4 Distribution of grape varieties in Austria[4]

White wine			Red wine		
Grape varieties	ha	Total share	Grape varieties	ha	Total share
Bouvier	220.27	0.5%	Blauburger	742.02	1.6%
Chardonnay	1,617.41	3.5%	Blauer Portugieser	1,262.76	2.7%
Frühroter Veltliner (Malvasier)	366.73	0.8%	Blauer Wildbacher (Schilcher)	458.45	1.0%
Furmint	11.14	0.0%	Blaufränkisch	3,009.11	6.5%
Gemischter Satz	670.68	1.4%	Cabernet Franc	74.44	0.2%
Goldburger	98.33	0.2%	Cabernet Sauvignon	588.90	1.3%
Grüner Veltliner	14,422.66	31.0%	Gemischter Satz	156.24	0.3%
Jubiläumsrebe	6.04	0.0%	Merlot	724.03	1.6%
Müller-Thurgau	1,788.00	3.8%	Pinot Noir	616.14	1.3%
Muskateller	863.84	1.9%	Rathay	35.01	0.1%
Muskat-Ottonel	356.63	0.8%	Roesler	238.18	0.5%
Neuburger	496.53	1.1%	Other red grape varieties	154.73	0.3%
Pinot Gris	226.27	0.5%	St. Laurent	731.85	1.6%
Riesling	1,985.70	4.3%	Syrah	152.48	0.3%
Roter Veltliner	194.84	0.4%	Zweigelt	6,425.81	13.8%
Rotgipfler	118.80	0.3%			
Sauvignon Blanc	1,247.71	2.7%			
Scheurebe	357.12	0.8%			
Other white grape varieties	388.12	0.8%			
Sylvaner	37.70	0.1%			
Traminer	284.31	0.6%			
Weißburgunder	1,970.92	4.2%			
Welschriesling	3,337.81	7.2%			
Zierfandler (Spätrot)	77.48	0.2%			
Total white wine vineyard area	**31,145.04**	**67.0%**	**Total red wine vineyard area**	**15,370.15**	**33.0%**

Total area under vine (in ha)	**46,515.19**



[4] Source: Sum total of data provided by the wine-producing federal states (Statistics Austria Lower Austria, Wein-Online Burgenland, Vineyard Register for Styria, Vineyard Register for Vienna, MA 58). As at February 2017.

Grape varieties[5]	Austria		Bergland	Nieder-österreich	Steier-mark	Wien	Other federal states
	2009	2015					
White wine							
Bouvier	234.39	216.34	182.09	30.04	1.99	1.88	0.34
Chardonnay (Morillon)	1,379.87	1,576.81	599.83	603.65	316.89	40.24	16.20
Frühroter Veltliner (Malvasier)	424.10	368.62	11.54	351.66	-	4.86	0.55
Furmint	9.17	8.63	7.66	0.44	0.43	0.10	-
Goldburger	140.07	97.72	46.95	20.12	29.01	1.63	-
Grauer Burgunder (Pinot Gris, Ruländer)	214.63	224.07	73.65	47.71	93.67	6.00	3.03
Grüner Veltliner (Weißgipfler)	13,518.83	14,375.82	1,258.26	12,920.11	8.48	171.45	17.52
Jubiläumsrebe	13.12	6.20	3.48	2.54	-	0.18	-
Müller-Thurgau (Rivaner)	2,043.76	1,777.11	289.39	1,231.14	235.73	17.33	3.52
Muscat	492.01	823.26	115.89	388.64	300.67	13.03	5.02
Muscat-Ottonel	359.18	343.85	247.06	89.56	4.67	2.01	0.56
Neuburger	651.94	507.26	139.82	352.31	0.49	14.05	0.59
Roter Veltliner	193.45	197.51	0.21	193.20	-	3.54	0.57
Rotgipfler	105.23	123.27	0.53	117.59	-	5.15	-
Sauvignon Blanc	844.83	1,170.21	225.51	288.50	623.16	15.42	17.62
Scheurebe (Sämling 88)	375.75	350.85	155.28	46.99	147.26	1.31	0.02
Sylvaner (Grüner Sylvaner)	41.90	38.47	2.10	26.56	7.46	2.20	0.15
Traminer, Gelber Traminer)	309.00	288.05	106.36	101.17	69.08	9.89	1.54
Weißburgunder (Weißer Burgunder, Pinot Blanc, Klevner)	1,914.44	1,916.15	492.99	842.00	528.49	45.98	6.68
Riesling (Rhine Riesling)	1,851.50	2,015.78	127.16	1,729.70	62.90	77.97	18.04
Welschriesling	3,462.11	3,232.92	1,192.80	1,311.82	700.99	25.59	1.73
Zierfandler (Spätrot)	85.38	82.38	0.75	76.57	-	5.06	-
Other white varieties	113.87	103.27	0.07	66.76	28.64	2.84	4.95
Gemischter Satz	1,041.88	657.01	100.53	365.84	177.37	11.92	1.34
TOTAL	**29,820.38**	**30,501.56**	**5,379.93**	**21,204.62**	**3,337.37**	**479.67**	**99.98**
Red wine							
Blauburger	896.89	750.01	117.18	603.82	20.67	7.83	0.52
Blauburgunder (Pinot Noir, Blauer Spätburgunder, Blauer Burgunder)	645.78	613.80	278.01	293.23	16.21	16.61	9.74
Blauer Portugieser	1,621.29	1,264.79	10.04	1,245.50	1.87	6.42	0.96
Blauer Wildbacher	365.34	433.83	0.04	1.08	432.29	-	0.42
Blaufränkisch (Frankovka)	3,227.92	2,807.80	2,631.89	148.95	20.76	4.92	1.28
Cabernet Franc	55.97	64.37	48.84	13.37	0.76	1.00	0.40
Cabernet Sauvignon	591.57	566.75	341.65	200.07	14.84	9.40	0.80
Merlot	644.21	694.61	403.61	258.28	22.22	9.15	1.36
Rathay	8.73	31.88	19.30	11.51	0.65	0.05	0.38
Roesler	160.43	215.76	102.94	102.32	6.80	1.32	2.38
St. Laurent	775.35	724.24	360.01	342.27	13.89	7.61	0.46
Syrah (Shiraz)	136.79	140.50	102.82	35.69	1.59	0.36	0.05
Zweigelt (Blauer Zweigelt,	6,411.72	6,311.20	2,403.22	3,520.51	342.78	36.13	8.55
Other red varieties	16.65	33.11	-	8.49	15.68	0.00	8.93
Gemischter Satz	154.10	284.57	49.24	155.45	75.42	1.02	3.45
TOTAL	**15,712.74**	**14,937.23**	**6,868.79**	**6,940.52**	**986.42**	**101.81**	**39.69**

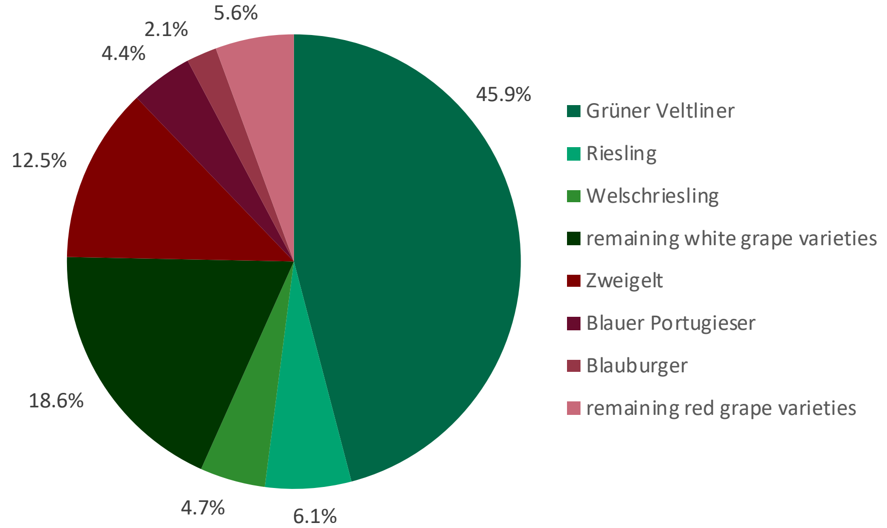
[5] Distribution of grape varieties in 2015 by federal state. Statistics Austria data sourced from the Wein-ONLINE system operated by the Federal Ministry of Agriculture, Forestry, Environment and Water Management (BMLFUW) in the Land-, forst- und wasserwirtschaftliches Rechenzentrum GmbH (LFRZ) (Burgenland, Niederösterreich, Steiermark, Wien) and the State Vineyard Register for Kärnten. Primary data collection: Oberösterreich, Salzburg, Tirol and Vorarlberg. Figures have been rounded for technical reasons.

1.2.5 Areas under vine by grape variety and winegrowing region

1.2.5.1 The generic winegrowing region of Niederösterreich (Lower Austria)[6]

2015 vineyard area in hectares, by variety

White wine			Red wine		
Grape varieties	ha	Total share	Grape varieties	ha	Total share
Bouvier	30.04	0.1%	Blauburger	603.82	2.1%
Chardonnay	603.65	2.1%	Blauer Portugieser	1,245.50	4.4%
Frühroter Veltliner (Malvasier)	351.66	1.2%	Blauer Wildbacher	1.08	0.0%
Furmint	0.44	0.0%	Blaufränkisch	148.95	0.5%
Gemischter Satz	365.84	1.3%	Cabernet Franc	13.37	0.0%
Goldburger	20.12	0.1%	Cabernet Sauvignon	200.07	0.7%
Grüner Veltliner	12,920.11	45.9%	Gemischer Satz	155.45	0.6%
Jubiläumsrebe	2.54	0.0%	Merlot	258.28	0.9%
Müller-Thurgau	1,231.14	4.4%	Pinot Noir	293.23	1.0%
Muskateller	388.64	1.4%	Rathay	11.51	0.0%
Muskat-Ottonel	89.56	0.3%	Roesler	102.32	0.4%
Neuburger	352.31	1.3%	Other red grape varieties	8.49	0.0%
Pinot Gris	47.71	0.2%	St. Laurent	342.27	1.2%
Riesling	1,729.70	6.1%	Syrah	35.69	0.1%
Roter Veltliner	193.20	0.7%	Zweigelt	3,520.51	12.5%
Rotgipfler	117.59	0.4%			
Sauvignon Blanc	288.50	1.0%			
Scheurebe	46.99	0.2%			
Other white grape varieties	66.76	0.2%			
Sylvaner	26.56	0.1%			
Traminer	101.17	0.4%			
Weißburgunder	842.00	3.0%			
Welschriesling	1,311.82	4.7%			
Zierfandler (Spätrot)	76.57	0.3%			
Total white wine vineyard area	**21,204.62**	**75.3%**	**Total red wine vineyard area**	**6,940.54**	**24.7%**
Total area under vine (in ha)					**28,145.16**



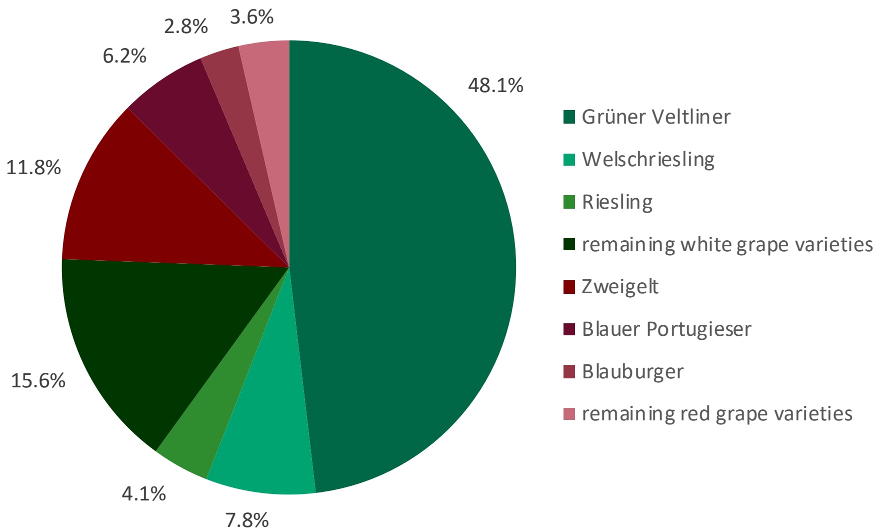
[6] Source: 2015 Survey of Area under Vine (as at September 2016).

1.2.5.1.1 The specific winegrowing region Weinviertel[7]

2015 vineyard area in hectares, by variety

White wine			Red wine		
Grape varieties	ha	Total share	Grape varieties	ha	Total share
Bouvier	9.51	0.1%	Blauburger	383.03	2.8%
Chardonnay	270.59	2.0%	Blauer Portugieser	864.33	6.2%
Frühroter Veltliner (Malvasier)	141.63	1.0%	Blauer Wildbacher	0.07	0.0%
Furmint	0.07	0.0%	Blaufränkisch	28.11	0.2%
Gemischter Satz	170.32	1.2%	Cabernet Franc	2.40	0.0%
Goldburger	9.57	0.1%	Cabernet Sauvignon	73.51	0.5%
Grüner Veltliner	6,671.68	48.1%	Gemischter Satz	72.34	0.5%
Jubiläumsrebe	0.93	0.0%	Merlot	105.62	0.8%
Müller-Thurgau	545.72	3.9%	Pinot Noir	64.03	0.5%
Muskateller	169.74	1.2%	Rathay	6.59	0.0%
Muskat-Ottonel	40.52	0.3%	Roesler	45.61	0.3%
Neuburger	42.73	0.3%	Other red grape varieties	4.61	0.0%
Pinot Gris	14.79	0.1%	St. Laurent	85.29	0.6%
Riesling	561.88	4.1%	Syrah	8.17	0.1%
Roter Veltliner	65.41	0.5%	Zweigelt	1,637.76	11.8%
Rotgipfler	2.31	0.0%			
Sauvignon Blanc	118.51	0.9%			
Scheurebe	31.86	0.2%			
Other white grape varieties	28.69	0.2%			
Sylvaner	7.71	0.1%			
Traminer	47.50	0.3%			
Weißburgunder	442.87	3.2%			
Welschriesling	1,080.50	7.8%			
Zierfandler (Spätrot)	1.41	0.0%			
Total white wine vineyard area	**10,476.45**	**75.6%**	**Total red wine vineyard area**	**3,381.47**	**24.4%**

Total area under vine (in ha)	**13,857.92**



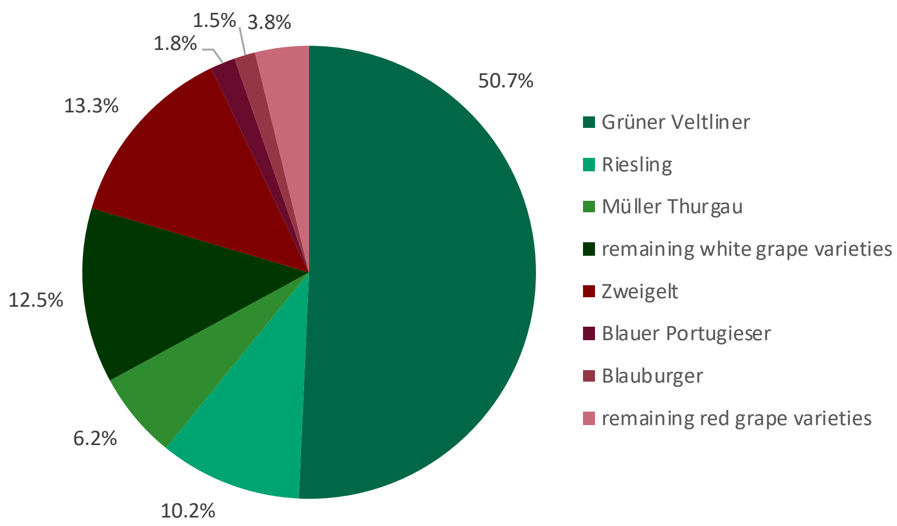
[7] Source: 2015 Survey of Area under Vine (as at September 2016).

1.2.5.1.2 The specific winegrowing region Kamptal[8]

2015 vineyard area in hectares, by variety

White wine			Red wine		
Grape varieties	ha	Total share	Grape varieties	ha	Total share
Bouvier	2.66	0.1%	Blauburger	58.26	1.5%
Chardonnay	87.20	2.2%	Blauer Portugieser	69.99	1.8%
Frühroter Veltliner (Malvasier)	59.38	1.5%	Blauer Wildbacher	0.00	0.0%
Furmint	0.00	0.0%	Blaufränkisch	2.97	0.1%
Gemischter Satz	20.31	0.5%	Cabernet Franc	3.64	0.1%
Goldburger	0.70	0.0%	Cabernet Sauvignon	15.62	0.4%
Grüner Veltliner	1,982.08	50.7%	Gemischer Satz	8.92	0.2%
Jubiläumsrebe	0.17	0.0%	Merlot	15.24	0.4%
Müller-Thurgau	242.40	6.2%	Pinot Noir	43.71	1.1%
Muskateller	49.98	1.3%	Rathay	0.00	0.0%
Muskat-Ottonel	6.45	0.2%	Roesler	15.65	0.4%
Neuburger	23.42	0.6%	Other red grape varieties	1.29	0.0%
Pinot Gris	9.14	0.2%	St. Laurent	40.86	1.0%
Riesling	396.65	10.2%	Syrah	2.20	0.1%
Roter Veltliner	21.93	0.6%	Zweigelt	520.22	13.3%
Rotgipfler	1.36	0.0%			
Sauvignon Blanc	44.59	1.1%			
Scheurebe	4.49	0.1%			
Other white grape varieties	4.57	0.1%			
Sylvaner	3.63	0.1%			
Traminer	7.15	0.2%			
Weißburgunder	84.99	2.2%			
Welschriesling	53.29	1.4%			
Zierfandler (Spätrot)	1.81	0.0%			
Total white wine vineyard area	**3,108.35**	**79.6%**	**Total red wine vineyard area**	**798.57**	**20.4%**

Total area under vine (in ha)	**3,906.92**



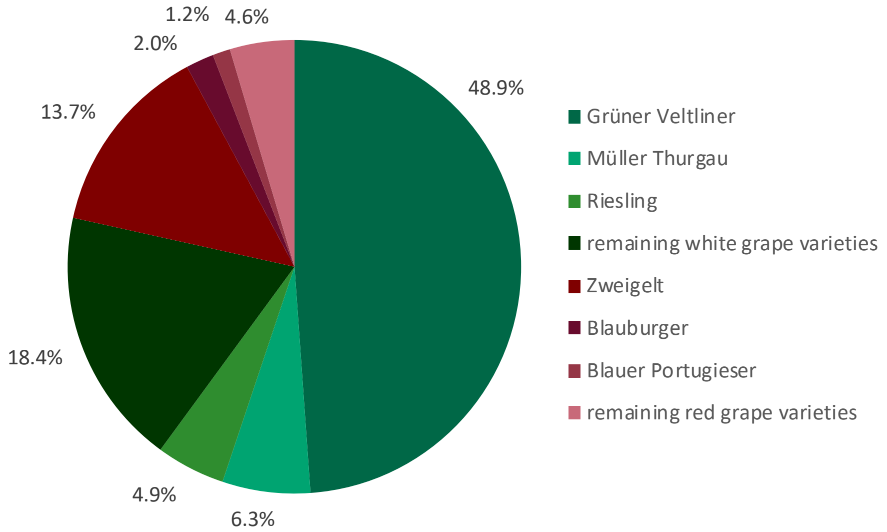
[8] Source: 2015 Survey of Area under Vine (as at September 2016).

1.2.5.1.3 The specific winegrowing region Wagram[9]

2015 vineyard area in hectares, by variety

White wine			Red wine		
Grape varieties	ha	Total share	Grape varieties	ha	Total share
Bouvier	4.17	0.2%	Blauburger	54.42	2.0%
Chardonnay	56.10	2.1%	Blauer Portugieser	33.91	1.2%
Frühroter Veltliner (Malvasier)	76.24	2.8%	Blauer Wildbacher	0.66	0.0%
Furmint	0.00	0.0%	Blaufränkisch	3.95	0.1%
Gemischter Satz	75.27	2.8%	Cabernet Franc	1.08	0.0%
Goldburger	0.84	0.0%	Cabernet Sauvignon	17.84	0.7%
Grüner Veltliner	1,330.29	48.9%	Gemischter Satz	32.26	1.2%
Jubiläumsrebe	0.00	0.0%	Merlot	9.53	0.4%
Müller-Thurgau	170.28	6.3%	Pinot Noir	26.58	1.0%
Muskateller	30.85	1.1%	Rathay	1.69	0.1%
Muskat-Ottonel	4.67	0.2%	Roesler	8.57	0.3%
Neuburger	5.02	0.2%	Other red grape varieties	0.60	0.0%
Pinot Gris	1.76	0.1%	St. Laurent	18.54	0.7%
Riesling	134.19	4.9%	Syrah	3.61	0.1%
Roter Veltliner	82.47	3.0%	Zweigelt	372.80	13.7%
Rotgipfler	0.00	0.0%			
Sauvignon Blanc	23.00	0.8%			
Scheurebe	4.26	0.2%			
Other white grape varieties	15.15	0.6%			
Sylvaner	4.30	0.2%			
Traminer	13.24	0.5%			
Weißburgunder	76.24	2.8%			
Welschriesling	25.00	0.9%			
Zierfandler (Spätrot)	1.02	0.0%			
Total white wine vineyard area	**2,134.36**	**78.5%**	**Total red wine vineyard area**	**586.04**	**21.5%**

Total area under vine (in ha)	2,720.40

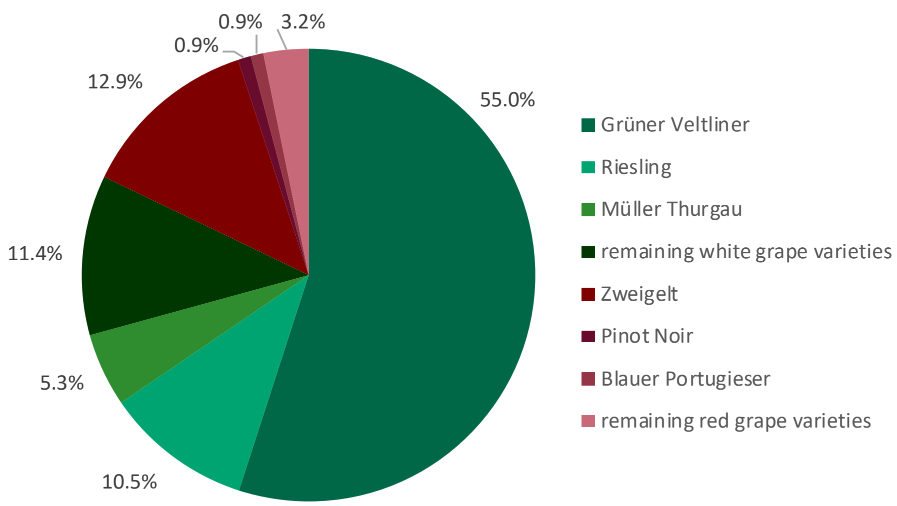


[9] Source: 2015 Survey of Area under Vine (as at September 2016).

1.2.5.1.4 The specific winegrowing region Kremstal[10]

2015 vineyard area in hectares, by variety

White wine			Red wine		
Grape varieties	ha	Total share	Grape varieties	ha	Total share
Bouvier	5.29	0.2%	Blauburger	18.74	0.8%
Chardonnay	44.92	1.9%	Blauer Portugieser	21.54	0.9%
Frühroter Veltliner (Malvasier)	24.73	1.0%	Blauer Wildbacher	0.04	0.0%
Furmint	0.00	0.0%	Blaufränkisch	0.98	0.0%
Gemischter Satz	12.79	0.5%	Cabernet Franc	1.33	0.1%
Goldburger	0.73	0.0%	Cabernet Sauvignon	11.37	0.5%
Grüner Veltliner	1,302.98	55.0%	Gemischer Satz	5.25	0.2%
Jubiläumsrebe	0.00	0.0%	Merlot	14.39	0.6%
Müller-Thurgau	124.47	5.3%	Pinot Noir	22.01	0.9%
Muskateller	42.10	1.8%	Rathay	0.12	0.0%
Muskat-Ottonel	9.11	0.4%	Roesler	6.41	0.3%
Neuburger	30.11	1.3%	Other red grape varieties	0.67	0.0%
Pinot Gris	1.33	0.1%	St. Laurent	15.18	0.6%
Riesling	248.79	10.5%	Syrah	0.60	0.0%
Roter Veltliner	13.52	0.6%	Zweigelt	304.49	12.9%
Rotgipfler	0.13	0.0%			
Sauvignon Blanc	23.74	1.0%			
Scheurebe	1.41	0.1%			
Other white grape varieties	3.16	0.1%			
Sylvaner	0.90	0.0%			
Traminer	5.22	0.2%			
Weißburgunder	41.37	1.7%			
Welschriesling	8.43	0.4%			
Zierfandler (Spätrot)	0.07	0.0%			
Total white wine vineyard area	**1,945.30**	**82.1%**	**Total red wine vineyard area**	**423.12**	**17.9%**
Total area under vine (in ha)					**2,368.42**



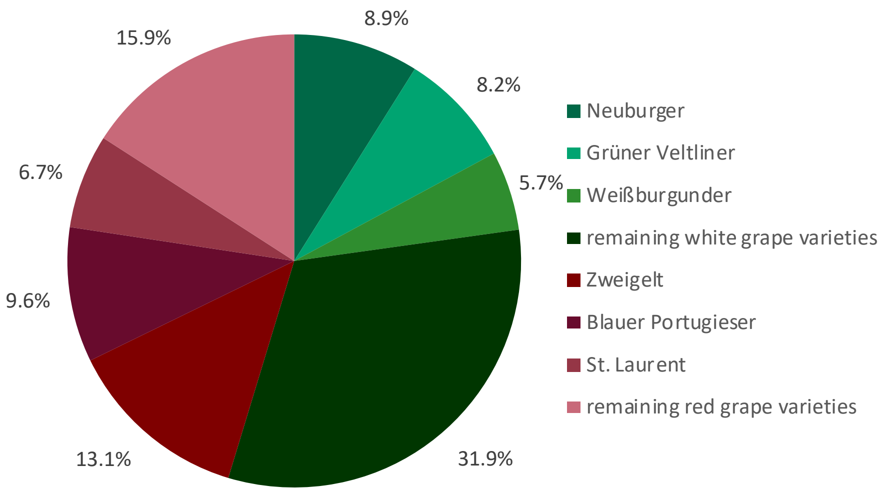
[10] Source: 2015 Survey of Area under Vine (as at September 2016).

1.2.5.1.5 The specific winegrowing region Thermenregion[11]

2015 vineyard area in hectares, by variety

White wine			Red wine		
Grape varieties	ha	Total share	Grape varieties	ha	Total share
Bouvier	4.00	0.2%	Blauburger	55.40	2.5%
Chardonnay	74.07	3.4%	Blauer Portugieser	210.00	9.6%
Frühroter Veltliner (Malvasier)	23.45	1.1%	Blauer Wildbacher	0.30	0.0%
Furmint	0.09	0.0%	Blaufränkisch	25.48	1.2%
Gemischter Satz	40.12	1.8%	Cabernet Franc	3.28	0.2%
Goldburger	6.09	0.3%	Cabernet Sauvignon	56.65	2.6%
Grüner Veltliner	178.99	8.2%	Gemischer Satz	17.12	0.8%
Jubiläumsrebe	0.78	0.0%	Merlot	55.20	2.5%
Müller-Thurgau	41.81	1.9%	Pinot Noir	109.93	5.0%
Muskateller	26.68	1.2%	Rathay	1.94	0.1%
Muskat-Ottonel	19.26	0.9%	Roesler	12.00	0.6%
Neuburger	194.98	8.9%	Other red grape varieties	0.98	0.0%
Pinot Gris	17.08	0.8%	St. Laurent	146.78	6.7%
Riesling	86.67	4.0%	Syrah	7.76	0.4%
Roter Veltliner	3.57	0.2%	Zweigelt	285.33	13.1%
Rotgipfler	113.37	5.2%			
Sauvignon Blanc	35.18	1.6%			
Scheurebe	2.60	0.1%			
Other white grape varieties	8.44	0.4%			
Sylvaner	7.77	0.4%			
Traminer	21.16	1.0%			
Weißburgunder	123.40	5.7%			
Welschriesling	91.88	4.2%			
Zierfandler (Spätrot)	71.94	3.3%			
Total white wine vineyard area	**1,193.38**	**54.7%**	**Total red wine vineyard area**	**988.15**	**45.3%**

Total area under vine (in ha)	**2,181.53**

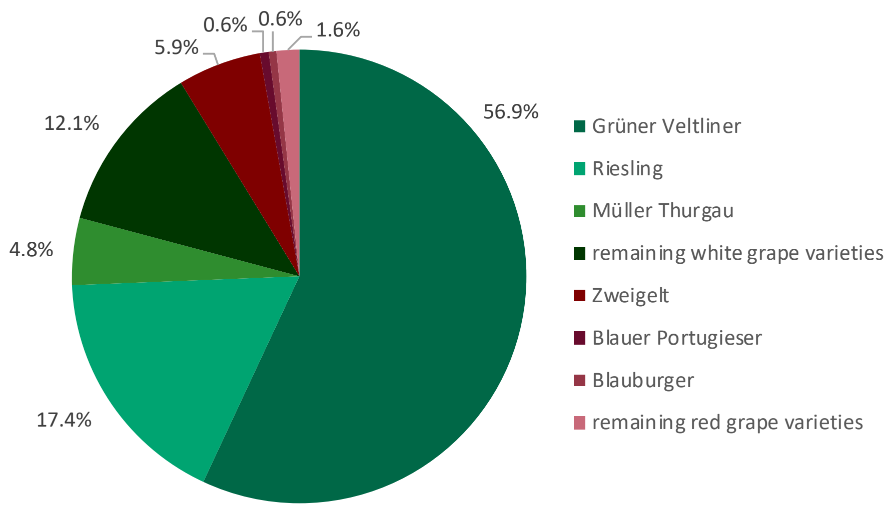


[11] Source: 2015 Survey of Area under Vine (as at September 2016).

1.2.5.1.6 The specific winegrowing region Wachau[12]

2015 vineyard area in hectares, by variety

White wine			Red wine		
Grape varieties	ha	Total share	Grape varieties	ha	Total share
Bouvier	0.11	0.0%	Blauburger	7.43	0.6%
Chardonnay	19.26	1.4%	Blauer Portugieser	8.57	0.6%
Frühroter Veltliner (Malvasier)	12.67	0.9%	Blauer Wildbacher	0.00	0.0%
Furmint	0.19	0.0%	Blaufränkisch	0.90	0.1%
Gemischter Satz	9.98	0.7%	Cabernet Franc	0.00	0.0%
Goldburger	0.31	0.0%	Cabernet Sauvignon	1.64	0.1%
Grüner Veltliner	765.53	56.9%	Gemischer Satz	4.25	0.3%
Jubiläumsrebe	0.66	0.0%	Merlot	0.77	0.1%
Müller-Thurgau	64.34	4.8%	Pinot Noir	4.40	0.3%
Muskateller	25.39	1.9%	Rathay	0.02	0.0%
Muskat-Ottonel	4.88	0.4%	Roesler	1.50	0.1%
Neuburger	42.71	3.2%	Other red grape varieties	0.26	0.0%
Pinot Gris	1.91	0.1%	St. Laurent	7.34	0.5%
Riesling	234.52	17.4%	Syrah	0.18	0.0%
Roter Veltliner	0.96	0.1%	Zweigelt	79.79	5.9%
Rotgipfler	0.19	0.0%			
Sauvignon Blanc	7.24	0.5%			
Scheurebe	0.19	0.0%			
Other white grape varieties	0.65	0.0%			
Sylvaner	0.24	0.0%			
Traminer	3.01	0.2%			
Weißburgunder	32.42	2.4%			
Welschriesling	0.22	0.0%			
Zierfandler (Spätrot)	0.19	0.0%			
Total white wine vineyard area	**1,227.77**	**91.3%**	**Total red wine vineyard area**	**117.05**	**8.7%**
Total area under vine (in ha)					**1,344.82**



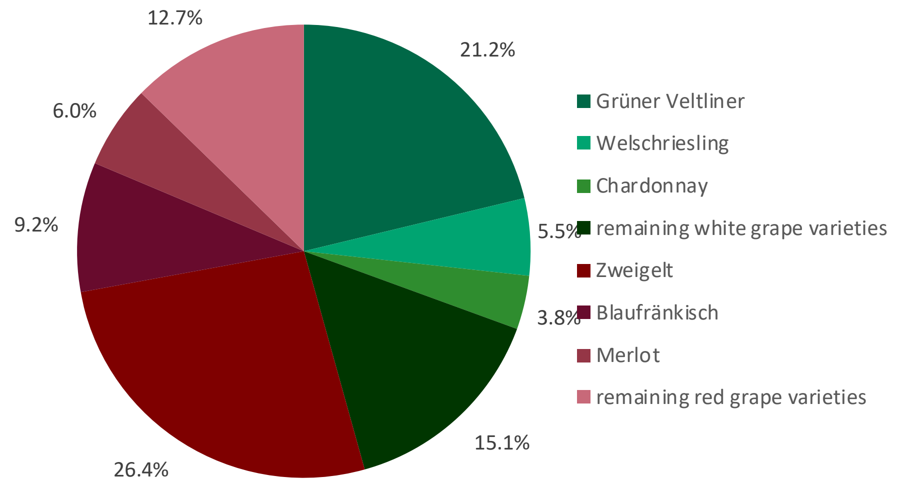
[12] Source: 2015 Survey of Area under Vine (as at September 2016).

1.2.5.1.7 The specific winegrowing region Carnuntum[13]

2015 vineyard area in hectares, by variety

White wine			Red wine		
Grape varieties	ha	Total share	Grape varieties	ha	Total share
Bouvier	1.12	0.1%	Blauburger	15.40	1.7%
Chardonnay	34.76	3.8%	Blauer Portugieser	6.59	0.7%
Frühroter Veltliner (Malvasier)	0.96	0.1%	Blauer Wildbacher	0.00	0.0%
Furmint	0.28	0.0%	Blaufränkisch	83.71	9.2%
Gemischter Satz	16.46	1.8%	Cabernet Franc	1.61	0.2%
Goldburger	1.02	0.1%	Cabernet Sauvignon	20.24	2.2%
Grüner Veltliner	192.50	21.2%	Gemischter Satz	6.61	0.7%
Jubiläumsrebe	0.19	0.0%	Merlot	53.97	6.0%
Müller-Thurgau	11.44	1.3%	Pinot Noir	18.72	2.1%
Muskateller	23.45	2.6%	Rathay	0.53	0.1%
Muskat-Ottonel	2.29	0.3%	Roesler	10.81	1.2%
Neuburger	4.40	0.5%	Other red grape varieties	0.08	0.0%
Pinot Gris	0.68	0.1%	St. Laurent	22.26	2.5%
Riesling	13.12	1.4%	Syrah	12.25	1.4%
Roter Veltliner	1.38	0.2%	Zweigelt	239.66	26.4%
Rotgipfler	0.22	0.0%			
Sauvignon Blanc	23.58	2.6%			
Scheurebe	2.07	0.2%			
Other white grape varieties	5.48	0.6%			
Sylvaner	0.37	0.0%			
Traminer	1.48	0.2%			
Weißburgunder	26.80	3.0%			
Welschriesling	49.76	5.5%			
Zierfandler (Spätrot)	0.19	0.0%			
Total white wine vineyard area	**414.00**	**45.7%**	**Total red wine vineyard area**	**492.44**	**54.3%**

Total area under vine (in ha)	**906.44**



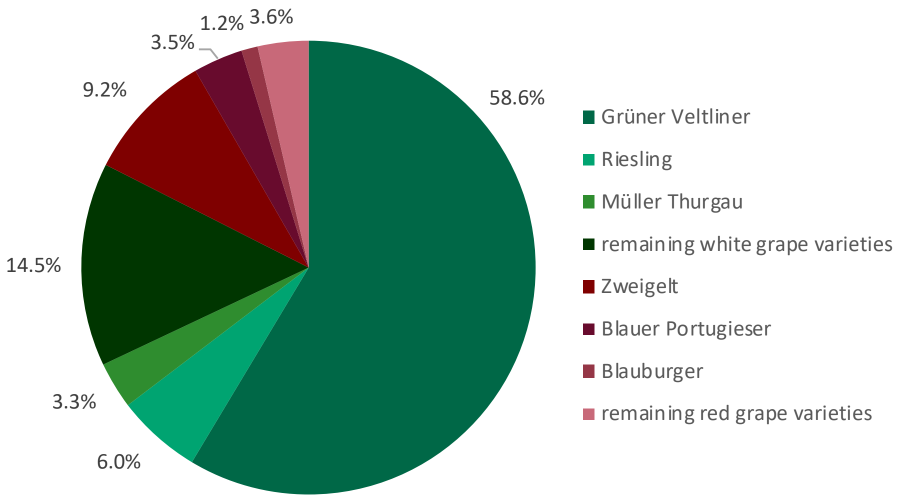
[13] Source: 2015 Survey of Area under Vine (as at September 2016).

1.2.5.1.8 The specific winegrowing region Traisental[14]

2015 vineyard area in hectares, by variety

White wine			Red wine		
Grape varieties	ha	Total share	Grape varieties	ha	Total share
Bouvier	3.18	0.4%	Blauburger	9.51	1.2%
Chardonnay	15.77	1.9%	Blauer Portugieser	28.76	3.5%
Frühroter Veltliner (Malvasier)	11.69	1.4%	Blauer Wildbacher	0.00	0.0%
Furmint	0.00	0.0%	Blaufränkisch	2.85	0.3%
Gemischter Satz	19.03	2.3%	Cabernet Franc	0.03	0.0%
Goldburger	0.56	0.1%	Cabernet Sauvignon	3.22	0.4%
Grüner Veltliner	477.42	58.6%	Gemischer Satz	8.06	1.0%
Jubiläumsrebe	0.00	0.0%	Merlot	3.57	0.4%
Müller-Thurgau	27.06	3.3%	Pinot Noir	3.85	0.5%
Muskateller	19.57	2.4%	Rathay	0.62	0.1%
Muskat-Ottonel	2.39	0.3%	Roesler	1.75	0.2%
Neuburger	8.84	1.1%	Other red grape varieties	0.00	0.0%
Pinot Gris	1.01	0.1%	St. Laurent	4.66	0.6%
Riesling	49.13	6.0%	Syrah	0.93	0.1%
Roter Veltliner	3.75	0.5%	Zweigelt	75.33	9.2%
Rotgipfler	0.19	0.0%			
Sauvignon Blanc	12.65	1.6%			
Scheurebe	0.30	0.0%			
Other white grape varieties	0.29	0.0%			
Sylvaner	1.64	0.2%			
Traminer	2.42	0.3%			
Weißburgunder	12.53	1.5%			
Welschriesling	2.29	0.3%			
Zierfandler (Spätrot)	0.16	0.0%			
Total white wine vineyard area	**671.87**	**82.4%**	**Total red wine vineyard area**	**143.14**	**17.6%**

Total area under vine (in ha)	815.01



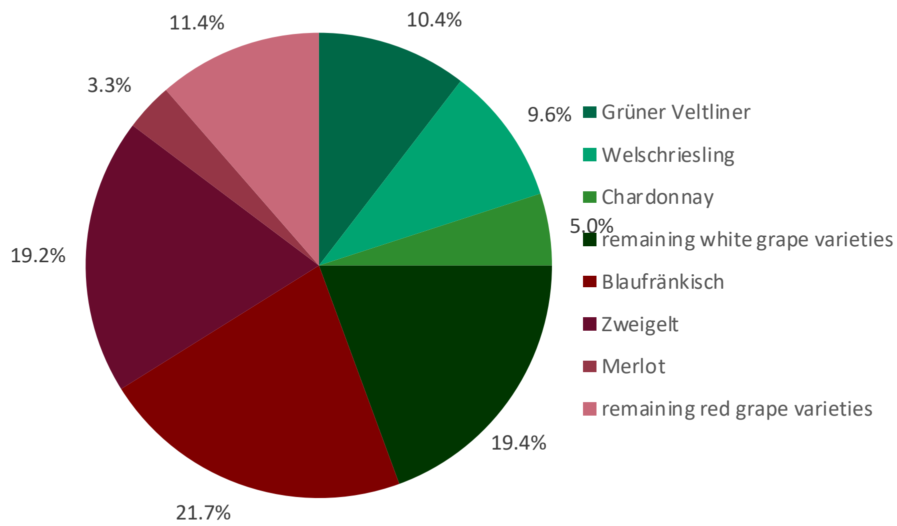
[14] Source: 2015 Survey of Area under Vine (as at September 2016).

1.2.5.2 The generic winegrowing region of Burgenland[15]

2017 vineyard area in hectares, by variety

White wine			Red wine		
Grape varieties	ha	Total share	Grape varieties	ha	Total share
Bouvier	187.25	1.4%	Blauburger	112.15	0.9%
Chardonnay	656.49	5.0%	Blauer Portugieser	10.37	0.1%
Frühroter Veltliner (Malvasier)	12.48	0.1%	Blauer Wildbacher	0.00	0.0%
Furmint	10.55	0.1%	Blaufränkisch	2,843.26	21.7%
Gemischter Satz	109.07	0.8%	Cabernet Franc	59.31	0.5%
Goldburger	48.40	0.4%	Cabernet Sauvignon	365.32	2.8%
Grüner Veltliner	1,365.35	10.4%	Gemischer Satz	0.00	0.0%
Jubiläumsrebe	3.50	0.0%	Merlot	434.93	3.3%
Müller-Thurgau	299.87	2.3%	Pinot Noir	286.30	2.2%
Muskateller	136.99	1.0%	Rathay	22.78	0.2%
Muskat-Ottonel	261.53	2.0%	Roesler	127.48	1.0%
Neuburger	138.76	1.1%	Other red grape varieties	25.18	0.2%
Pinot Gris	77.21	0.6%	St. Laurent	367.64	2.8%
Riesling	132.94	1.0%	Syrah	113.95	0.9%
Roter Veltliner	0.51	0.0%	Zweigelt	2,513.33	19.2%
Rotgipfler	0.78	0.0%			
Sauvignon Blanc	265.08	2.0%			
Scheurebe	157.35	1.2%			
Other white grape varieties	80.57	0.6%			
Sylvaner	1.75	0.0%			
Traminer	106.21	0.8%			
Weißburgunder	509.96	3.9%			
Welschriesling	1,254.92	9.6%			
Zierfandler (Spätrot)	0.28	0.0%			
Total white wine vineyard area	**5,817.80**	**44.4%**	**Total red wine vineyard area**	**7,282.00**	**55.6%**

Total area under vine (in ha)	**13,099.80**



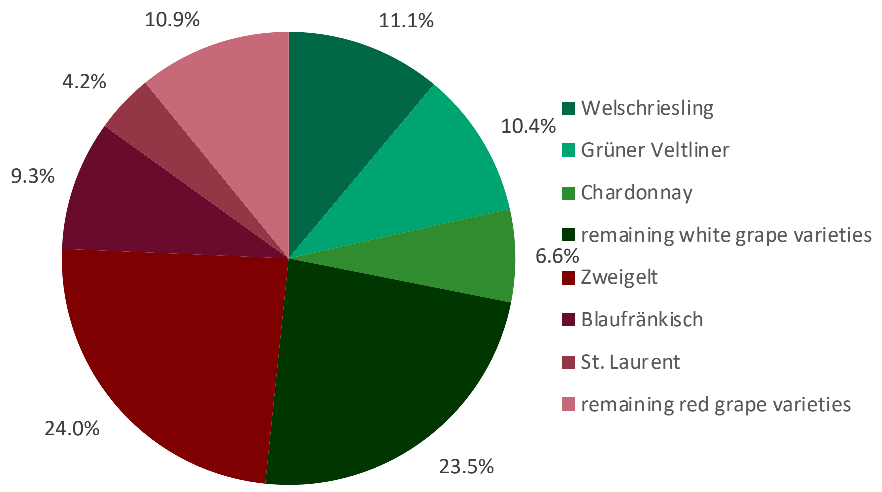
[15] Source: Burgenland wine based on data from Wein-Online, as at February 2017.

1.2.5.2.1 The specific winegrowing region Neusiedlersee[16]

2017 vineyard area in hectares, by variety

White wine			Red wine		
Grape varieties	ha	Total share	Grape varieties	ha	Total share
Bouvier	165.11	2.5%	Blauburger	59.33	0.9%
Chardonnay	442.09	6.6%	Blauer Portugieser	0.50	0.0%
Frühroter Veltliner (Malvasier)	6.68	0.1%	Blauer Wildbacher	0.00	0.0%
Furmint	1.50	0.0%	Blaufränkisch	619.11	9.3%
Gemischter Satz	23.49	0.4%	Cabernet Franc	28.33	0.4%
Goldburger	21.65	0.3%	Cabernet Sauvignon	157.88	2.4%
Grüner Veltliner	696.20	10.4%	Gemischer Satz	0.00	0.0%
Jubiläumsrebe	2.73	0.0%	Merlot	182.77	2.7%
Müller-Thurgau	181.31	2.7%	Pinot Noir	143.82	2.2%
Muskateller	80.96	1.2%	Rathay	17.98	0.3%
Muskat-Ottonel	183.37	2.7%	Roesler	90.05	1.3%
Neuburger	64.74	1.0%	Other red grape varieties	5.04	0.1%
Pinot Gris	62.43	0.9%	St. Laurent	277.85	4.2%
Riesling	83.19	1.2%	Syrah	40.06	0.6%
Roter Veltliner	0.00	0.0%	Zweigelt	1,604.46	24.0%
Rotgipfler	0.39	0.0%			
Sauvignon Blanc	148.17	2.2%			
Scheurebe	137.92	2.1%			
Other white grape varieties	23.55	0.4%			
Sylvaner	0.98	0.0%			
Traminer	66.36	1.0%			
Weißburgunder	315.34	4.7%			
Welschriesling	738.90	11.1%			
Zierfandler (Spätrot)	0.28	0.0%			
Total white wine vineyard area	**3,447.34**	**51.6%**	**Total red wine vineyard area**	**3,227.18**	**48.4%**

Total area under vine (in ha)	**6,674.52**



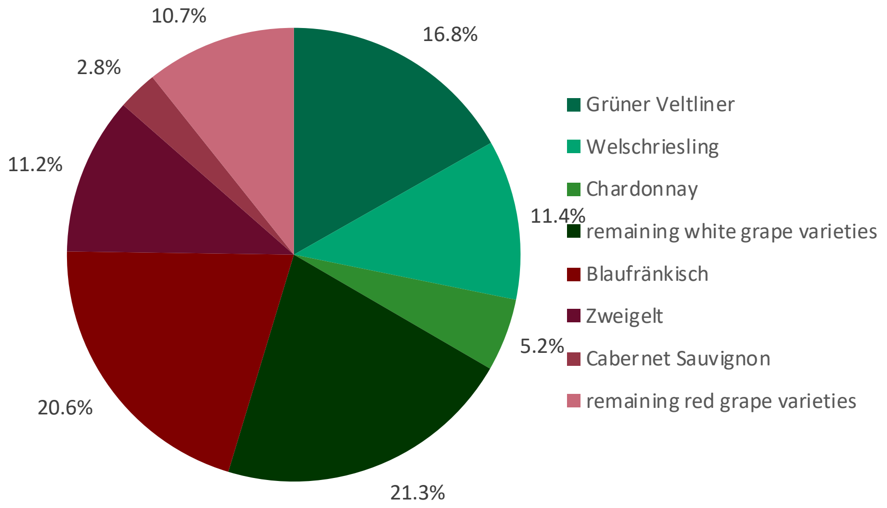
[16] Source: Burgenland wine based on data from Wein-Online, as at February 2017.

1.2.5.2.2 The specific winegrowing region Leithaberg[17]

2017 vineyard area in hectares, by variety

White wine			Red wine		
Grape varieties	ha	Total share	Grape varieties	ha	Total share
Bouvier	17.50	0.6%	Blauburger	31.36	1.0%
Chardonnay	160.63	5.2%	Blauer Portugieser	7.22	0.2%
Frühroter Veltliner (Malvasier)	5.40	0.2%	Blauer Wildbacher	0.00	0.0%
Furmint	0.60	0.0%	Blaufränkisch	636.75	20.6%
Gemischter Satz	49.00	1.6%	Cabernet Franc	15.68	0.5%
Goldburger	22.58	0.7%	Cabernet Sauvignon	87.87	2.8%
Grüner Veltliner	519.77	16.8%	Gemischer Satz	0.00	0.0%
Jubiläumsrebe	0.77	0.0%	Merlot	85.61	2.8%
Müller-Thurgau	96.52	3.1%	Pinot Noir	82.03	2.6%
Muskateller	34.31	1.1%	Rathay	2.27	0.1%
Muskat-Ottonel	64.52	2.1%	Roesler	15.51	0.5%
Neuburger	59.67	1.9%	Other red grape varieties	4.88	0.2%
Pinot Gris	8.07	0.3%	St. Laurent	56.93	1.8%
Riesling	29.51	1.0%	Syrah	30.42	1.0%
Roter Veltliner	0.30	0.0%	Zweigelt	347.42	11.2%
Rotgipfler	0.22	0.0%			
Sauvignon Blanc	79.73	2.6%			
Scheurebe	11.98	0.4%			
Other white grape varieties	11.20	0.4%			
Sylvaner	0.54	0.0%			
Traminer	25.26	0.8%			
Weißburgunder	142.01	4.6%			
Welschriesling	352.88	11.4%			
Zierfandler (Spätrot)	0.00	0.0%			
Total white wine vineyard area	**1,692.97**	**54.7%**	**Total red wine vineyard area**	**1,403.95**	**45.3%**

Total area under vine (in ha)	3,096.92



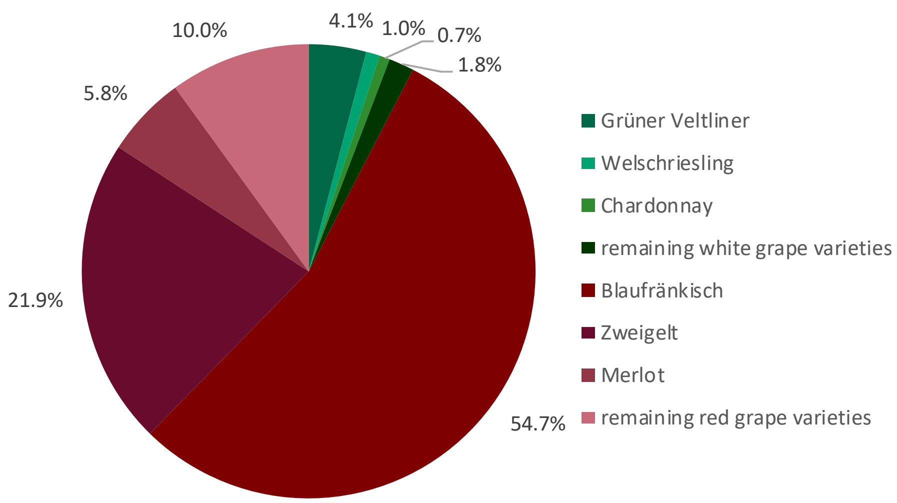
[17] Source: Burgenland wine based on data from Wein-Online, as at February 2017.

1.2.5.2.3 The specific winegrowing region Mittelburgenland[18]

2017 vineyard area in hectares, by variety

White wine			Red wine		
Grape varieties	ha	Total share	Grape varieties	ha	Total share
Bouvier	0.42	0.0%	Blauburger	10.33	0.5%
Chardonnay	15.71	0.7%	Blauer Portugieser	0.92	0.0%
Frühroter Veltliner (Malvasier)	0.00	0.0%	Blauer Wildbacher	0.00	0.0%
Furmint	0.00	0.0%	Blaufränkisch	1,151.24	54.7%
Gemischter Satz	4.11	0.2%	Cabernet Franc	9.39	0.4%
Goldburger	0.90	0.0%	Cabernet Sauvignon	81.53	3.9%
Grüner Veltliner	86.27	4.1%	Gemischer Satz	0.00	0.0%
Jubiläumsrebe	0.00	0.0%	Merlot	122.16	5.8%
Müller-Thurgau	5.60	0.3%	Pinot Noir	22.27	1.1%
Muskateller	2.25	0.1%	Rathay	2.10	0.1%
Muskat-Ottonel	2.51	0.1%	Roesler	20.58	1.0%
Neuburger	0.27	0.0%	Other red grape varieties	2.03	0.1%
Pinot Gris	0.59	0.0%	St. Laurent	22.83	1.1%
Riesling	2.80	0.1%	Syrah	38.04	1.8%
Roter Veltliner	0.21	0.0%	Zweigelt	460.47	21.9%
Rotgipfler	0.14	0.0%			
Sauvignon Blanc	7.56	0.4%			
Scheurebe	1.40	0.1%			
Other white grape varieties	2.02	0.1%			
Sylvaner	0.00	0.0%			
Traminer	0.51	0.0%			
Weißburgunder	6.41	0.3%			
Welschriesling	20.60	1.0%			
Zierfandler (Spätrot)	0.00	0.0%			
Total white wine vineyard area	**160.28**	**7.6%**	**Total red wine vineyard area**	**1,943.89**	**92.4%**

Total area under vine (in ha)	2,104.17



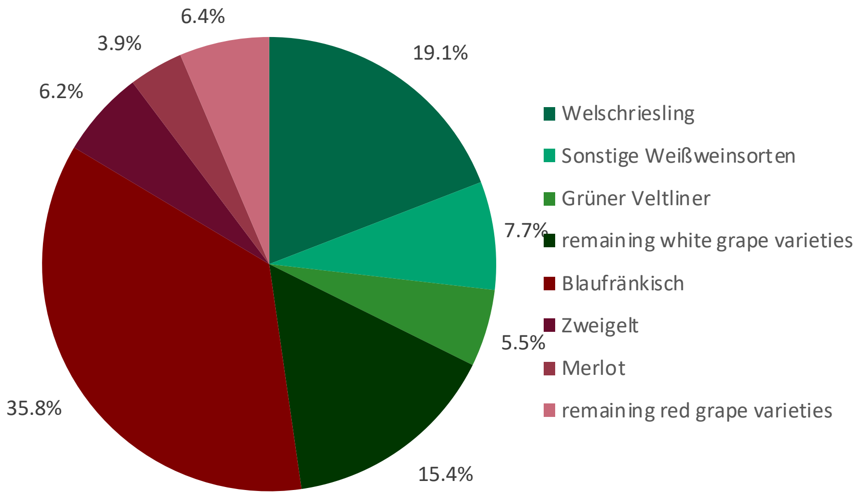
[18] Source: Burgenland wine based on data from Wein-Online, as at February 2017.

1.2.5.2.4 The specific winegrowing region Eisenberg[19]

2017 vineyard area in hectares, by variety

White wine			Red wine		
Grape varieties	ha	Total share	Grape varieties	ha	Total share
Bouvier	0.00	0.0%	Blauburger	4.15	0.8%
Chardonnay	7.35	1.4%	Blauer Portugieser	0.00	0.0%
Frühroter Veltliner (Malvasier)	0.00	0.0%	Blauer Wildbacher	0.00	0.0%
Furmint	0.00	0.0%	Blaufränkisch	184.47	35.8%
Gemischter Satz	27.69	5.4%	Cabernet Franc	0.90	0.2%
Goldburger	2.64	0.5%	Cabernet Sauvignon	11.71	2.3%
Grüner Veltliner	28.32	5.5%	Gemischer Satz	0.00	0.0%
Jubiläumsrebe	0.00	0.0%	Merlot	19.85	3.9%
Müller-Thurgau	7.69	1.5%	Pinot Noir	6.48	1.3%
Muskateller	4.30	0.8%	Rathay	0.00	0.0%
Muskat-Ottonel	0.00	0.0%	Roesler	0.00	0.0%
Neuburger	0.00	0.0%	Other red grape varieties	6.91	1.3%
Pinot Gris	0.00	0.0%	St. Laurent	0.00	0.0%
Riesling	8.11	1.6%	Syrah	2.78	0.5%
Roter Veltliner	0.00	0.0%	Zweigelt	31.79	6.2%
Rotgipfler	0.00	0.0%			
Sauvignon Blanc	6.25	1.2%			
Scheurebe	3.08	0.6%			
Other white grape varieties	39.64	7.7%			
Sylvaner	0.00	0.0%			
Traminer	0.00	0.0%			
Weißburgunder	12.27	2.4%			
Welschriesling	98.44	19.1%			
Zierfandler (Spätrot)	0.00	0.0%			
Total white wine vineyard area	**245.78**	**47.7%**	**Total red wine vineyard area**	**269.04**	**52.3%**

Total area under vine (in ha)	**514.82**

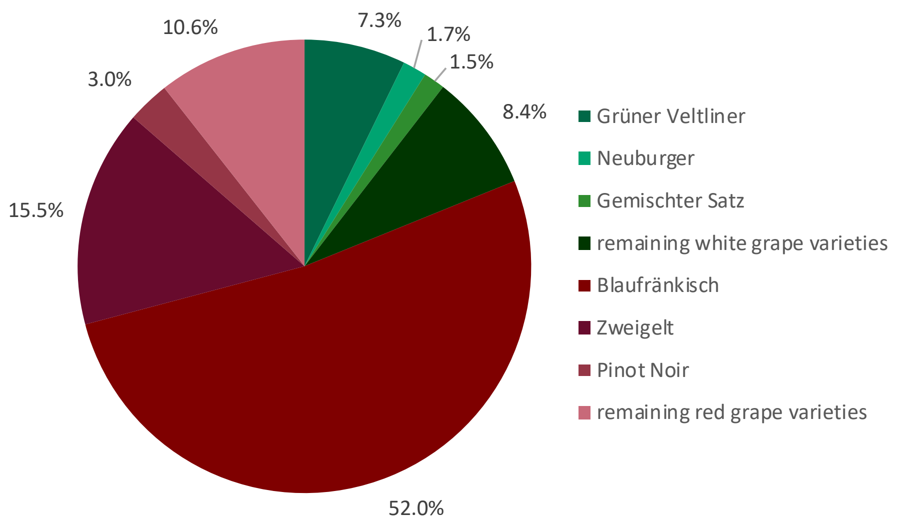


[19] Source: Burgenland wine based on data from Wein-Online, as at February 2017.

1.2.5.3 The specific wine region Rosalia[20]

2017 vineyard area in hectares, by variety

White wine			Red wine		
Grape varieties	ha	Total share	Grape varieties	ha	Total share
Bouvier	0.05	0.0%	Blauburger	4.86	1.6%
Chardonnay	3.65	1.2%	Blauer Portugieser	1.73	0.6%
Frühroter Veltliner (Malvasier)	0.29	0.1%	Blauer Wildbacher	0.00	0.0%
Furmint	0.00	0.0%	Blaufränkisch	154.39	52.0%
Gemischter Satz	4.55	1.5%	Cabernet Franc	0.92	0.3%
Goldburger	0.00	0.0%	Cabernet Sauvignon	6.42	2.2%
Grüner Veltliner	21.53	7.3%	Gemischter Satz	0.00	0.0%
Jubiläumsrebe	0.00	0.0%	Merlot	7.00	2.4%
Müller-Thurgau	1.94	0.7%	Pinot Noir	8.91	3.0%
Muskateller	1.79	0.6%	Rathay	0.43	0.1%
Muskat-Ottonel	0.73	0.2%	Roesler	0.47	0.2%
Neuburger	5.02	1.7%	Other red grape varieties	6.32	2.1%
Pinot Gris	0.17	0.1%	St. Laurent	3.15	1.1%
Riesling	0.92	0.3%	Syrah	0.11	0.0%
Roter Veltliner	0.00	0.0%	Zweigelt	46.13	15.5%
Rotgipfler	0.03	0.0%			
Sauvignon Blanc	3.92	1.3%			
Scheurebe	0.65	0.2%			
Other white grape varieties	3.15	1.1%			
Sylvaner	0.23	0.1%			
Traminer	0.28	0.1%			
Weißburgunder	4.22	1.4%			
Welschriesling	2.93	1.0%			
Zierfandler (Spätrot)	0.00	0.0%			
Total white wine vineyard area	**56.05**	**18.9%**	**Total red wine vineyard area**	**240.84**	**81.1%**
Total area under vine (in ha)					**296.89**

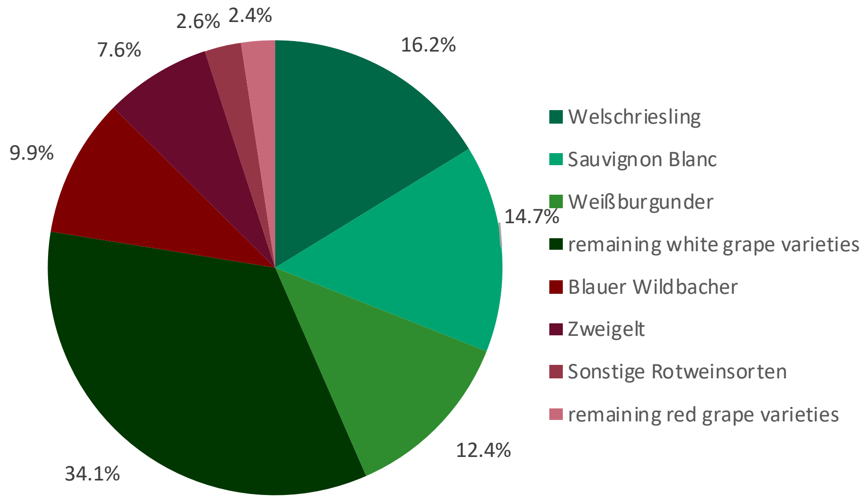


[20] Source: Burgenland wine based on data from Wein-Online, as at February 2017.

1.2.5.4 The generic winegrowing region of Steiermark (Styria)[21]

2016 vineyard area in hectares, by variety

White wine			Red wine		
Grape varieties	ha	Total share	Grape varieties	ha	Total share
Bouvier	1.36	0.0%	Blauburger	18.23	0.4%
Chardonnay	327.71	7.1%	Blauer Portugieser	1.99	0.0%
Frühroter Veltliner (Malvasier)	0.00	0.0%	Blauer Wildbacher	457.30	9.9%
Furmint	0.15	0.0%	Blaufränkisch	13.55	0.3%
Gemischter Satz	17.37	0.4%	Cabernet Franc	0.76	0.0%
Goldburger	29.50	0.6%	Cabernet Sauvignon	14.29	0.3%
Grüner Veltliner	0.00	0.0%	Gemischer Satz	0.05	0.0%
Jubiläumsrebe	0.00	0.0%	Merlot	20.60	0.4%
Müller-Thurgau	245.34	5.3%	Pinot Noir	18.28	0.4%
Muskateller	328.59	7.1%	Rathay	0.67	0.0%
Muskat-Ottonel	4.37	0.1%	Roesler	6.42	0.1%
Neuburger	0.00	0.0%	Other red grape varieties	121.06	2.6%
Pinot Gris	96.85	2.1%	St. Laurent	13.88	0.3%
Riesling	63.05	1.4%	Syrah	2.02	0.0%
Roter Veltliner	0.00	0.0%	Zweigelt	350.50	7.6%
Rotgipfler	0.00	0.0%			
Sauvignon Blanc	682.91	14.7%			
Scheurebe	152.44	3.3%			
Other white grape varieties	237.44	5.1%			
Sylvaner	8.26	0.2%			
Traminer	69.72	1.5%			
Weißburgunder	576.26	12.4%			
Welschriesling	752.48	16.2%			
Zierfandler (Spätrot)	0.00	0.0%			
Total white wine vineyard area	**3,593.80**	**77.6%**	**Total red wine vineyard area**	**1,039.60**	**22.4%**
Total area under vine (in ha)					**4,633.40**

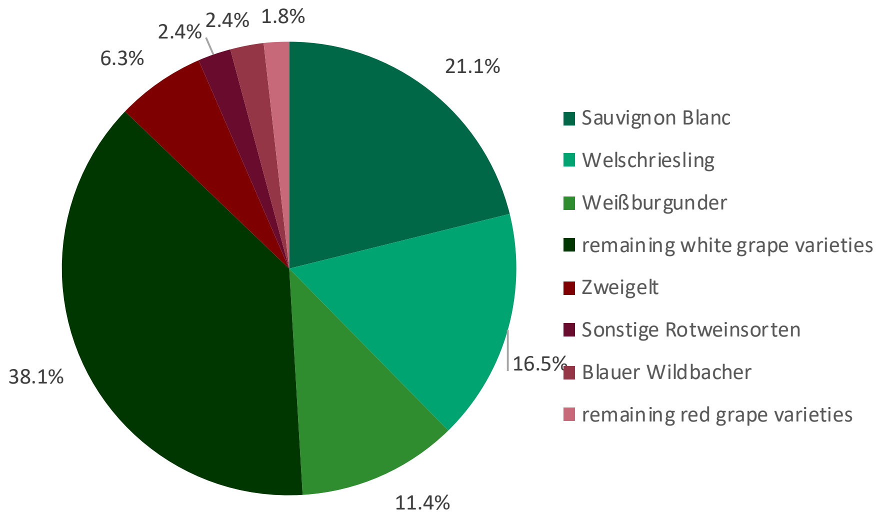


[21] Source: Styrian wine based on data from the Styrian vineyard register, as at September 2016.

1.2.5.4.1 The specific winegrowing region Südsteiermark (Southern Styria)[22]

2016 vineyard area in hectares, by variety

White wine			Red wine		
Grape varieties	ha	Total share	Grape varieties	ha	Total share
Bouvier	1.36	0.1%	Blauburger	5.06	0.2%
Chardonnay	220.01	8.6%	Blauer Portugieser	1.99	0.1%
Frühroter Veltliner (Malvasier)	0.00	0.0%	Blauer Wildbacher	60.51	2.4%
Furmint	0.00	0.0%	Blaufränkisch	9.62	0.4%
Gemischter Satz	9.59	0.4%	Cabernet Franc	0.49	0.0%
Goldburger	3.58	0.1%	Cabernet Sauvignon	5.90	0.2%
Grüner Veltliner	0.86	0.0%	Gemischer Satz	0.00	0.0%
Jubiläumsrebe	0.00	0.0%	Merlot	6.13	0.2%
Müller-Thurgau	137.18	5.4%	Pinot Noir	8.92	0.3%
Muskateller	254.39	9.9%	Rathay	0.06	0.0%
Muskat-Ottonel	2.99	0.1%	Roesler	1.84	0.1%
Neuburger	0.00	0.0%	Other red grape varieties	60.55	2.4%
Pinot Gris	59.81	2.3%	St. Laurent	6.13	0.2%
Riesling	38.25	1.5%	Syrah	0.23	0.0%
Roter Veltliner	0.00	0.0%	Zweigelt	161.78	6.3%
Rotgipfler	0.00	0.0%			
Sauvignon Blanc	541.43	21.1%			
Scheurebe	90.64	3.5%			
Other white grape varieties	121.37	4.7%			
Sylvaner	4.70	0.2%			
Traminer	32.57	1.3%			
Weißburgunder	291.91	11.4%			
Welschriesling	423.38	16.5%			
Zierfandler (Spätrot)	0.00	0.0%			
Total white wine vineyard area	**2,234.02**	**87.2%**	**Total red wine vineyard area**	**329.21**	**12.8%**
Total area under vine (in ha)					**2,563.23**



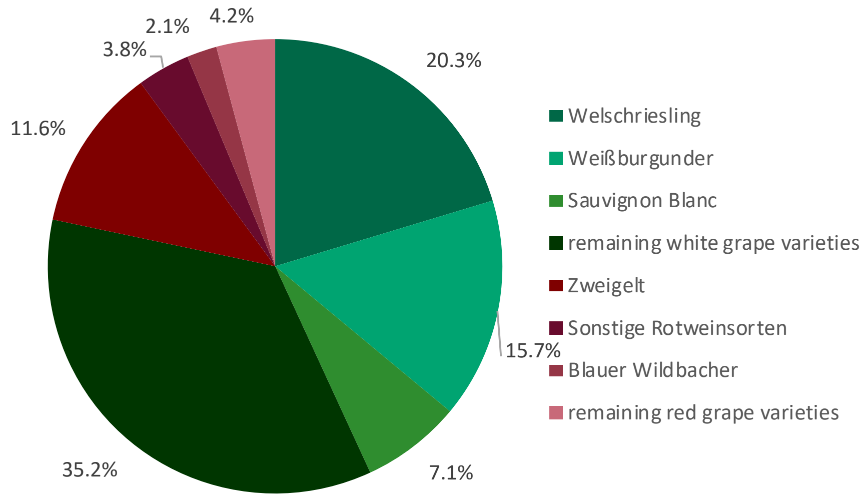
[22] Source: Styrian wine based on data from the Styrian vineyard register, as at September 2016.

1.2.5.4.2 The specific winegrowing region Vulkanland Steiermark[23]

2016 vineyard area in hectares, by variety

White wine			Red wine		
Grape varieties	ha	Total share	Grape varieties	ha	Total share
Bouvier	0.00	0.0%	Blauburger	13.17	0.9%
Chardonnay	92.28	6.1%	Blauer Portugieser	0.00	0.0%
Frühroter Veltliner (Malvasier)	0.00	0.0%	Blauer Wildbacher	32.27	2.1%
Furmint	0.15	0.0%	Blaufränkisch	3.71	0.2%
Gemischter Satz	7.19	0.5%	Cabernet Franc	0.27	0.0%
Goldburger	25.14	1.6%	Cabernet Sauvignon	8.39	0.6%
Grüner Veltliner	2.77	0.2%	Gemischer Satz	0.05	0.0%
Jubiläumsrebe	0.00	0.0%	Merlot	14.23	0.9%
Müller-Thurgau	103.01	6.8%	Pinot Noir	9.36	0.6%
Muskateller	65.91	4.3%	Rathay	0.61	0.0%
Muskat-Ottonel	1.38	0.1%	Roesler	4.58	0.3%
Neuburger	0.00	0.0%	Other red grape varieties	57.55	3.8%
Pinot Gris	34.92	2.3%	St. Laurent	7.47	0.5%
Riesling	23.38	1.5%	Syrah	1.79	0.1%
Roter Veltliner	0.00	0.0%	Zweigelt	177.19	11.6%
Rotgipfler	0.00	0.0%			
Sauvignon Blanc	108.23	7.1%			
Scheurebe	58.56	3.8%			
Other white grape varieties	82.09	5.4%			
Sylvaner	2.60	0.2%			
Traminer	36.62	2.4%			
Weißburgunder	239.39	15.7%			
Welschriesling	309.92	20.3%			
Zierfandler (Spätrot)	0.00	0.0%			
Total white wine vineyard area	**1,193.54**	**78.3%**	**Total red wine vineyard area**	**330.64**	**21.7%**

Total area under vine (in ha)	**1,524.18**



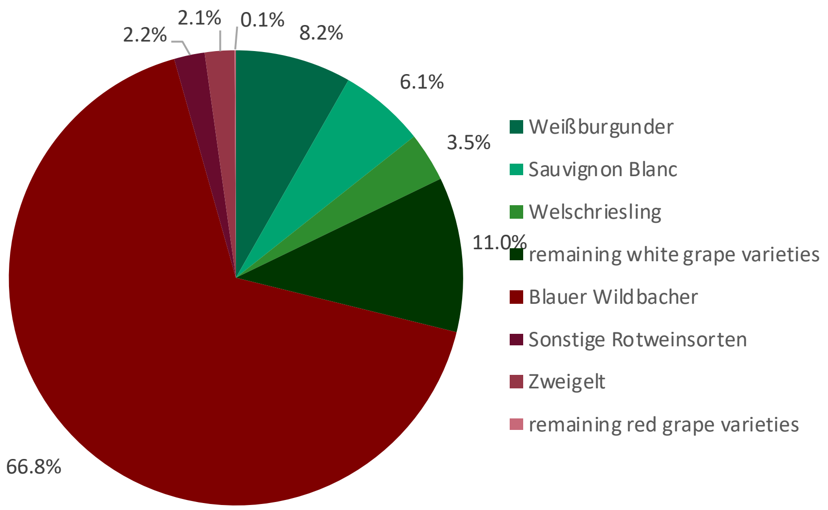
[23] Source: Styrian wine based on data from the Styrian vineyard register, as at September 2016.

1.2.5.4.3 The specific winegrowing region Weststeiermark[24]

2016 vineyard area in hectares, by variety

White wine			Red wine		
Grape varieties	ha	Total share	Grape varieties	ha	Total share
Bouvier	0.00	0.0%	Blauburger	0.00	0.0%
Chardonnay	15.42	2.8%	Blauer Portugieser	0.00	0.0%
Frühroter Veltliner (Malvasier)	0.00	0.0%	Blauer Wildbacher	364.52	66.8%
Furmint	0.00	0.0%	Blaufränkisch	0.22	0.0%
Gemischter Satz	0.59	0.1%	Cabernet Franc	0.00	0.0%
Goldburger	0.78	0.1%	Cabernet Sauvignon	0.00	0.0%
Grüner Veltliner	0.00	0.0%	Gemischer Satz	0.00	0.0%
Jubiläumsrebe	0.00	0.0%	Merlot	0.24	0.0%
Müller-Thurgau	5.14	0.9%	Pinot Noir	0.00	0.0%
Muskateller	13.68	2.5%	Rathay	0.00	0.0%
Muskat-Ottonel	0.00	0.0%	Roesler	0.00	0.0%
Neuburger	0.00	0.0%	Other red grape varieties	11.87	2.2%
Pinot Gris	2.12	0.4%	St. Laurent	0.28	0.1%
Riesling	1.42	0.3%	Syrah	0.00	0.0%
Roter Veltliner	0.00	0.0%	Zweigelt	11.53	2.1%
Rotgipfler	0.00	0.0%			
Sauvignon Blanc	33.25	6.1%			
Scheurebe	3.24	0.6%			
Other white grape varieties	16.10	2.9%			
Sylvaner	0.96	0.2%			
Traminer	0.53	0.1%			
Weißburgunder	44.96	8.2%			
Welschriesling	19.18	3.5%			
Zierfandler (Spätrot)	0.00	0.0%			
Total white wine vineyard area	**157.37**	**28.8%**	**Total red wine vineyard area**	**388.66**	**71.2%**

Total area under vine (in ha)	**546.03**



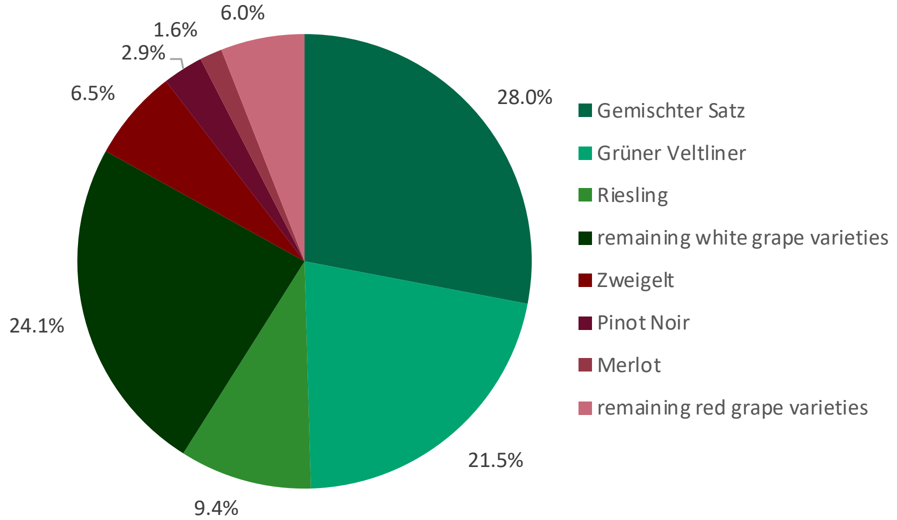
[24] Source: Styrian wine based on data from the Styrian vineyard register, as at September 2016.

1.2.5.5 The specific winegrowing region Wien (Vienna)[25]

2016 vineyard area in hectares, by variety

White wine			**Red wine**		
Grape varieties	ha	Total share	Grape varieties	ha	Total share
Bouvier	1.62	0.3%	Blauburger	7.82	1.2%
Chardonnay	29.56	4.6%	Blauer Portugieser	4.90	0.8%
Frühroter Veltliner (Malvasier)	2.59	0.4%	Blauer Wildbacher	0.07	0.0%
Furmint	0.00	0.0%	Blaufränkisch	3.35	0.5%
Gemischter Satz	178.40	28.0%	Cabernet Franc	1.00	0.2%
Goldburger	0.31	0.0%	Cabernet Sauvignon	9.22	1.4%
Grüner Veltliner	137.20	21.5%	Gemischer Satz	0.74	0.1%
Jubiläumsrebe	0.00	0.0%	Merlot	10.22	1.6%
Müller-Thurgau	11.65	1.8%	Pinot Noir	18.33	2.9%
Muskateller	9.62	1.5%	Rathay	0.05	0.0%
Muskat-Ottonel	1.17	0.2%	Roesler	1.96	0.3%
Neuburger	5.46	0.9%	Other red grape varieties	0.00	0.0%
Pinot Gris	4.50	0.7%	St. Laurent	8.06	1.3%
Riesling	60.01	9.4%	Syrah	0.82	0.1%
Roter Veltliner	1.13	0.2%	Zweigelt	41.47	6.5%
Rotgipfler	0.43	0.1%			
Sauvignon Blanc	11.22	1.8%			
Scheurebe	0.34	0.1%			
Other white grape varieties	3.35	0.5%			
Sylvaner	1.13	0.2%			
Traminer	7.21	1.1%			
Weißburgunder	42.70	6.7%			
Welschriesling	18.59	2.9%			
Zierfandler (Spätrot)	0.63	0.1%			
Total white wine vineyard area	**528.82**	**83.0%**	**Total red wine vineyard area**	**108.01**	**17.0%**

Total area under vine (in ha)	**636.83**



[25] The Viennese Association of Wine Growers (Weinbauverband Wien) based on the Vineyard Register for Vienna, MA 58; as at December 2016.

1.2.6 Bergland vineyard areas

The Bergland winegrowing region includes the Austrian federal states that are not typically known as traditional wine-growing areas: Kärnten (Carinthia), Oberösterreich (Upper Austria), Salzburg, Tirol (Tyrol) and Vorarlberg. The area under vine in Austria's Bergland represents 237 ha and comprises 170 ha in Kärnten, 45 ha in Oberösterreich, 7 ha in Salzburg, 5 ha in Tirol and 10 ha in Vorarlberg[26].

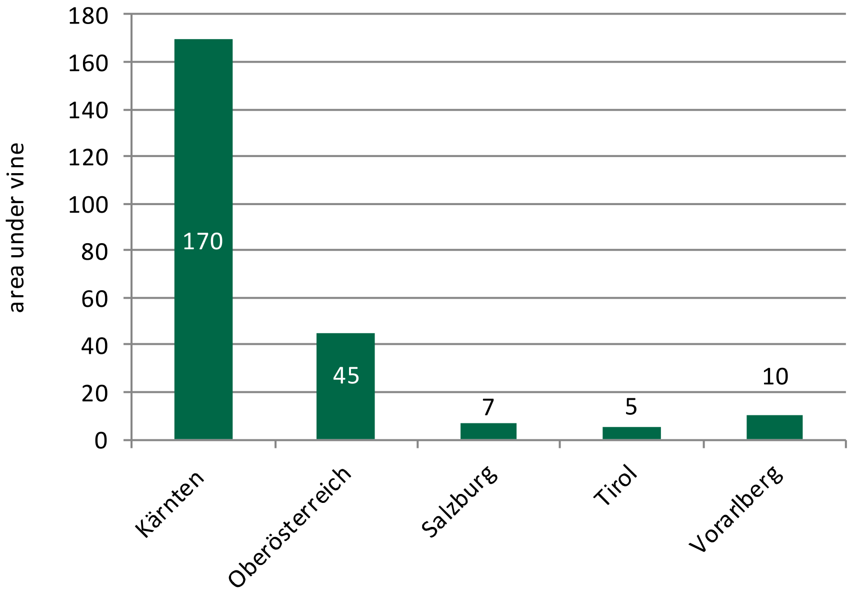


Figure 3: Bergland vineyard areas in ha

[26] Source: Kärnten: Carinthia Vineyard Register; as at 31/05/2017; Niederösterreich, Tirol and Vorarlberg: Statistics Austria, 2015 Survey of Area under Vine (primary data collection).

1.2.7 Organic vineyards in Austria

Subsidised organic vineyards according to IACS					
in ha	Burgenland	NÖ	STMK	Wien	Austria
2000	246	472	44	1	764
2001	276	477	51	1	806
2002	303	612	65	2	985
2003	353	736	67	4	1,163
2004	360	787	92	4	1,247
2005	418	807	116	4	1,349
2006	396	850	114	5	1,369
2007	716	1,356	156	19	2,252
2008	829	1,423	161	23	2,442
2009	1,063	1,510	200	56	2,839
2010	1,333	1,809	235	61	3,453
2011	1,463	1,949	229	69	3,726
2012	1,511	1,987	241	74	3,828
2013	1,547	2,078	237	78	3,958
2014	1,539	2,279	327	102	4,265
2015	1,620	2,386	470	131	4,627
2016	1,718	2,727	486	149	5,104
2017	1,835	3,101	578	163	5,716
2018	1,895	3,322	566	174	6,001

Figure 4: Evolution of organic vineyards (in hectares)[27] according to IACS[28]

Share of organic vineyards according to IACS					
in %	Burgenland	NÖ	STMK	Wien	Österreich
2000	1.9	1.7	1.3	0.6	1.8
2001	2.3	1.8	1.5	0.3	1.9
2002	2.5	2.3	1.8	0.5	2.3
2003	2.9	2.8	1.9	1.4	2.7
2004	2.9	2.9	2.5	1.4	2.9
2005	3.3	3.0	3.1	1.3	3.1
2006	3.3	3.2	3.0	1.8	3.2
2007	6.3	5.3	4.0	6.0	5.5
2008	7.3	5.5	4.1	6.9	5.9
2009	9.4	5.9	5.0	14.5	6.9
2010	11.6	7.1	5.8	15.5	8.3
2011	12.7	7.6	5.5	17.1	8.9
2012	13.1	7.8	5.6	17.8	9.2
2013	13.5	8.2	5.5	18.5	9.5
2014	14.3	9.1	7.6	23.3	10.5
2015	15.5	9.6	11.1	26.1	11.5
2016	16.1	10.8	11.1	29.4	12.5
2017	16.8	12.1	12.8	31.9	13.7
2018	17.1	12.9	12.3	33.7	14.2

Figure 5: Percentage share of organic vineyards to total vineyards according to IACS

[27] Source: Federal Ministry for Sustainability and Tourism; as at April 2019.
[28] IACS (Integrated Administration and Control System): only includes producers that have applied for funding from the AMA.

1.3 Wine production in Austria

1.3.1 The 2018 vintage, harvest and inventory

The 2018 vintage: mastering the heat

The earliest harvest in the modern era of viticulture saw the harvest volume of 2.75 million hl surpass the above-average year of 2017. And, again, we are likely to see wines of very good to excellent quality.

A challenging year for wine

After a warm January, the months of February and March were very cool, which resulted in a late bud break for vines. This meant, fortunately, that damage from late frost – which has occurred in previous years – did not affect vines this year. Then, due to the second warmest spring since weather records began, flowering occurred tremendously early, around middle to late May. This head start for growth was maintained throughout the hot summer. The summer was also very dry, apart from a few showers in June and thunderstorms in mid-July. Vines were put under considerable stress by this dryness and periods of heat, especially in terraced areas and young vineyards that could not be irrigated.

This weather also led to the earliest harvest in living memory: for example, in Burgenland, the first Qualitätswein was submitted for its inspection number on 2 August. Right at the beginning of meteorological autumn, many Austrian wine regions had relatively high rainfall, which caused winegrowers a lot of concern – especially along the Danube and in Steiermark (Styria). Fortunately, however, the rest of September and October were mostly mild and sunny, so the harvest was able to progress quickly. Given the temperatures and the September rains mentioned above, some winemakers opted for a very early harvest, while other producers preferred to wait and harvest later on. During both the earlier and later harvests, grapes had to be meticulously selected where Botrytis cinerea had formed early. This led to a significantly reduced harvest for many Riesling locations in Niederösterreich (Lower Austria).

2018 white wines: mature and characteristic

In general, the 2018 white wine vintage has a high degree of ripeness. Overall, the harvest volume is well above the long-standing average. The weights of must are roughly in the same range as in 2017 or are even slightly higher and there are other clear parallels with the previous year and the similar 2015 vintage. Fortunately, despite the unusually warm middle of the year, it is already possible to predict that the big white wines will not have the typical character caused by very high temperatures. Working on their experience from previous years of extreme weather, Austria's top winemakers were able to prevent the dreaded sunburn and its resulting strain on tannins. Generally, the acidity values are slightly below those of 2017, but this is not likely to be heavily noticeable to the senses – neither with the Grüner Veltliners nor with the Rieslings. Undoubtedly, there will be wines in both variety groups that reach the standard of the previous year, leaving nothing to be desired in terms of their typical characteristics and interplay of flavours.

The bouquet wines, such as Sauvignon Blanc and Gelber Muskateller also turned out to be very characteristic – albeit somewhat lighter than last year in Steiermark (Styria) due to the abundant rainfall, therefore representing a certain exception to the rule. The Burgunder (Burgundy) wines have also turned out very well, exhibiting lots of lustre and early balance. The 'exotics' from Austria's vineyard landscapes have evidently turned out very well, too, with varieties such as the Roter Veltliner boasting a certain degree of sun protection almost from the start thanks to their dark pigmentation. Similar positive things can be said about the Zierfandler and Rotgipfler rarities from the Thermenregion.

An outstanding vintage for red wines

There is wide-reaching euphoria among Austrian red wine producers. These high spirits not only apply to all the reputed red wine regions, but also to all other red wine varieties authorised in Austria. Overall, a very high degree of ripeness can be assumed. The wines are wonderfully dark – even darker than the 2017 vintage – very powerful and dense, as well as having a velvety tannin background and the correct level of acidity, which gives them the respective backbone and early balance. Excellent results can therefore be predicted for both the native Austrian red varieties like Blaufränkisch, Zweigelt and St. Laurent, as well as for the French globetrotters Cabernet, Merlot and Syrah. This is the first time that a quartet of highly promising vintages has occurred, counting the unquestionably excellent red wines of 2015 and 2017, as well as the somewhat cooler but still very impressive 2016 vintage for premium red wine.

The forecast for dessert wines is still a little too early, but the sweet wines category could see some powerful Beerenauslese, Ausbruch and Trockenbeerenauslese wines, as well as zesty Eiswein offerings.

1.3.1.1 Harvest 2018[29]

As at 30 November, the very good wine harvest of 2018 was recorded to be 2.75 million hl. This represents an increase of 11% on 2017 figures, as well as a rise of 24% in comparison to the average harvest over the last five years. A harvest producing volumes as high as these was last seen in 2011. Compared to volumes from the previous year's harvest, the white wine harvest (1.86 million hl) grew by 13% in 2018 (26% higher than the five-year average), while the red wine harvest (892,400 hl) increased by 7% compared to 2017 (+19% on the five-year average).

The 2018 vintage was characterised by a short flowering phase, which was over by the end of May due to the very warm spring. It was also characterised by its extraordinarily early harvest. Late frosts and their resulting damage did not occur this year, due to the cold in February/March and the late bud break. The very warm spring and the hot, dry summer – especially in July and August – resulted in a two-to-three-week head start for growth, and this led to high yields both qualitatively and quantitatively. For this reason, the maximum permitted yield per hectare was also raised nationwide by official order. Yields were reduced by heavy rainfall in September, which led to severe cases of rot developing, with Südsteiermark (southern Styria) being especially hard hit.

Burgenland reported a 2018 harvest of 784,900 hl, which represents an increase of 7% compared to 2017. This also corresponds to a 34% rise on the five-year average harvest. Growth in harvest yield was recorded in the regions of Neusiedlersee (486,600 hl, +10% on 2017) and Leithaberg (150,200 hl, +17% on 2017), while yields in Mittelburgenland (Central Burgenland) fell (126,100 hl, -10% on 2017). Overall, white wines (355,900 hl, +15% on 2017) benefited from the weather conditions, while red wines remained at approximately the same level as in the previous year with a harvest yield of 429,000 hl (+1% on 2017).

Niederösterreich harvested 1.69 million hl: a 15% increase compared to 2017 and 20% higher than the average harvest of the last five years. The increase was seen for both white wines (1.29 million hl, +16% on 2017) and red wines (406,800 hl, +14% on 2017). Increased harvest volumes were seen in the Weinviertel (878,400 hl, +18% on 2017) and the Kremstal (159,700 hl, +26% on 2017), both of which saw a decline in crop yields in the previous year due to drought and late frosts.

In Steiermark (Styria), the harvest was recorded at 241,300 hl, which is 6% lower than in 2017 but still 24% higher than the five-year average. The reduced harvests in comparison to 2017 were mainly attributable to heavy rainfall in early September and the resulting losses due to rot.

[29] Source: Statistics Austria Final Report on Harvest and Inventory 2018

This is particularly apparent when looking at Südsteiermark (southern Styria), where the harvest of 122,700 hl represented a 15% drop on 2017 figures, and Vulkanland, where the harvest of 91,500 hl was 8% higher than in 2017.

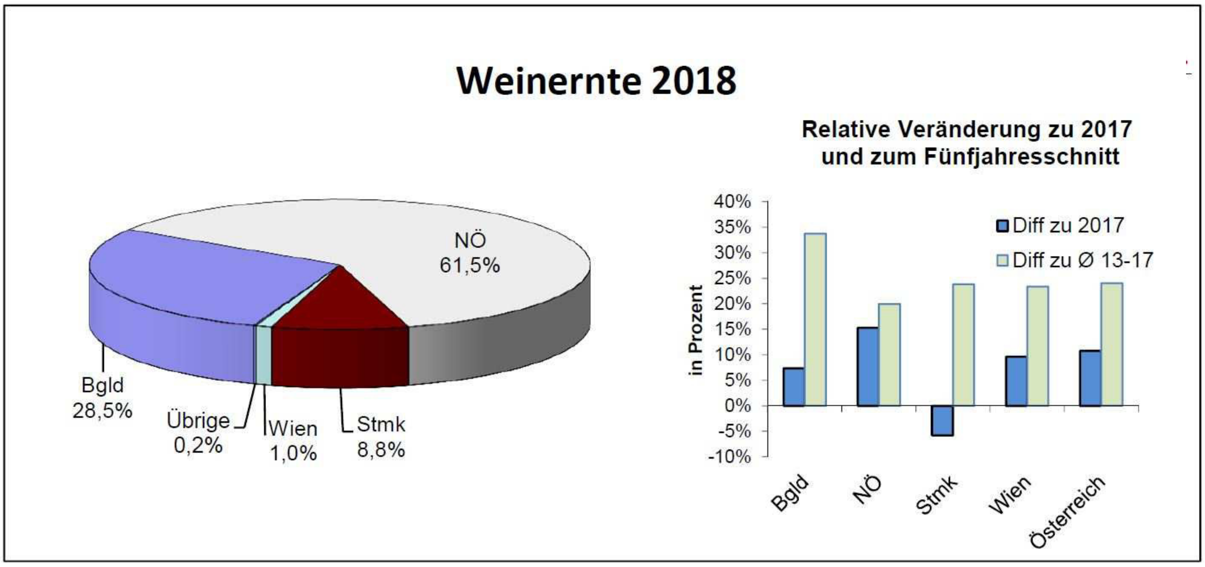
Wien (Vienna), which last year saw its largest harvest in 20 years, achieved a harvest volume this year of 28,800 hl: this represents a further increase of 10% on the previous year (+23% compared to the five-year average).

With regard to Qualitätswein and Prädikatswein, the harvest was reported at 2.56 million hl (+10% compared to 2017, +26% compared to the five-year average). In this segment, the increase for white wines (1.75 million hl, +12% on 2017) was slightly higher than for red wines (813,600 hl, +6% on 2017). The Wein and Landwein segments (including single varietal wine and Sturm) represented 158,800 hl, which is a 29% increase on the previous year (+6% on the five-year average). Within this segment, the volumes of white Wein/Landwein grew by 35% to 98,700 hl and the volumes of red Wein/Landwein grew by 21% to 60,100 hl.

Overview of 2018 harvests by wine region[30]

Federal states or wine regions	White wine			Red and rosé wine			Total wine		
	Area in production in ha[1)]	Yield in hectolitres		Area in production in ha[1)]	Yield in hectolitres		Area in production in ha[1)]	Yield in hectolitres	
		total	per ha		total	per ha		total	per ha
Burgenland	**5,740**	**355,919**	**62.0**	**7,952**	**429,030**	**54.0**	**13,692**	**784,949**	**57.3**
Neusiedlersee	3,877	255,838	66.0	3,914	230,797	59.0	7,791	486,635	62.5
Leithaberg	1,499	84,298	56.2	1,507	65,949	43.8	3,007	150,247	50.0
Mittelburgenland	166	8,500	51.1	2,242	117,596	52.5	2,408	126,096	52.4
Eisenberg	197	7,284	37.0	289	14,687	50.9	485	21,971	45.3
Niederösterreich	**21,792**	**1,287,365**	**59.1**	**7,336**	**406,798**	**55.5**	**29,128**	**1,694,163**	**58.2**
Thermenregion	1,053	46,625	44.3	913	39,943	43.7	1,966	86,569	44.0
Kremstal	2,262	127,920	56.6	504	31,771	63.1	2,765	159,691	57.7
Kamptal	3,163	189,013	59.8	848	47,238	55.7	4,011	236,251	58.9
Wagram	2,117	122,518	57.9	605	35,367	58.4	2,722	157,885	58.0
Traisental	698	40,989	58.7	162	8,382	51.8	860	49,371	57.4
Carnuntum	414	23,184	55.9	505	25,727	51.0	919	48,912	53.2
Wachau	1,251	70,339	56.2	125	5,349	43.0	1,375	75,688	55.0
Weinviertel	10,814	665,630	61.6	3,669	212,770	58.0	14,483	878,400	60.7
other	21	1,145	55.5	5	252	47.7	26	1,397	53.9
Steiermark	**3,882**	**191,623**	**49.4**	**1,171**	**49,691**	**42.4**	**5,053**	**241,314**	**47.8**
Südsteiermark	2,164	106,701	49.3	349	16,038	45.9	2,513	122,739	48.8
Weststeiermark	187	9,936	53.2	436	17,168	39.4	623	27,104	43.5
Vulkanland	1,532	74,986	49.0	385	16,485	42.8	1,917	91,471	47.7
Wien	**506**	**23,417**	**46.3**	**112**	**5,400**	**48.1**	**618**	**28,817**	**46.6**
Other federal states	108	2,722	25.1	46	1,516	33.1	154	4,238	27.5
Austria 2018	**32,028**	**1,861,046**	**58.1**	**16,617**	**892,435**	**53.7**	**48,645**	**2,753,481**	**56.6**
Austria 2017	31,720	1,649,014	52.0	16,335	836,694	51.2	48,055	2,485,708	51.7
Austria Ø 13-17	29,961	1,471,905	49.1	15,459	747,550	48.4	45,420	2,219,455	48.9

[30] Source: Federal Ministry for Sustainability and Tourism (as at 30 November 2018). Areas under vine for red and white wine production according to the 2015 Survey of Area under Vine. Areas under vine for red and white wine, as well as harvest outcomes by wine region based on calculations using yield estimates by wine experts from Statistics Austria.


Weinernte 2018
NÖ
61,5%
Bgld
28,5%
Übrige
0,2%
Wien
1,0%
Stmk
8,8%
Relative Veränderung zu 2017 und zum Fünfjahresschnitt
in Prozent
40%
35%
30%
25%
20%
15%
10%
5%
0%
-5%
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Diff zu 2017
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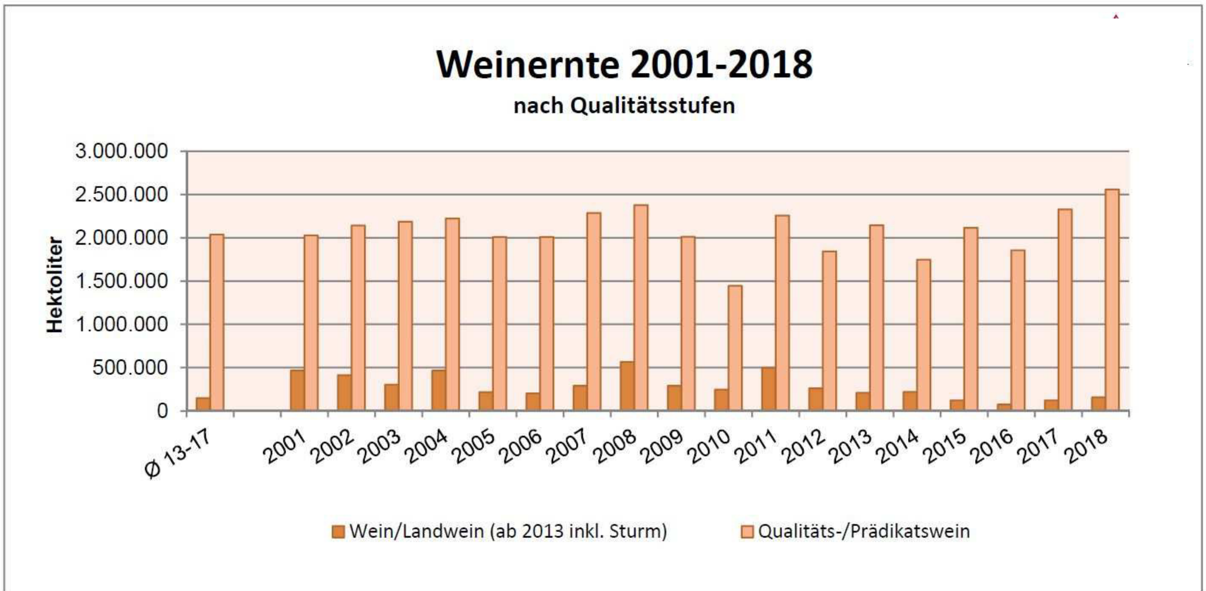
Wien
Österreich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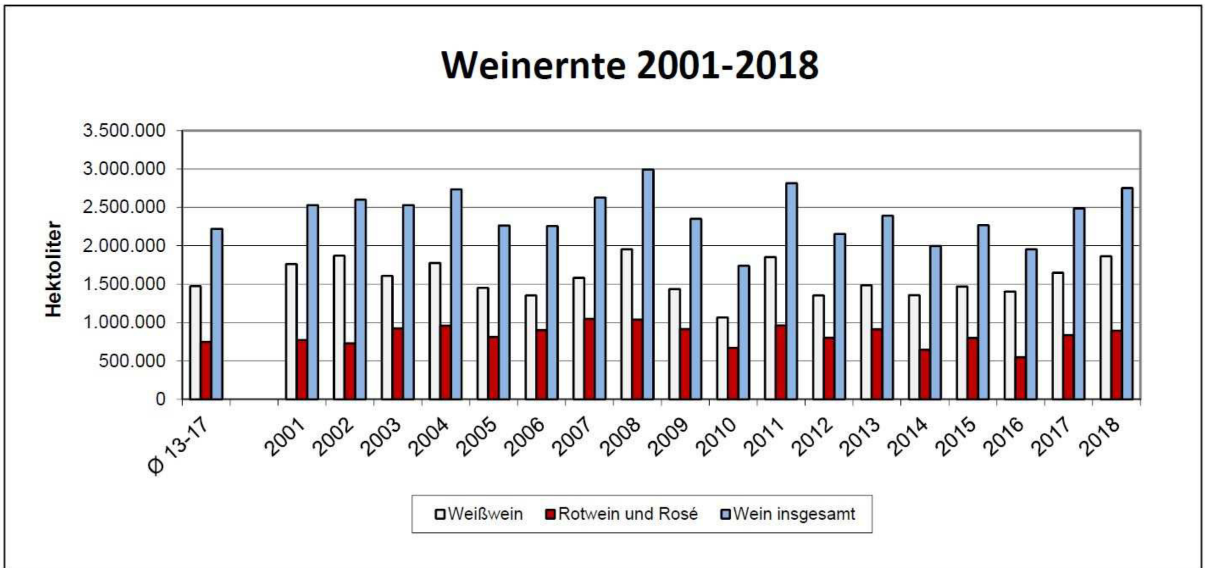
Wein/Landwein (ab 2013 inkl. Sturm)
Qualitäts-/Prädikatswein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2014
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2016
2017
2018
Weißwein
Rotwein und Rosé
Wein insgesamt

1.3.1.2 The 2018 inventory[31]

The 2018 wine inventory (as at 31 July) stood at 2.66 million hl (+12% on 2017): an increase that breaks the downward trend of recent years. The inventory increase was particularly pronounced in Steiermark (+40% to 213,400 hl) and Burgenland (+23% to 680,000 hl). The wine inventory for Niederösterreich (+5% to 1.63 million hl) and Wien (+17% to 114,000 hl) both increased as well. The increase was seen for both white wines (1.52 million hl, +12% on 2017) and red wines (1.14 million hl, +12% on 2017).

In the Qualitätswein and Prädikatswein sector, inventory reserves increased to 2.15 million hl (+14% on 2017), whereas in Niederösterreich, which has the largest inventory of Qualitätswein and Prädikatswein (1.35 million hl, a share of 63%), an increase of 6% was recorded. Compared with 2017, the inventory increased significantly in Steiermark (+73% to 158,700 hl) and Burgenland (+25% to 601,500 hl) as well. The inventory of Qualitätswein and Prädikatswein amounted to 1.18 million hl for white wines (+15% on 2017) and 965,300 hl for red wines (+13%).

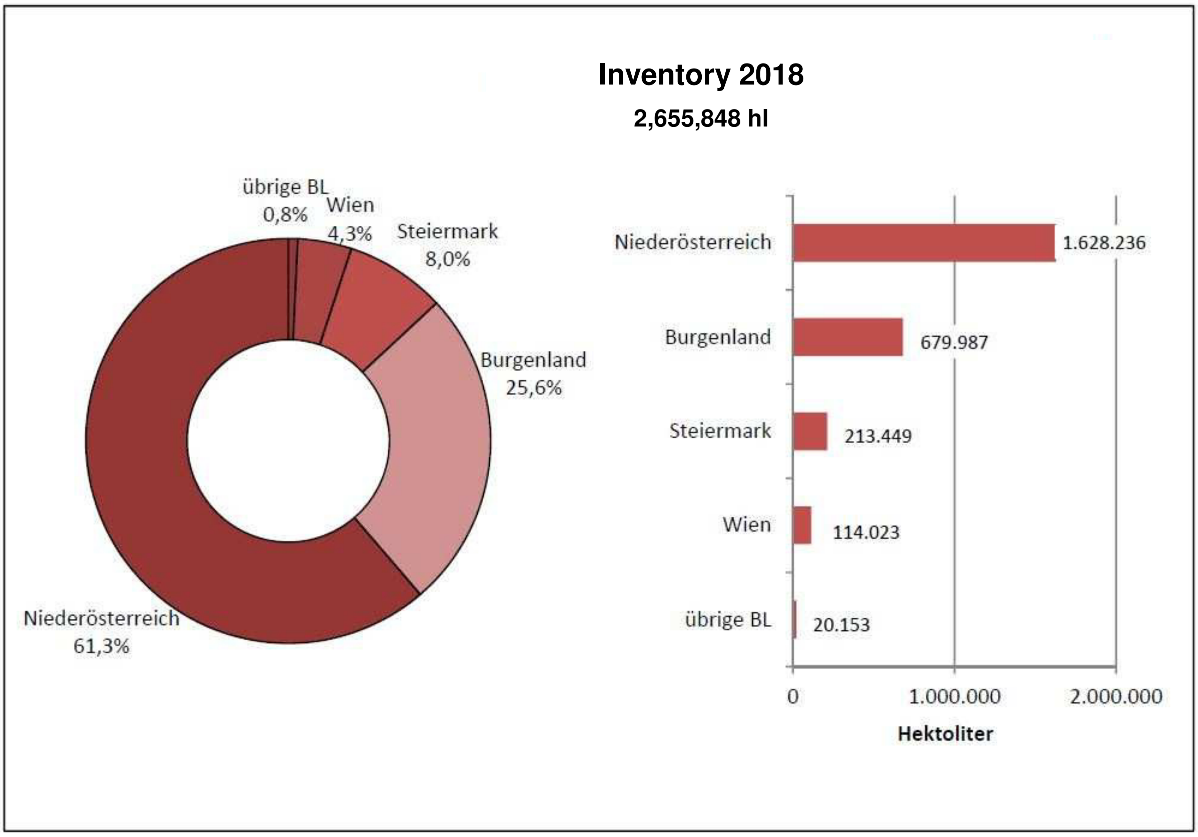
An increase was also recorded in the case of Wein/Landwein (including single-varietal wine and Sturm), putting the inventory at 270,600 hl (+17% on 2017), which is 8% less than the five-year average. The Wein and Landwein inventory comprised 171,700 hl of white wine (+16% on 2017) and 98,900 hl of red wine (+20% on 2017).

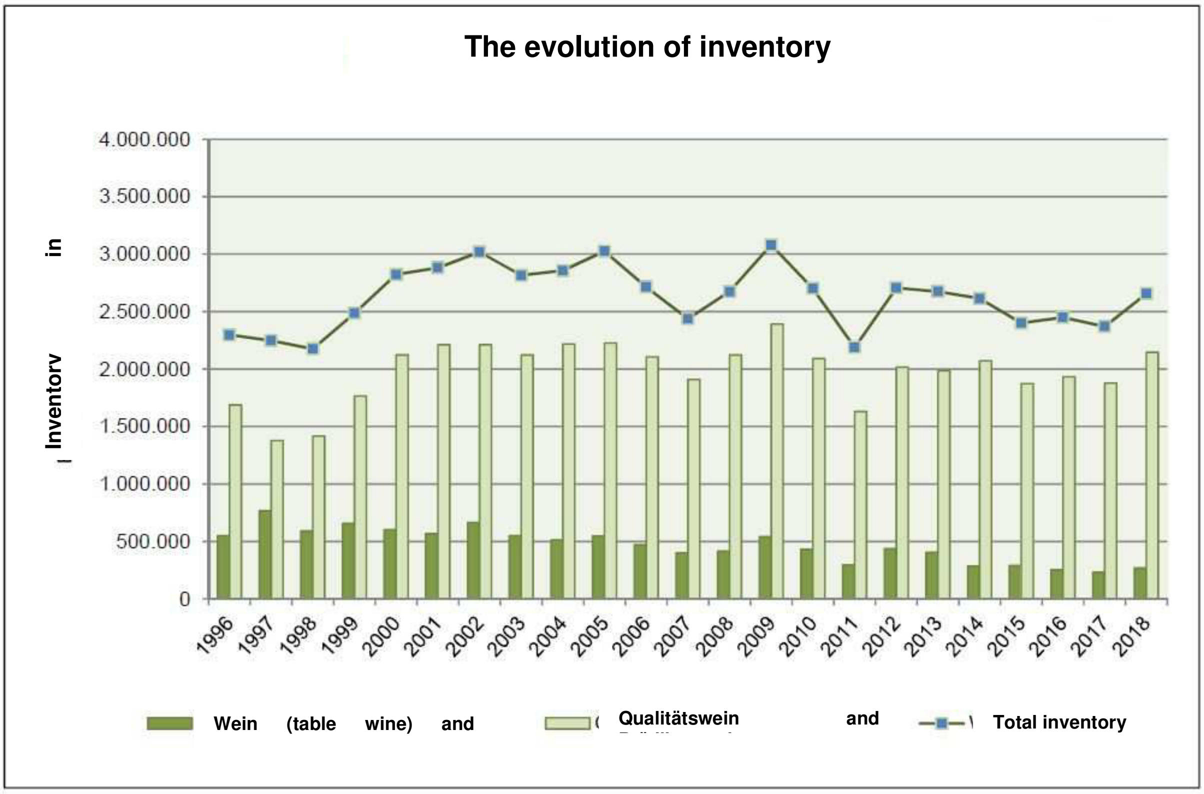
Federal states in hl	Wine and Landwein			Qualitätswein and Prädikatswein			Sparkling wine and other products			Grape must		
	white	red	total	white	red	total	white	red	total	white	red	total
Burgenland	22,902	22,215	45,117	166,064	435,481	601,545	11,038	12,360	23,398	273	593	866
Kärnten	53	43	96	1,080	434	1,514	162	99	261	-	-	-
Niederösterreich	116,598	57,676	174,274	866,391	481,356	1,347,746	29,833	18,274	48,107	2,159	1,096	3,255
Oberösterreich	214	168	382	1,025	1,564	2,589	479	206	685	-	-	-
Salzburg	-	-	-	0	-	0	-	-	-	-	-	-
Steiermark	25,258	9,670	34,929	123,718	35,027	158,744	3,927	4,828	8,754	68	45	113
Tirol	742	268	1,010	2,306	1,714	4,021	42	66	108	-	-	-
Vorarlberg	526	1,518	2,044	314	417	731	50	23	73	-	-	-
Wien	5,449	7,306	12,755	20,064	9,335	29,399	38,514	7,039	45,553	222	10	232
Austria 2018	**171,743**	**98,864**	**270,607**	**1,180,962**	**965,328**	**2,146,290**	**84,046**	**42,895**	**126,941**	**2,722**	**1,744**	**4,466**
Austria 2017	148,024	82,476	230,500	1,024,655	852,248	1,876,903	70,160	33,168	103,329	1,852	707	2,558
Austria Ø13-17	182,168	110,672	292,839	970,997	977,350	1,948,346	93,092	35,939	129,031	2,002	1,353	3,354

[31] Source: Statistics Austria, inventory and harvest data are final numbers for 2018

Federal states in hl	Wine from third countries			Products from other EU countries and blended in EU			Total wine inventory		
	white	red	total	white	red	total	white	red	total
Burgenland	60	215	275	5,845	2,939	8,784	**206,184**	**473,803**	**679,987**
Kärnten	-	-	-	-	-	-	**1,296**	**576**	**1,872**
Niederösterreich	1,015	549	1,565	36,241	17,048	53,289	**1,052,237**	**575,999**	**1,628,236**
Oberösterreich	-	-	-	2,438	21	2,460	**4,156**	**1,960**	**6,116**
Salzburg	-	-	-	-	-	-	**0**	**-**	**0**
Steiermark	3	90	93	8,093	2,723	10,816	**161,066**	**52,383**	**213,449**
Tirol	25	246	272	1,505	1,207	2,712	**4,621**	**3,502**	**8,122**
Vorarlberg	0	3	3	440	752	1,192	**1,330**	**2,712**	**4,042**
Wien	1	1	2	22,326	3,757	26,083	**86,575**	**27,448**	**114,023**
Austria 2018	**1,105**	**1,104**	**2,209**	**76,889**	**28,447**	**105,336**	**1,517,466**	**1,138,382**	**2,655,848**
Austria 2017	2,744	1,258	4,002	102,371	50,522	152,893	1,349,806	1,020,379	2,370,185
Austria Ø13-17	4,518	3,970	8,488	79,900	39,926	119,826	1,332,676	1,169,209	2,501,885

Figure 6: Inventory 2018





1.3.2 Austrian vintages 1950–2018

The table below shows Austrian harvest volumes from 1950 to the present day:

in hl	Volume		Volume		Volume		Volume		Volume
1950	1,291,355	**1965**	1,387,371	**1980**	3,086,422	**1995**	2,228,969	**2010**	1,737,454
1951	1,103,790	**1966**	1,453,588	**1981**	2,085,168	**1996**	2,110,332	**2011**	2,814,754
1952	746,092	**1967**	2,594,384	**1982**	4,905,651	**1997**	1,801,747	**2012**	2,154,755
1953	826,093	**1968**	2,477,241	**1983**	3,697,925	**1998**	2,703,170	**2013**	2,391,948
1954	1,638,762	**1969**	1,465,101	**1984**	2,518,918	**1999**	2,803,383	**2014**	1,998,685
1955	1,164,232	**1970**	1,916,130	**1985**	1,125,655	**2000**	2,338,410	**2015**	2,268,403
1956	390,391	**1971**	1,812,790	**1986**	2,229,845	**2001**	2,530,576	**2016**	1,952,531
1957	1,415,427	**1972**	2,595,615	**1987**	2,183,623	**2002**	2,599,483	**2017**	2,485,708
1958	1,897,077	**1973**	2,404,307	**1988**	3,502,457	**2003**	2,529,846	**2018**	2,753,480
1959	727,952	**1974**	1,664,924	**1989**	2,580,861	**2004**	2,734,561		
1960	897,487	**1975**	2,704,467	**1990**	3,166,290	**2005**	2,264,018		
1961	1,328,221	**1976**	2,901,040	**1991**	3,093,259	**2006**	2,256,296		
1962	1,006,661	**1977**	2,594,021	**1992**	2,588,215	**2007**	2,628,020		
1963	1,826,741	**1978**	2,366,278	**1993**	1,865,479	**2008**	2,993,722		
1964	2,840,169	**1979**	2,773,006	**1994**	2,646,635	**2009**	2,351,873		

Figure 7 : Austrian harvest volumes 1950-2018

Harvest volumes have averaged 2.3 million hl over the past 65 years. However, over the last 15 years, volumes have settled at around 2.4 million hl (see the red line in Figure 8).

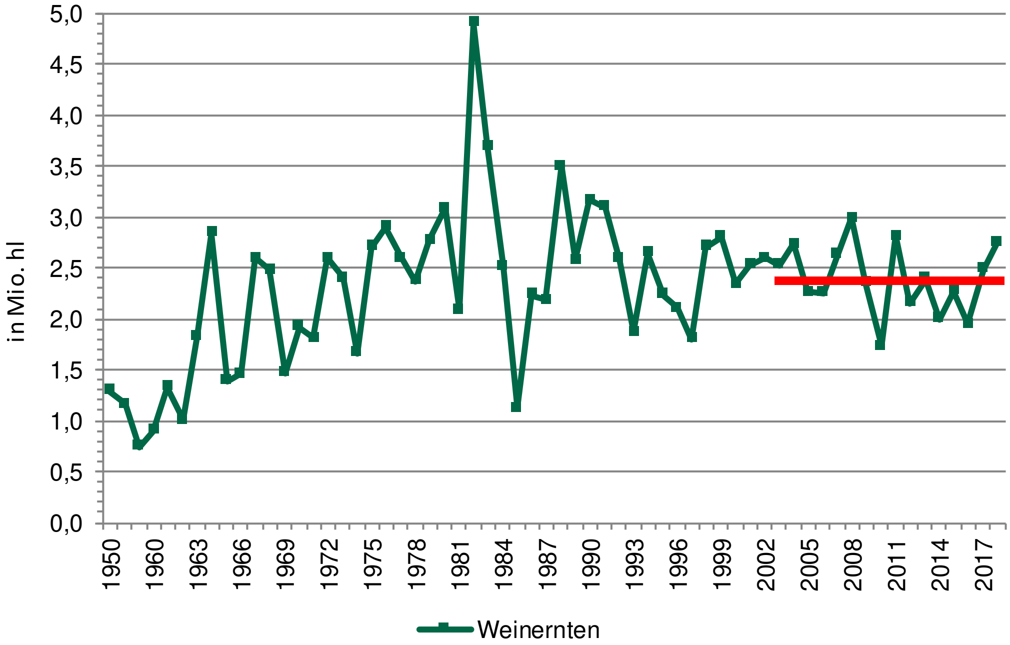


Figure 8: Austrian vintages 1950–2018

1.3.3 Prices of grapes and bulk wine

The average prices for grapes and bulk Qualitätswein over recent years were as follows:

	2000	2003	2006	2009	2012	2013	2014	2015	2016	2017	2018
Wine											
Grapes, white per kg	0.25	0.27	0.34	0.29	0.82	0.68	0.55	0.67	1.03	0.61	0.25
Grapes, red per kg	0.37	0.50	0.34	0.22	0.49	0.38	0.28	0.33	0.83	0.54	0.25
Bulk											
Qualitätswein, white per l	0.35	0.39	0.41	0.42	1.05	1.00	0.64	0.71	0.81	0.92	0.56
Qualitätswein, red per l	0.61	0.85	0.42	0.38	0.77	0.67	0.47	0.47	0.58	0.94	0.57
Bottled											
Bottle, white, per 0.75 l	3.04	3.40	*	*	*	*	*	*	*	*	*
Bottle, red, per 0.75 l	3.11	3.57	*	*	*	*	*	*	*	*	*

Figure 9: Average prices for bulk and bottled wine in euro (excl. VAT)[32]

Austrian Qualitätswein is increasingly sold in bottles, the cost of which is subject to wide variation. Different business and marketing models sometimes lead to significant price differences. This explains why recording a weighted average price for bottled wines for the purposes of the statistics on producer prices in agriculture and forestry became increasingly difficult and had to be discontinued in 2005, after consultation with the Federal Ministry of Agriculture and the Austrian Chamber of Agriculture.

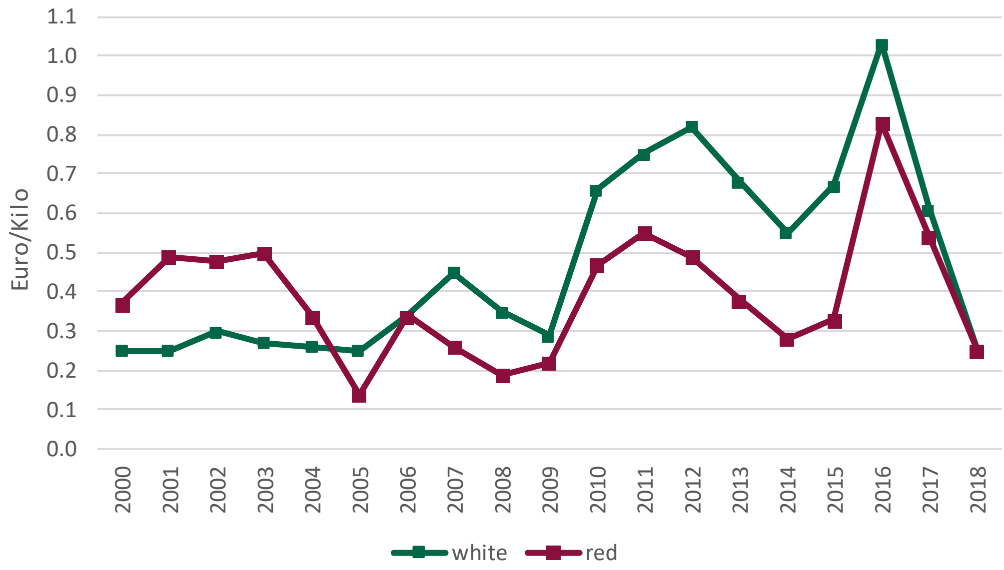


Figure 10: Evolution of bulk wine prices in litres 2000–2018

[32] Source: Statistics Austria, “Land- und Forstwirtschaftliche Erzeugerpreise 2000 bis 2018” (Producer Prices in Agriculture and Forestry between 2000 and 2018)
* data not available

1.3.4 Climate and climate change

Climate change has occasioned a large number of discussions in the wine industry over recent years. The following climate data from selected wine-producing municipalities shows a continuous increase in temperature, as well as in precipitation and hours of sunshine, at almost all measuring stations since 1961.

Temperatures in selected Austrian wine-producing municipalities

in m/°C	Altitude	Avg. temp. 1961–1990	Avg. temp. 1990–2004	Avg. temp. 2004–2017	Difference 1990–2004 vs 2004–2017
Illmitz (B)	117	10.9	10.3	11.3	**1.0**
Neusiedl am See (B)	154	10.3	10.5	11.4	**0.9**
Deutschkreutz (B)	192	9.9	-	10.5	**-**
Wörterberg (B)	400	9.4	8.8	10.1	**1.3**
Bernstein (NÖ)	600	8.4	9.0	9.2	**0.2**
Eisenstadt (B)	184	10.4	10.3	11.0	**0.7**
Graz (ST)	337	9.5	9.7	10.6	**0.9**
Deutschlandsberg (ST)	353	9.3	9.2	9.8	**0.6**
Leibnitz/Silberberg (ST)	332	9.5	9.2	10.2	**1.0**
Hollabrunn (NÖ)	253	9.0	9.4	9.9	**0.5**
Falkenstein (NÖ)	302	9.2	-	10.2	**-**
Retz (NÖ)	320	9.2	9.6	10.2	**0.6**
St. Pölten (NÖ)	273	9.4	9.6	10.2	**0.6**
Baden, Bad Vöslau, Gumpoldskirchen (NÖ)	230	10.0	10.2	11.1	**0.9**
Schwechat (NÖ)	184	9.9	10.2	11.0	**0.8**
Tulln/Langenlebarn (NÖ)	175	9.5	10.0	10.6	**0.6**
Krems (NÖ)	204	9.6	9.7	10.4	**0.7**
Langenlois (NÖ)	204	9.2	9.6	10.2	**0.6**
Wien - Hohe Warte	198	10.3	10.6	11.1	**0.5**

Figure 11: Average annual temperatures in °C[33]

[33] Source: ZAMG 2018

1.3.4.1 Maximum and minimum temperatures

in m/°C	Altitude	Avg. max. in August 1961–1990	Avg. max. in August 1990–2004	Avg. max. in August 2004–2017	Avg. difference 1990–2004/ 2004–2017	Avg. min. in January 1961–1990	Avg. min. in January 1990–2004	Avg. min. in January 2004–2017	Avg. difference 1990–2004 / 2004–2017
Illmitz (B)	117	29.0	33.4	34.2	**0.8**	-12.0	-13.0	-11.0	**2.0**
Neusiedl am See (B)	154	32.0	33.6	34.5	**0.9**	-12.0	-12.0	-10.6	**1.4**
Deutschkreutz (B)	192	32.0	-	33.1	**-**	-13.0	-	-12.1	**-**
Wörterberg (B)	400	30.0	29.2	31.5	**2.3**	-12.0	-12.0	-10.9	**1.1**
Bernstein (NÖ)	600	28.0	30.4	29.8	**-0.6**	-12.0	-11.0	-11.0	**0.0**
Eisenstadt (B)	184	32.0	33.1	33.6	**0.5**	-12.0	-11.0	-10.4	**0.6**
Graz (ST)	337	30.0	32.3	32.4	**0.1**	-12.0	-13.0	-9.9	**3.1**
Deutschlandsberg (ST)	353	31.0	32.4	32.3	**-0.1**	-14.0	-15.0	-12.2	**2.8**
Leibnitz/Silberberg (ST)	332	32.0	33.0	33.0	**0.0**	-16.0	-13.0	-12.8	**0.2**
Hollabrunn (NÖ)	253	32.0	32.8	33.0	**0.2**	-15.0	-14.0	-14.1	**-0.1**
Falkenstein (NÖ)	302	33.0	-	33.5	**-**	-14.0	-	-13.1	**-**
Retz (NÖ)	320	32.0	32.5	32.5	**0.0**	-14.0	-12.0	-11.2	**0.8**
St. Pölten (NÖ)	273	33.0	32.9	33.2	**0.3**	-12.0	-13.0	-11.4	**1.6**
Baden, Bad Vöslau, Gumpoldskirchen (NÖ)	230	32.0	33.0	33.8	**0.8**	-11.0	-11.0	-10.7	**0.3**
Schwechat (NÖ)	184	32.0	33.0	33.5	**0.5**	-13.0	-13.0	-10.6	**2.4**
Tulln/Langenlebarn (NÖ)	175	32.0	33.5	33.8	**0.3**	-14.0	-14.0	-12.5	**1.5**
Krems (NÖ)	204	32.0	32.9	33.3	**0.4**	-12.0	-13.0	-12.1	**0.9**
Langenlois (NÖ)	204	32.0	33.0	33.3	**0.3**	-13.0	-13.0	-11.9	**1.1**
Wien - Hohe Warte	198	32.0	33.0	33.5	**0.5**	-10.0	-10.0	-9.7	**0.3**

Figure 12: Average maximum air temperature in August[34] and minimum air temperature in January[35] in C

1.3.4.2 Precipitation and sunshine hours

Rainfall in mm Sunshine in hr	Altitude	Rainfall 1961–1990	Rainfall 1990–2004	Rainfall 2004–2017	Difference 1990–2004 vs 2004–2017	Sunshine 1961–1990	Sunshine 1990–2004	Sunshine 2004–2017	Difference 1990–2004 vs 2004–2017
Illmitz (B)	117	595.0	571.0	617.1	**46.1**	1,832.0	2,080.0	2,176.2	**96.2**
Neusiedl am See (B)	154	597.0	550.0	595.4	**45.4**	1,862.0	2,010.0	2,185.2	**175.2**
Deutschkreutz (B)	192	594.0	-	703.1	**-**	1,830.0	-	1,963.2	**-**
Wörterberg (B)	400	754.0	894.0	684.6	**-209.4**	-	1,965.0	2,157.9	**192.9**
Bernstein (NÖ)	600	749.0	771.0	765.0	**-6.0**	-	-	2,048.2	**-**
Eisenstadt (B)	184	619.0	642.0	726.4	**84.4**	1,859.0	2,022.0	2,142.8	**120.8**
Graz (ST)	337	838.0	844.0	892.6	**48.6**	1,844.0	1,880.0	2,126.0	**246.0**
Deutschlandsberg (ST)	353	1153.0	968.0	1,017.1	**49.1**	1,874.0	1,937.0	2,042.2	**105.2**
Leibnitz/Silberberg (ST)	332	917.0	934.0	931.5	**-2.5**	1,639.0	-	2,158.6	**-**
Hollabrunn (NÖ)	253	519.0	490.0	520.9	**30.9**	1,778.0	-	1,997.8	**-**
Falkenstein (NÖ)	302	509.0	-	572.8	**-**	1,655.0	-	2,081.1	**-**
Retz (NÖ)	320	435.0	490.0	488.6	**-1.4**	1,651.0	1,896.0	1,972.7	**76.7**
St. Pölten (NÖ)	273	696.0	660.0	773.4	**113.4**	1,717.0	1,780.0	1,963.8	**183.8**
Baden, Bad Vöslau, Gumpoldskirchen (NÖ)	230	596.0	685.0	676.4	**-8.6**	1,712.0	1,809.0	1,917.9	**108.9**
Schwechat (NÖ)	184	543.0	578.0	554.5	**-23.5**	1,773.0	-	2,056.8	**-**
Tulln/Langenlebarn (NÖ)	175	641.0	594.0	685.1	**91.1**	-	1,755.0	1,959.8	**204.8**
Krems (NÖ)	204	521.0	529.0	544.9	**15.9**	1,721.0	1,780.0	1,815.7	**35.7**
Langenlois (NÖ)	204	481.0	481.0	553.9	**72.9**	1,667.0	1,758.0	1,824.2	**66.2**
Wien - Hohe Warte	198	607.0	648.0	690.8	**42.8**	1,771.0	1,969.0	2,084.4	**115.4**

Figure 13: Average annual rainfall [36] and sunshine[37]

[34] Average maximum air temperature for August, measured in °C; Calculation of monthly maximum = maximum of all daily maximums in the month
[35] Average absolute minimum air temperature for January, measured in °C; Calculation of monthly minimum = minimum of all daily minimums in the month
[36] Average total annual precipitation, unit = mm; Calculation of annual total = total of all daily precipitations
[37] Average total annual sunshine duration, unit = h; Calculation of total annual sunshine duration = total of all hours with sunshine duration

1.3.5 The composition of the Austrian wine-producing industry

1.3.5.1 Average size and number of grape growers

The composition of the wine-producing industry has changed profoundly over the past 30 years, both in terms of size and number of producers. On the one hand, the drastic reduction in the number of wine estates is due to the fact that a large number of grape growers with a vineyard surface area of less than one hectare have ceased to exist. On the other hand, the average producer size has increased, due to the increase in the number of producers with more than 5 ha. There is, therefore, a noticeable shift towards larger business structures along with a decrease in the number of smaller producers. This is also linked to how the business is run. There is a correlation between the size of business and businesses that are run on a full-time basis.

	Number of producers	Area in ha	Ha per producer
1987	45,380	58,188	1.28
1999	31,946	48,558	1.52
2009	20,181	45,586	2.26
2015	14,111	45,439	3.22

Figure 14: Evolution of the number of wine producers and average size of producer, 1987–2015[38]

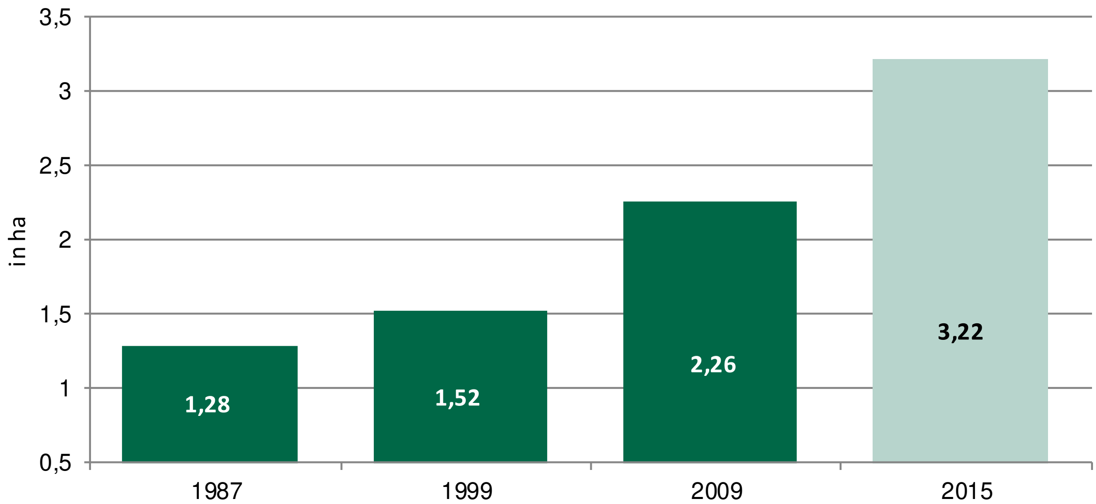


Figure 15: Evolution of the average producer size[39]

[38]AWMB, based on Statistics Austria Survey of Area under Vine from 1987, 1999, 2009 and 2015
[39]AWMB, based on Statistics Austria Survey of Area under Vine from 1987, 1999, 2009 and 2015

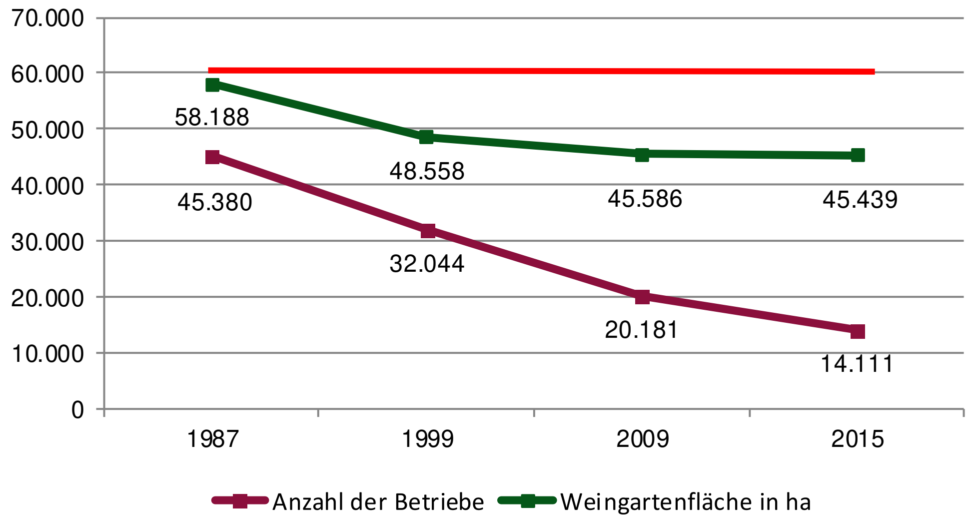


Figure 16: Evolution of the number of producers in relation to vineyard area[40]

The 2015 Survey of Area under Vine reports a total of 45,439 ha under vine in Austria (with an upper threshold of 60,000 ha, as shown by the red line on the graph). This represents a drop of 22% since 1987. The number of producers reported in 2015 was 14,111, which corresponds to a decrease of 69% since 1987. As illustrated in Figure 20, planted vineyards are being managed by a continually falling number of winegrowers, who, consequently, are managing larger areas. The average size of winery has grown from 1.28 ha in 1987 to 3.22 ha in 2015. This evolution shows a clear trend towards larger wineries, which is accompanied by a decline in small producers.

1.3.5.2 Bottler capacity

The number of bottlers of Qualitätswein has decreased to around 4,000 businesses, compared to almost 6,500 in 2009. Conversely, the number of businesses with the capacity to bottle over 30,000 litres has increased to 1,450, compared to around 970 in 2009. These bottlers are at the forefront of the Austrian wine industry, and all of them work in close cooperation with the AWMB.

	Producers 2009	Producers 2018	Producers +/-
over 1 million litres	**19**	**20**	**1**
500.001 - 1 million litres	**18**	**37**	**19**
100.001 - 500.000 litres	**159**	**339**	**180**
50.001 - 100.000 litres	**340**	**593**	**253**
30.001 - 50.000 litres	**440**	**666**	**226**
10.001 - 30.000 litres	1,653	1,529	-124
5.001 - 10.000 litres	3,852	942	-2,910

Figure 17: Number of bottlers (in litres of bottled wine) 2009 vs. 2018[41]

[40] AWMB, based on Statistics Austria Survey of Area under Vine from 1987, 1999, 2009 and 2015
[41] Source: Bundeskellereiinspektion: 2009 and 2018 inventory reports; sales data from businesses with reporting requirements

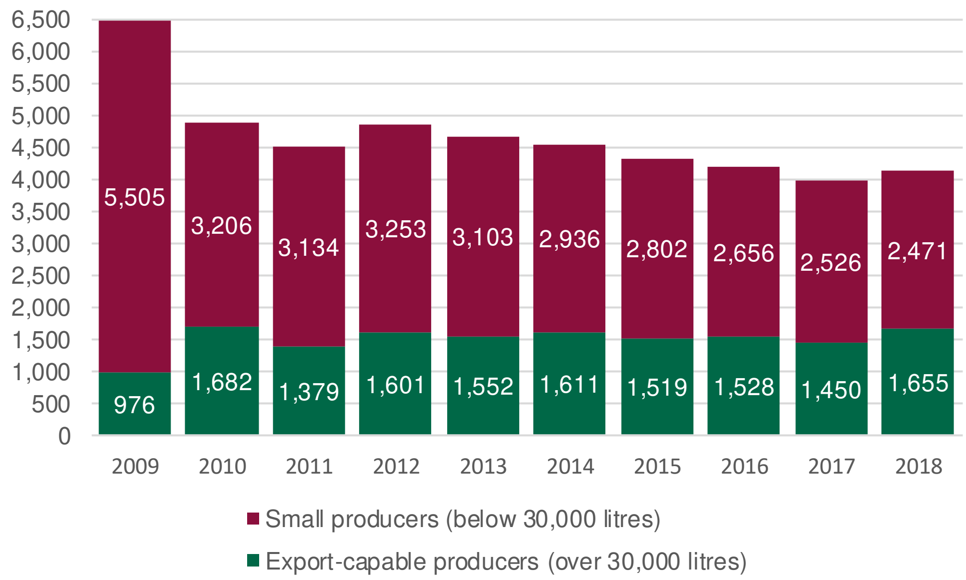


Figure 18: Number of bottlers above and below 30,000 litres[42]

A comparison of the 2009–2017 sales data for producers that are subject to reporting requirements shows that the number of export-capable producers (with sales of over 30,000 litres) has grown very sharply since 2009 (from 976 to currently 1,655 businesses), whilst the number of small producers (especially those with sales volumes below 5,000 litres) has almost halved.

Of course, annual influences and harvest volumes play a role in this (e.g. the number of businesses was particularly small in 2011 as a result of the 2010 harvest). However, the overall picture clearly shows the breakneck pace of structural change in the Austrian wine industry. The consequence is ever-increasing levels of predatory competition. In order to ensure that we secure our competitive ability and growth over the long term, it is of vital importance for the AWMB, working in partnership with the wine industry, to enter as many export markets as possible.

[42] Source: Bundeskellereiinspektion: AWMB based on inventory reports 2009–2018

1.3.6 Qualitätswein – an overview of federal inspection numbers for 2018[43]

Period: 01.01.2017–31.12.2018

Overview of federal inspection numbers	
Number of allocations of federal inspection numbers	34,300
Total volume in litres	178,113,038
Number of refusals, rejections, cancellations and withdrawals	3,638
Number of applications received within the specific period	38,062
Number of unprocessed applications at period end	757
Processing time for positive decisions in days	6.4
Number of producers who submitted an application	4,412
Tariff cost for evaluation in euros	2,550,217
Other costs for evaluation in euros	1,418,976

Figure 19: Overview of federal inspection numbers 2018

	Total volume submitted	Total volume of allocations in litres	Allocated federal inspection numbers	Refusals in litres
DAC red	1,775,945	1,702,755	310	73,190
DAC rosé	72,750	67,650	17	5,100
DAC white	18,582,822	17,449,400	3,599	1,133,422
Total	**20,431,517**	**19,219,805**	**3,926**	**1,211,712**

Figure 20: Overview of DAC submissions

Wine region	DAC allocations Volume in l
Weinviertel DAC	7,131,338
Kamptal DAC	5,176,497
Kremstal DAC	2,683,130
Traisental DAC	1,120,489
Mittelburgenland DAC	606,690
Wiener Gemischter Satz DAC	852,681
Neusiedlersee DAC	834,310
Leithaberg DAC	198,380
Eisenberg DAC	175,190
Vulkanland Steiermark DAC	38,100
Rosalia DAC	7,400
Südsteiermark DAC	319,450
Weststeiermark DAC	76,150
Total	**19,219,805**

Figure 21: DAC wines submitted, by wine region

[43] Federal Ministry for Sustainability and Tourism, federal inspection numbers for 2018

1.4 Wine consumption in Austria

1.4.1 Change in still wine and Sekt consumption

Wine distribution channels

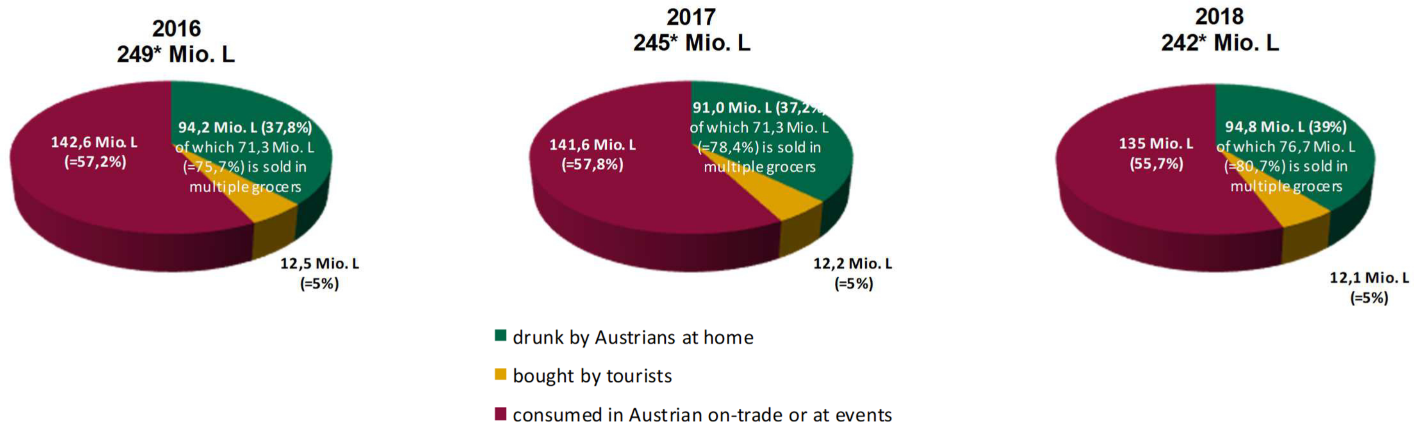


Figure 22: Wine consumption in Austria by distribution channel 2016–2018
(total amounts in domestic and foreign wine incl. sparkling)[45]

In 2018, an average of 242* million litres of wine was consumed in Austria. The majority of this wine (135.0 million litres or 55.7%) was consumed on-trade or at events. A further 94.8 million litres (39.0%) was consumed by Austrian households. The majority of the volume consumed by household was purchased in multiple grocers (76.7 million litres; 80.7%)[46]. Tourists purchased approx. 12.1 million litres (5%).

1.4.1.1 Wine consumption in Austria

In the 2017/2018 financial year, wine consumption in Austria totalled 2.3 million hl[47]. This represented a slight decrease of 0.29% compared to consumption in 2016/17.

Converted to per capita consumption, this represents 26.7 litres per person (-0.75% compared to 2017). As a comparison, the per capita consumption of beer is 104.4 litres (cf. Figure 25). The overall relatively low per capita consumption of wine comes as no surprise to those monitoring the market because they have been feeling a decline for a good number of years. However, the strong fluctuations in the annual consumption figures over the last decade – up to 40 million litres – are certainly not realistic, according to Statistics Austria. Wine per capita consumption is still declining though, due to several factors: improved health awareness, a change in consumer behaviour (the traditional glass of wine with a meal is dying out), an ageing society (older people drink less) and the immigration of people from countries with no wine tradition.

On average, over the past 15 years, 2.4 million hl of wine were consumed annually in Austria.[48]

[45] Source: GfK, total consumption 2018; as at June 2019. *) Total consumption is calculated from the average of the last 5 years as per the Supply Balance Sheet issued by Statistics Austria; as at May 2019.
[46] In order to portray the full picture of wine consumption in Austria, retail grocery sales were grossed up to reflect 100% coverage.
[47] Source: Supply Balance Sheet issued by Statistics Austria; as at April 2019
[48] Source: Statistics Austria, Wine Supply Balance Sheet 2017/18

	Consumption in hl		Consumption in hl	Jahr	Consumption in hl
1980/81	2,617,906	**1997/98**	2,460,764	**2014/15**	2,322,028
1981/82	2,594,786	**1998/99**	2,478,349	**2015/16**	2,417,103
1982/83	2,626,493	**1999/00**	2,505,291	**2016/17**	2,359,462
1983/84	2,622,735	**2000/01**	2,476,616	**2017/18**	2,352,596
1984/85	2,596,756	**2001/02**	2,290,740		
1985/86	2,524,356	**2002/03**	2,402,987		
1986/87	2,584,623	**2003/04**	2,262,683		
1987/88	2,612,580	**2004/05**	2,442,753		
1988/89	2,621,115	**2005/06**	2,643,468		
1989/90	2,669,761	**2006/07**	2,679,684		
1990/91	2,654,359	**2007/08**	2,410,223		
1991/92	2,645,399	**2008/09**	2,437,965		
1992/93	2,642,435	**2009/10**	2,664,024		
1993/94	2,542,447	**2010/11**	2,545,749		
1994/95	2,536,706	**2011/12**	2,578,020		
1995/96	2,496,582	**2012/13**	2,476,808		
1996/97	2,425,859	**2013/14**	2,665,893		

Figure 23: Wine consumption from 1980/81 to 2017/18 (in hl)[49]

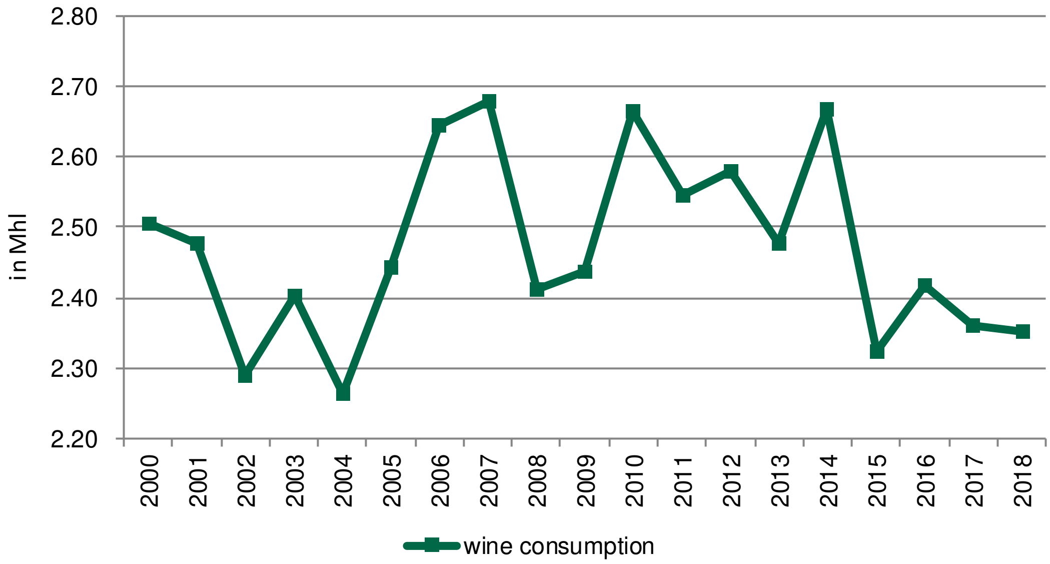


Figure 24: Wine consumption in Austria 2000–2018[50]

[49] Source: AWMB, based on Statistics Austria Wine Supply Balance Sheets from 1980/81 to 2017/18
[50] Source: Statistics Austria, Wine Supply Balance Sheet 2017/18

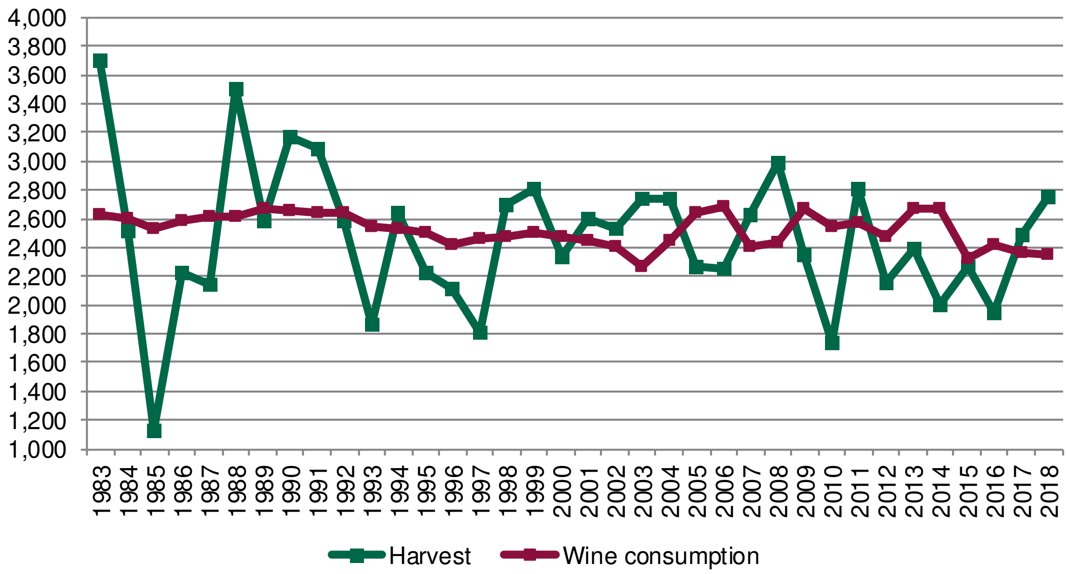


Figure 25: Harvest and wine consumption in Austria 1983–2018[51]

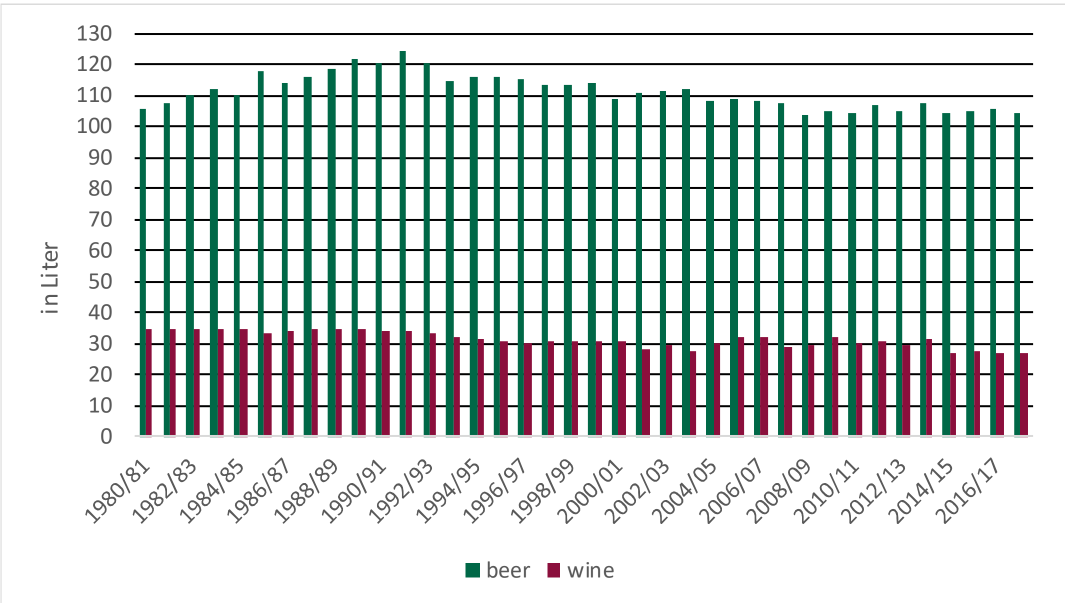


Figure 26: Beer and wine consumption in Austria since 1980 in litres per capita[52]

[51] AWMB, based on Statistics Austria Harvest Report and Supply Balance Sheet 2019
[52] AWMB, based on Statistics Austria, Wine and Beer Supply Balance Sheets from 1980/81 to 2017/18

1.4.1.2 Sekt consumption in Austria

Jahr	Verbrauch in Liter	Verbrauch 0,75 l Flaschen
1990	14.045.834	18.727.778
1991	18.629.170	24.838.890
1992	11.041.669	14.722.223
1993	13.674.998	18.233.333
1994	11.186.111	14.914.816
1995	14.405.556	19.207.406
1996	16.100.000	21.466.666
1997	16.525.000	22.033.333
1998	15.280.000	20.373.334
1999	18.545.000	24.726.667
2000	14.625.000	19.500.000
2001	14.920.563	19.894.084
2002	14.305.556	19.074.074
2003	13.055.554	17.407.405
2004	13.402.770	17.870.360
2005	16.093.324	21.457.765
2007	14.850.000	19.800.000
2008	15.150.000	20.200.000
2009	15.604.500	20.806.000
2010	16.650.000	22.200.000
2011	17.812.500	23.750.000
2012	18.000.000	24.000.000
2013	18.750.000	25.000.000
2011	17.812.500	23.750.000
2012	18.000.000	24.000.000
2013	18.750.000	25.000.000

Figure 27: Domestic consumption of Sekt from 1990–2013[53]

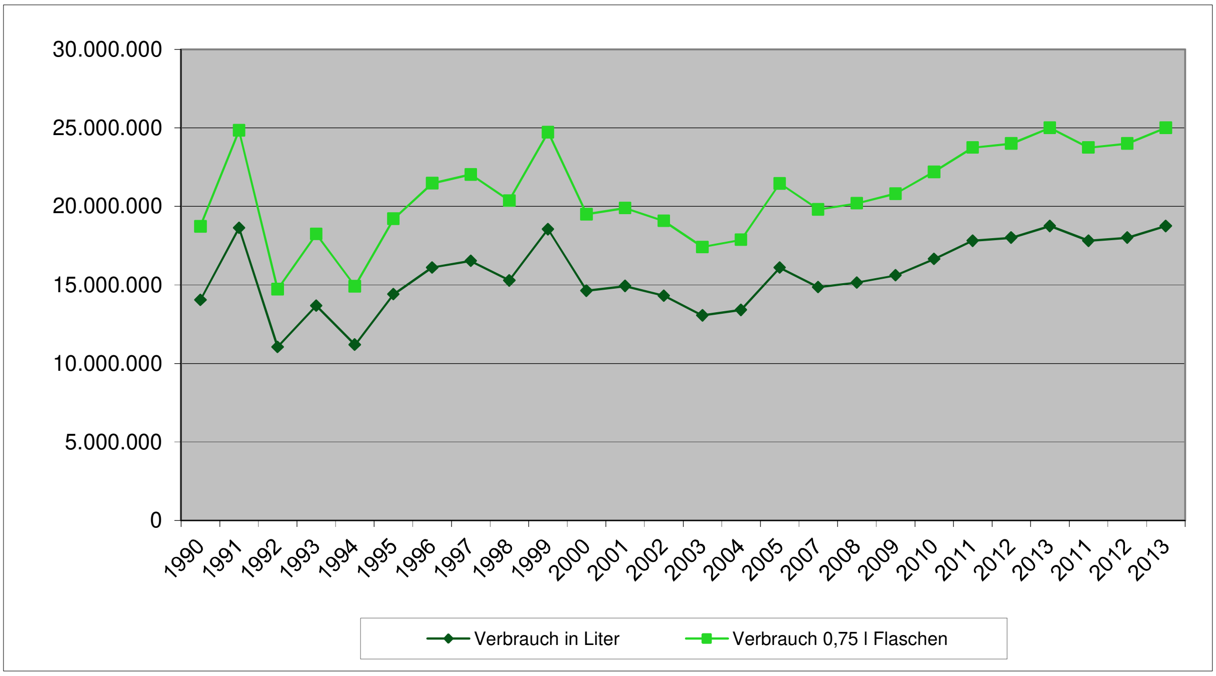


Figure 28: Domestic consumption of Sekt from 1990–2013

[53] Source: Austrian Sekt board: analyses based on AC Nielsen and IWSR data

1.4.2 On-trade and consumption at home

1.4.2.1 On-trade and cash & carry/wholesale distribution

In the wine trade, the on-trade plays an important role in building image and promoting sales. In 2018, according to GfK, a total of around 135 million litres were consumed in the on-trade channel. The average annual consumption in Austria is 242 million litres[54]. In other words, more than half of the wine drunk in Austria is sold through the on-trade and at events (festivals). On-trade sales are forecast to fall in the countryside in wine-producing areas, but further growth is expected in the tourist regions of Western Austria and in areas attracting cultural and city tourism.

The on-trade demand for Austrian wine remains strong. Domestic ranges continue to be developed and foreign wines continue to lose listings. In 2018, the market share was 90% (2003: 84%). Wine on draft is an exception: cheap imports are making progress here, especially in the lowest quality and in the spritzer segments; they are also finding listings in multiple grocers and at discounters, where they sell in 2 litre PET bottles for €1.99. This is the only imported wine category with strong growth rates. It is therefore strategically important for the Austrian wine industry to work even harder on the important themes of origin marketing in the on-trade, and then to roll it out to wine on draft and house wine (from the generic Qualitätswein, Landwein and varietally-labelled categories).

1.4.2.1.1 Scanning data from cash & carry/wholesale distribution[55]

Unlike in the off-trade, reliable data is difficult to obtain in the on-trade without extensive market research. The Gastro-Data Institute provides an interesting summary of the wholesale on-trade and cash & carry segment in its ‘GastroPanel’ product. Like AC Nielsen, Gastro-Data uses scanning data captured in the wholesale trade. This data is summarised in this section. The survey partners are AGM, Kastner, Kiennast, Metro, Transgourmet and C+C Wedl, which together control 90% of all cash & carry and on-trade turnover, 65% of all distribution turnover and have an estimated market share of 75–80% of the entire wholesale on-trade turnover (collection and distribution).

According to Gastro-Data, total on-trade turnover is split 90–93% direct (ex cellar) and through the specialist drinks trade, 2% through distribution partners (e.g. Brau-Union) or multiple grocers, and approx. 5–8% through cash & carry and wholesale distribution. As purchasing behaviour is considered to be similar across all the distribution models (whether direct, via specialists or cash & carry), and as they all have unlimited access to the producers (wineries), it is assumed that the Gastro-Data numbers are a good reflection of the market situation as a whole, even though they only show a small proportion of it.

[54] calculated from the 5-year average, according to the Statistics Austria Supply Balance Sheet; as at June 2018.
[55] Source: Gastro Data GmbH I-XII 2018

1.4.2.1.2 Domestic/foreign market shares cash & carry/wholesale distribution

With 90% market share in terms of volume and 88% in terms of value, Austrian wine is the clear leader in cash & carry and wholesale distribution. In 2018, the total sales of wine declined slightly, but wine from Austria is still the undisputed market dominator. Foreign wine had a market share of 9.7% in volume and 11.7% in value in 2018.

Volume in l	AUSTRIA			FOREIGN			TOTAL		
	Total	% diff. to PY	MS in %	Total	% diff. to PY	MS in %	Total	% diff. to PY	MS in %
2010	3,012,494		84.7 %	543,878		15.3 %	3,556,372		100.0 %
2011	3,532,925	17.3%	87.1 %	521,467	-4.1%	12.9 %	4,054,392	14.0%	100.0 %
2012	4,038,637	14.3%	88.2 %	540,735	3.7%	11.8 %	4,579,372	12.9%	100.0 %
2013	4,145,943	2.7%	88.6 %	533,105	-1.4%	11.4 %	4,679,048	2.2%	100.0 %
2014	3,837,977	-7.4%	88.4 %	502,041	-5.8%	11.6 %	4,340,018	-7.2%	100.0 %
2015	3,890,190	1.4%	89.1 %	478,098	-4.8%	10.9 %	4,368,288	0.7%	100.0 %
2016	4,049,278	4.1%	90.4 %	429,944	-10.1%	9.6 %	4,479,222	2.5%	100.0 %
2017	4,232,858	4.5%	91.1 %	415,857	-3.3%	8.9 %	4,648,715	3.8%	100.0 %
2018	4,117,601	-2.7%	90.3 %	442,573	6.4%	9.7 %	4,560,174	-1.9%	100.0 %

Figure 29: Domestic and foreign market shares by volume

Value in €	AUSTRIA			FOREIGN			TOTAL		
	Total	% diff. to PY	MS in %	Total	% diff. to PY	MS in %	Total	% diff. to PY	MS in %
2010	13,063,177		84.9 %	2,324,835		15.1 %	15,388,012		100.0 %
2011	14,574,860	11.6%	86.1 %	2,355,052	1.3%	13.9 %	16,929,912	10.0%	100.0 %
2012	17,292,311	18.6%	86.3 %	2,746,550	16.6%	13.7 %	20,038,861	18.4%	100.0 %
2013	19,134,702	10.7%	86.9 %	2,893,046	5.3%	13.1 %	22,027,748	9.9%	100.0 %
2014	19,070,438	-0.3%	87.0 %	2,856,059	-1.3%	13.0 %	21,926,497	-0.5%	100.0 %
2015	19,558,473	2.6%	87.2 %	2,880,963	0.9%	12.8 %	22,439,436	2.3%	100.0 %
2016	20,811,062	6.4%	88.0 %	2,825,885	-1.9%	12.0 %	23,636,946	5.3%	100.0 %
2017	21,794,339	4.7%	87.8 %	3,039,137	7.5%	12.2 %	24,833,476	5.1%	100.0 %
2018	21,479,029	-1.4%	88.3 %	2,835,989	-6.7%	11.7 %	24,315,018	-2.1%	100.0 %

Figure 30: Domestic and foreign market shares by value [56]

[56] Source: GastroPanel I-XII 2018

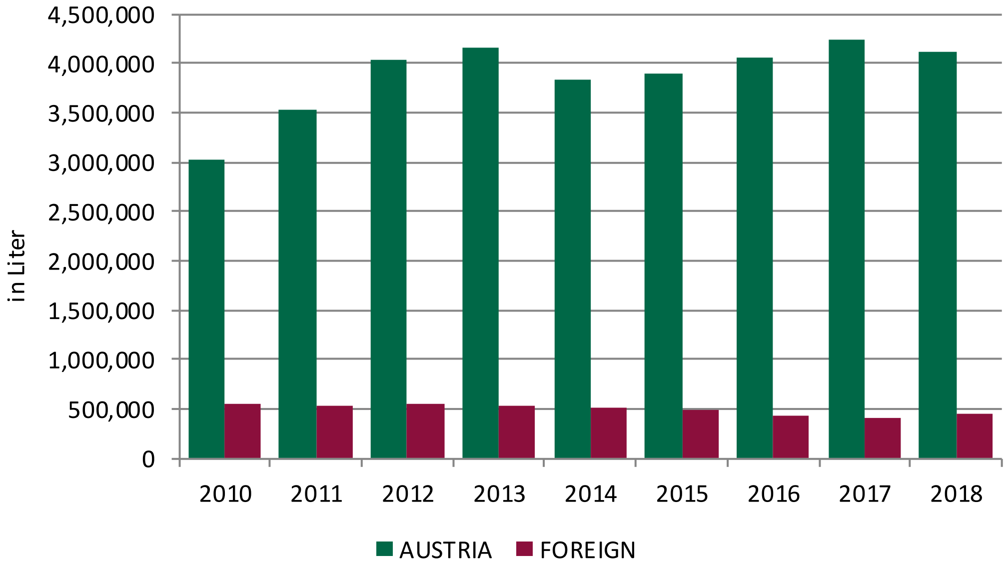


Figure 31: Domestic and foreign market shares in volume[57]

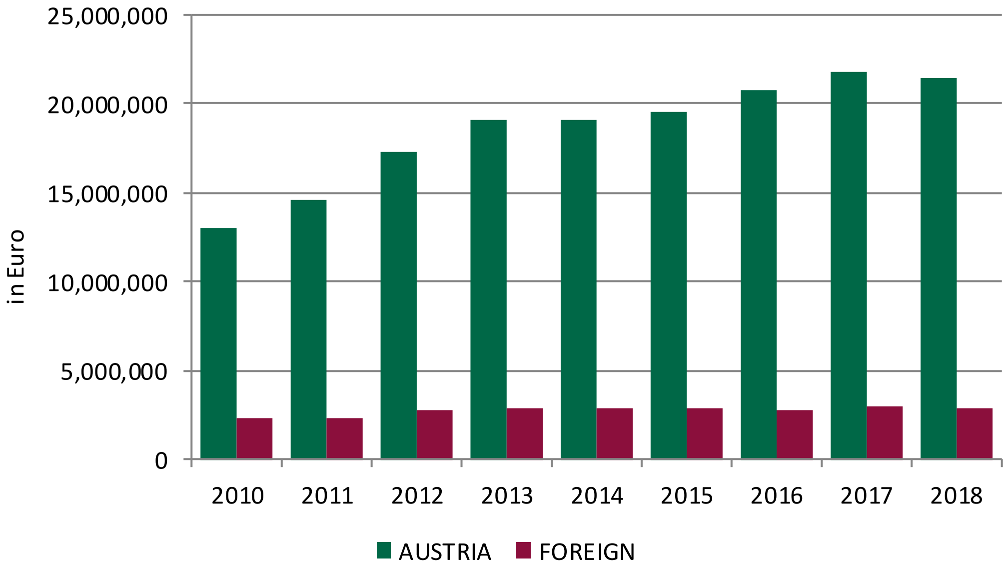


Figure 32: Domestic and foreign market shares in value[58]

[57] Source: GastroPanel I-XII 2018
[58] Source: GastroPanel I-XII 2018

Analysis of the foreign shares shows that Italy is by far the preferred country of origin for foreign wine in the on-trade channel. 85.1% of all foreign white wine and 76.7% of all foreign red wine is imported from Italy. Depending on whether volume, value, red or white is considered, France, Spain, overseas and the rest of Europe come in second, third and fourth place.

Volume in l	2012			2014			2016			2018		
	Total	diff. to PY	MS in %	Total	diff. to PY	MS in %	Total	diff. to PY	MS in %	Total	diff. to PY	MS in %
Italy	130,314	*-0.1%*	*83.7 %*	132,862	*-7.2%*	*84.1 %*	138,758	*0.6%*	*84.7 %*	140,801	*1.2%*	*85.1 %*
France	3,984	*20.8%*	*2.6 %*	4,042	*-15.9%*	*2.6 %*	5,044	*2.7%*	*3.1 %*	5,727	*30.5%*	*3.5 %*
Spain	3,860	*-5.1%*	*2.5 %*	4,234	*17.4%*	*2.7 %*	1,565	*-65.5%*	*1.0 %*	2,729	*124.0%*	*1.6 %*
Rest of Europe	10,828	*-10.4%*	*7.0 %*	12,404	*43.4%*	*7.9 %*	13,904	*9.3%*	*8.5 %*	11,227	*-14.2%*	*6.8 %*
Overseas	6,630	*-1.6%*	*4.3 %*	4,412	*-18.0%*	*2.8 %*	4,528	*-16.4%*	*2.8 %*	4,898	*2.4%*	*3.0 %*

Figure 33: Foreign white wine by volume

Value in €	2012			2014			2016			2018		
	Total	diff. to PY	MS in %	Total	diff. to PY	MS in %	Total	diff. to PY	MS in %	Total	diff. to PY	MS in %
Italy	484,802	*16.0%*	*77.0 %*	562,061	*-3.2%*	*78.4 %*	640,425	*4.5%*	*79.1 %*	628,358	*-4.7%*	*80.2 %*
France	39,381	*35.1%*	*6.3 %*	40,378	*-19.7%*	*5.6 %*	50,563	*7.5%*	*6.2 %*	50,494	*5.5%*	*6.4 %*
Spain	22,409	*-1.9%*	*3.6 %*	25,370	*21.6%*	*3.5 %*	11,006	*-59.8%*	*1.4 %*	16,589	*94.3%*	*2.1 %*
Rest of Europe	44,576	*5.7%*	*7.1 %*	60,699	*52.1%*	*8.5 %*	73,385	*18.2%*	*9.1 %*	55,066	*-25.8%*	*7.0 %*
Overseas	38,727	*2.2%*	*6.1 %*	27,987	*-24.8%*	*3.9 %*	34,272	*-0.8%*	*4.2 %*	33,324	*-2.0%*	*4.3 %*

Figure 34: Foreign white wine by value[59]

[59] Source: GastroPanel I-XII 2018

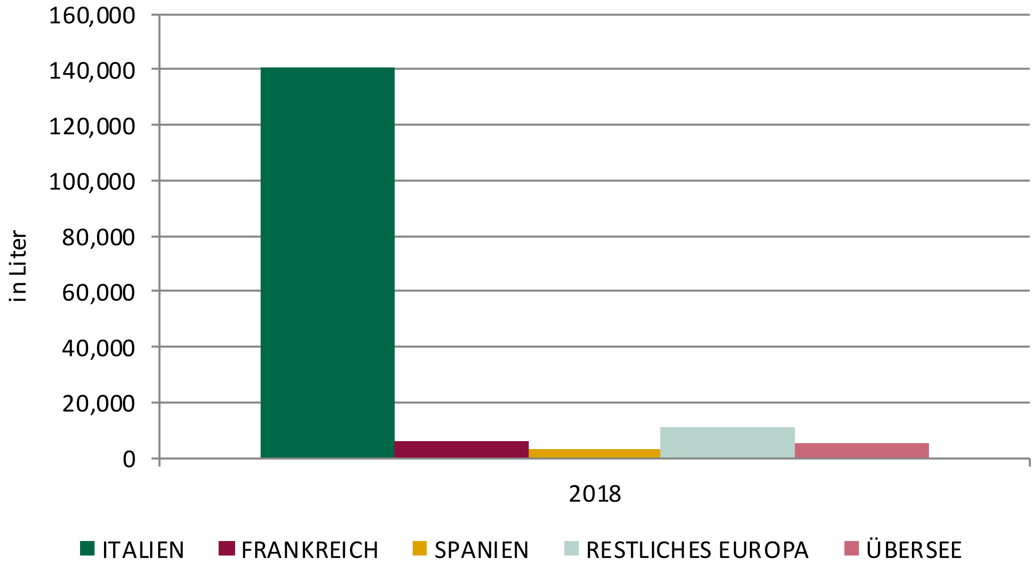


Figure 35: Foreign white wine by volume[60]

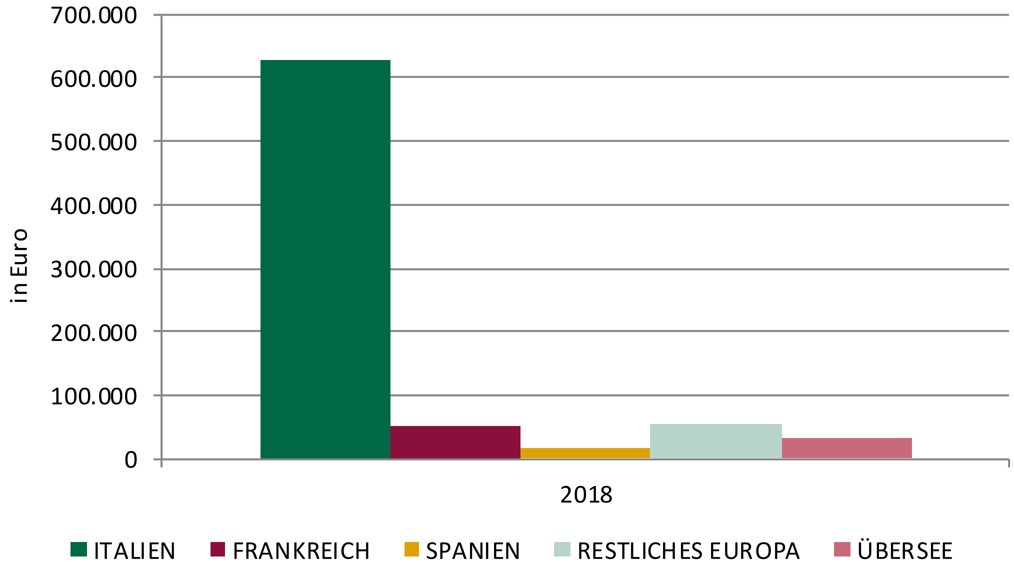


Figure 36: Foreign white wine by value[61]

[60] Source: GastroPanel I-XII 2018
[61] Source: GastroPanel I-XII 2018

Volume in l	2012			2014			2016			2018		
	Total	% diff. to PY	MS in %	Total	% diff. to PY	MS in %	Total	% diff. to PY	MS in %	Total	% diff. to PY	MS in %
Italy	297,812	*6.0%*	*78.1 %*	262,683	*-9.1%*	*77.5 %*	201,410	*-14.9%*	*78.5 %*	212,888	*11.0%*	*79.1 %*
France	14,935	*-1.8%*	*3.9 %*	12,576	*-5.7%*	*3.7 %*	17,396	*-25.8%*	*6.8 %*	20,464	*34.9%*	*7.6 %*
Spain	35,363	*19.6%*	*9.3 %*	24,948	*-15.4%*	*7.4 %*	10,550	*-9.5%*	*4.1 %*	10,543	*5.1%*	*3.9 %*
Rest of Europe	7,783	*-13.9%*	*2.0 %*	17,175	*155.7%*	*5.1 %*	10,616	*-26.0%*	*4.1 %*	8,458	*-23.4%*	*3.1 %*
Overseas	25,670	*-0.3%*	*6.7 %*	21,391	*-10.6%*	*6.3 %*	16,453	*-19.8%*	*6.4 %*	16,789	*22.3%*	*6.2 %*

Figure 37: Foreign red wine by volume[62]

Value in l	2012			2014			2016			2018		
	Total	% diff. to PY	MS in %	Total	% diff. to PY	MS in %	Total	% diff. to PY	MS in %	Total	% diff. to PY	MS in %
Italy	1,395,284	*18.1%*	*66.6 %*	1,433,728	*-1.8%*	*68.1 %*	1,329,608	*-4.6%*	*68.7 %*	1,365,803	*-3.7%*	*68.8 %*
France	167,019	*23.5%*	*8.0 %*	173,731	*20.2%*	*8.2 %*	186,995	*-15.3%*	*9.7 %*	213,367	*22.0%*	*10.7 %*
Spain	272,617	*18.3%*	*13.0 %*	226,742	*-14.4%*	*10.8 %*	169,163	*-1.1%*	*8.7 %*	168,306	*-44.4%*	*8.5 %*
Rest of Europe	42,702	*7.5%*	*2.0 %*	60,388	*29.1%*	*2.9 %*	56,964	*10.1%*	*2.9 %*	49,835	*-19.6%*	*2.5 %*
Overseas	218,093	*11.3%*	*10.4 %*	211,341	*-2.8%*	*10.0 %*	192,381	*-11.7%*	*9.9 %*	188,474	*19.5%*	*9.5 %*

Figure 38: Foreign red wine by value[63]

[62] Source: GastroPanel I-XII 2018
[63] Source: GastroPanel I-XII 2018

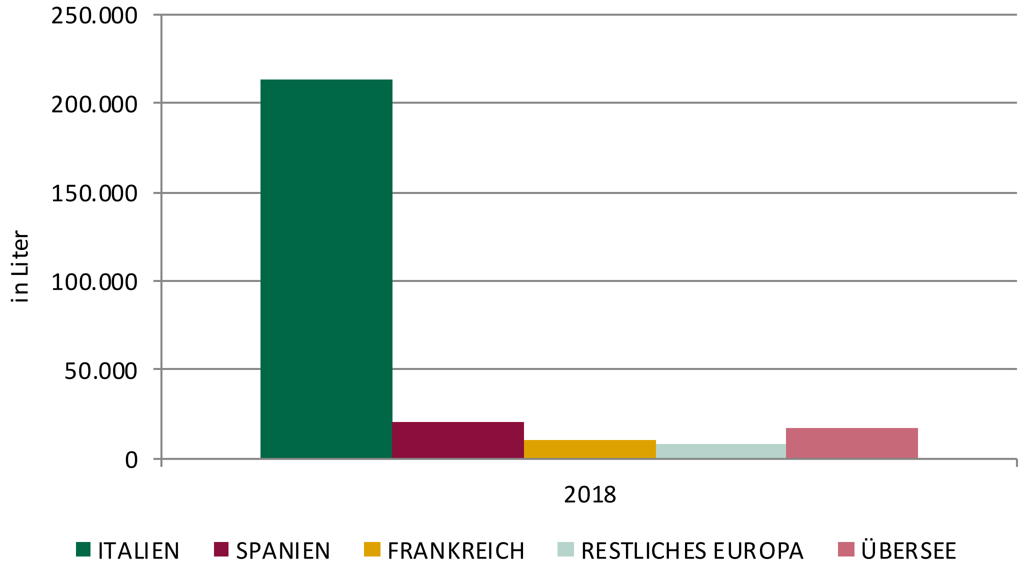


Figure 39: Foreign red wine by volume[64]

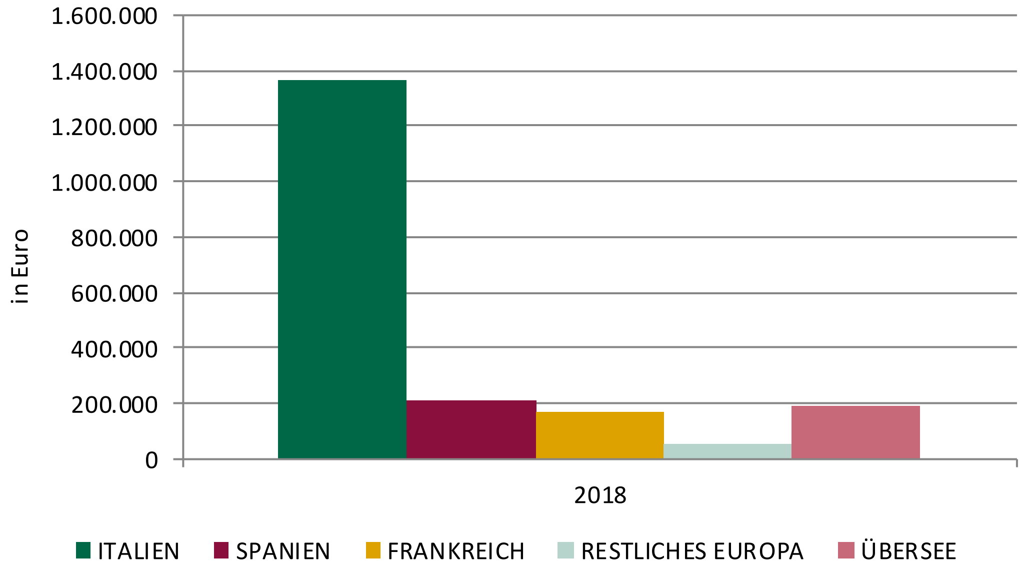


Figure 40: Foreign red wine by value[65]

[64] Source: GastroPanel I-XII 2018
[65] Source: GastroPanel I-XII 2018

1.4.2.1.3 Analysis of domestic share

Analysis of the domestic market shares of red, white and rosé shows that white still clearly dominates the on-trade market. Currently, white wine accounts for 61% of volume and 60% of value, followed by red wine with 38% of volume and 38% of value. Since 2011, the market share of rosé wine has remained in the 1% bracket, both in terms of volume and value.

Volume in l	ROSÉ			RED			WHITE			TOTAL		
	Total	% diff. to PY	MS in %	Total	% diff. to PY	MS in %	Total	% diff. to PY	MS in %	Total	% diff. to PY	MS in %
2011	25,558		0.7 %	1,336,141		37.8 %	2,171,226		61.5 %	3,532,925		100.0 %
2012	33,589	31.4%	0.8 %	1,481,863	10.9%	36.7 %	2,523,186	16.2%	62.5 %	4,038,638	14.3%	100.0 %
2013	34,827	3.7%	0.8 %	1,502,924	1.4%	36.3 %	2,608,192	3.4%	62.9 %	4,145,943	2.7%	100.0 %
2014	37,143	6.7%	1.0 %	1,489,806	-0.9%	38.8 %	2,311,028	-11.4%	60.2 %	3,837,977	-7.4%	100.0 %
2015	41,147	10.8%	1.1 %	1,482,758	-0.5%	38.1 %	2,366,286	2.4%	60.8 %	3,890,191	1.4%	100.0 %
2016	40,757	-0.9%	1.0 %	1,543,263	4.1%	38.1 %	2,465,258	4.2%	60.9 %	4,049,278	4.1%	100.0 %
2017	45,321	11.2%	1.1 %	1,603,212	3.9%	37.9 %	2,584,325	4.8%	61.1 %	4,232,858	4.5%	100.0 %
2018	46,614	2.9%	1.1 %	1,547,891	-3.5%	37.6 %	2,523,096	-2.4%	61.3 %	4,117,601	-2.7%	100.0 %

Figure 41: Domestic market shares of rosé/red/white by volume[66]

Volume in €	ROSÉ			RED			WHITE			TOTAL		
	Total	% diff. to PY	MS in %	Total	% diff. to PY	MS in %	Total	% diff. to PY	MS in %	Total	% diff. to PY	MS in %
2011	127,279		0.9 %	6,058,663		41.6 %	8,388,921		57.6 %	14,574,863		100.0 %
2012	159,908	25.6%	0.9 %	7,082,755	16.9%	41.0 %	10,049,648	19.8%	58.1 %	17,292,311	18.6%	100.0 %
2013	186,550	16.7%	1.0 %	7,568,489	6.9%	39.6 %	11,379,663	13.2%	59.5 %	19,134,702	10.7%	100.0 %
2014	209,195	12.1%	1.1 %	7,653,492	1.1%	40.1 %	11,207,751	-1.5%	58.8 %	19,070,438	-0.3%	100.0 %
2015	240,363	14.9%	1.2 %	7,656,684	0.0%	39.1 %	11,661,426	4.0%	59.6 %	19,558,473	2.6%	100.0 %
2016	247,928	3.1%	1.2 %	8,040,264	5.0%	38.6 %	12,522,870	7.4%	60.2 %	20,811,062	6.4%	100.0 %
2017	285,706	15.2%	1.3 %	8,298,392	3.2%	38.1 %	13,210,241	5.5%	60.6 %	21,794,339	4.7%	100.0 %
2018	299,248	4.7%	1.4 %	8,214,450	-1.0%	38.2 %	12,965,332	-1.9%	60.4 %	21,479,029	-1.4%	100.0 %

Figure 42: Domestic market shares of rosé/red/white by value[67]

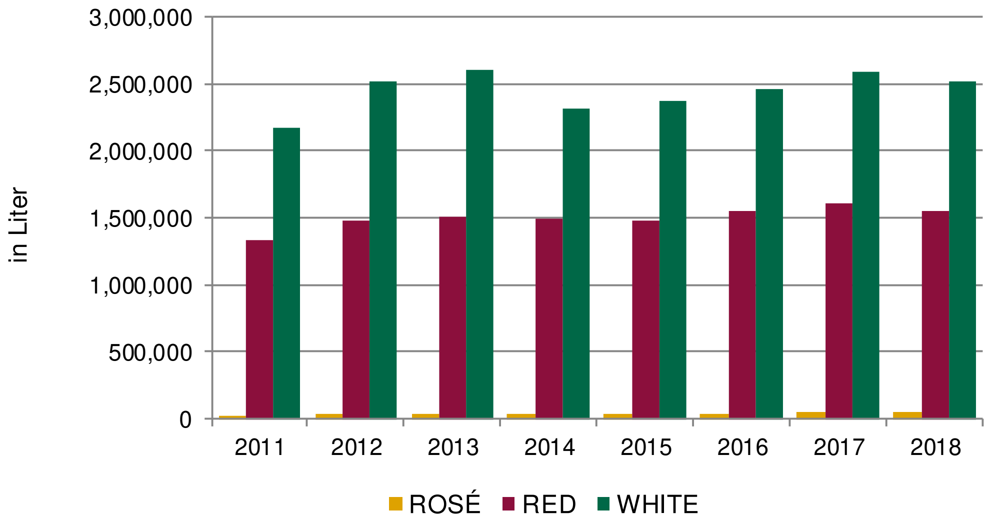


Figure 43: Domestic market shares of rosé/red/white by volume[68]

[66] Source: GastroPanel I-XII 2018
[67] Source: GastroPanel I-XII 2018
[68] Source: GastroPanel I-XII 2018

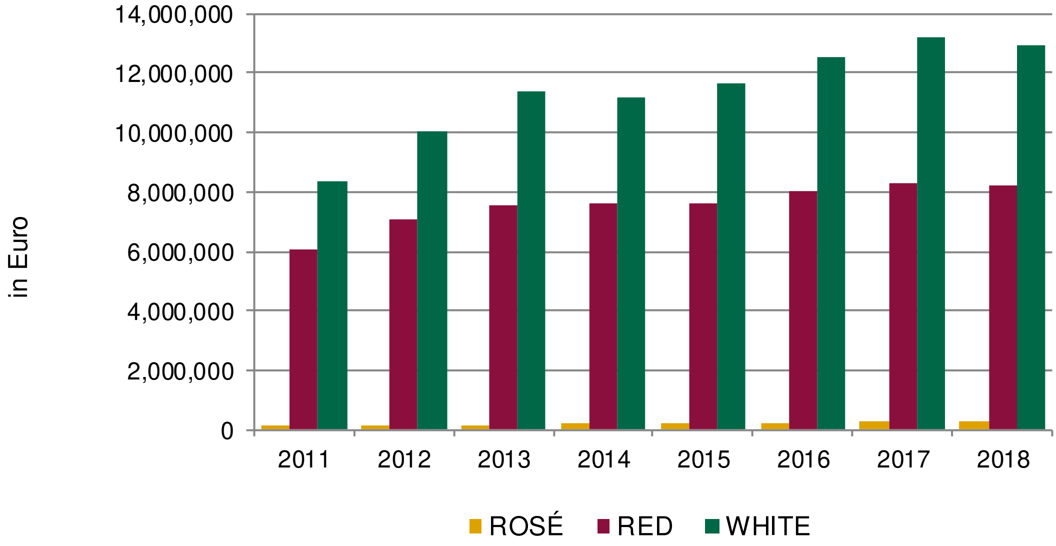


Figure 44: Domestic market shares of rosé/red/white by value[69]

[69] Source: GastroPanel I-XII 2018

In terms of volume, 90% of wine sold in cash & carry/wholesale distribution is sold in price bands up to €9.99. The highest turnover is generated by the €6.00–€9.99 band (42.5%). In terms of value, ranks two to six are occupied by the price bands €10–€14.99 (17.7%), less than €2.99 (14.5%), €3.00–€5.99 (13.0%), €15–€24.99 (7.3%) and over €25 (4.9%).

Volume in L	2012			2014			2016			2018		
	Total	% diff. to PY	MS in %	Total	% diff. to PY	MS in %	Total	% diff. to PY	MS in %	Total	% diff. to PY	MS in %
up to 2.99 €	2,022,313		50.4 %	1,694,557	-16.6%	43.9 %	1,624,261	2.9%	41.2 %	1,833,006	-0.3%	44.3 %
3.00–5.99 €	650,036		16.2 %	638,262	-3.9%	16.5 %	722,454	-3.0%	18.3 %	702,612	-4.0%	17.0 %
6.00–9.99 €	1,032,849		25.7 %	1,077,767	-3.3%	27.9 %	1,137,751	1.9%	28.9 %	1,164,450	-1.8%	28.2 %
10.00–14.99	220,710		5.5 %	281,414	14.8%	7.3 %	327,052	4.6%	8.3 %	323,322	-1.7%	7.8 %
15.00–24.99 €	70,335		1.8 %	72,334	-6.9%	1.9 %	99,754	29.6%	2.5 %	83,536	-15.7%	2.0 %
Over 25 €	19,413		0.5 %	25,664	31.3%	0.7 %	28,441	11.3%	0.7 %	27,487	-2.3%	0.7 %

Figure 45: Domestic sales volume by price band[70]

Value in €	2012			2014			2016			2018		
	Total	% diff. to PY	MS in %	Total	% diff. to PY	MS in %	Total	% diff. to PY	MS in %	Total	% diff. to PY	MS in %
up to 2.99 €	2,981,413		17.3 %	2,853,268	-16.4%	14.8 %	2,506,224	3.8%	12.4 %	3,129,908	7.7%	14.5 %
3.00–5.99 €	2,448,171		14.2 %	2,540,884	-3.8%	13.2 %	2,762,638	1.7%	13.6 %	2,804,254	-4.8%	13.0 %
6.00–9.99 €	7,464,618		43.4 %	8,161,328	-1.7%	42.4 %	8,709,247	3.2%	43.0 %	9,157,864	-1.1%	42.5 %
10.00–14.99	2,458,691		14.3 %	3,128,644	11.1%	16.3 %	3,679,360	7.4%	18.2 %	3,818,394	-0.3%	17.7 %
15.00–24.99 €	1,225,552		7.1 %	1,313,126	-5.2%	6.8 %	1,651,957	19.9%	8.1 %	1,566,807	-8.4%	7.3 %
Over 25 €	623,364		3.6 %	840,972	29.1%	4.4 %	960,216	14.3%	4.7 %	1,052,759	8.9%	4.9 %

Figure 46: Domestic sales value by price band[71]

[70] Source: GastroPanel I-XII 2018
[71] Source: GastroPanel I-XII 2018

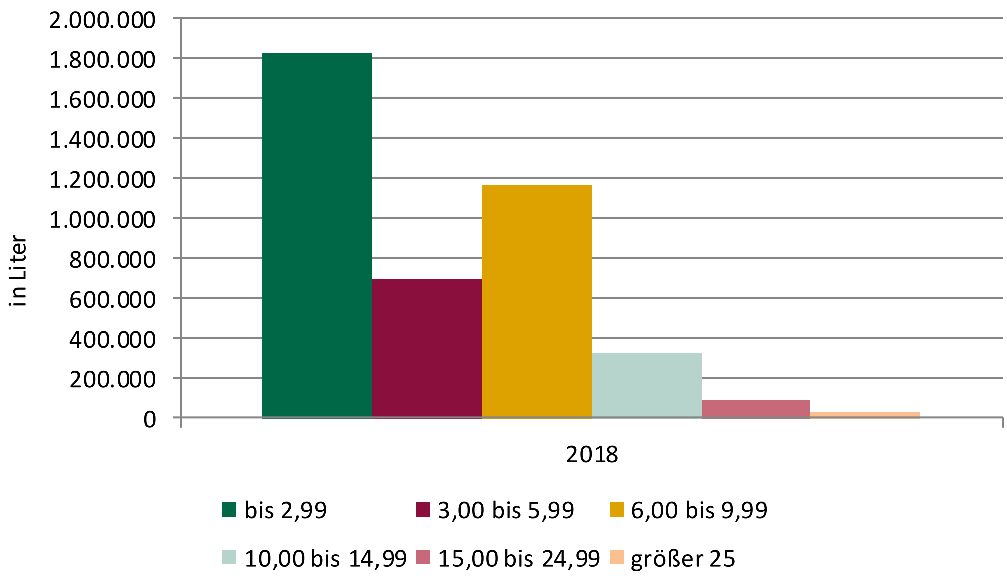


Figure 47: Domestic sales volume by price band[72]

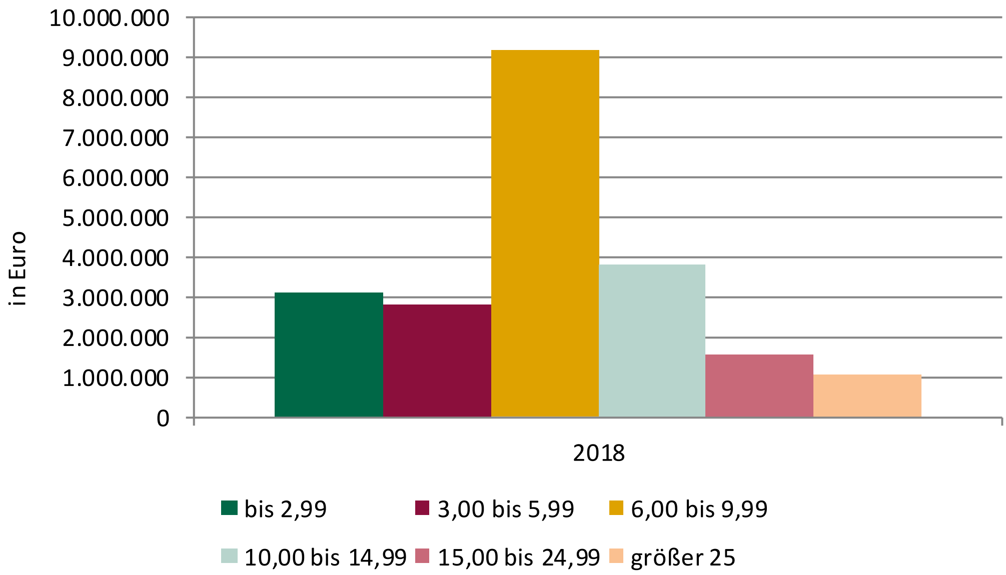


Figure 48: Domestic sales value by price band[73]

[72] Source: GastroPanel I-XII 2018
[73] Source: GastroPanel I-XII 2018

The average prices in the wholesale market have been constantly rising over the last few years. In 2018, the average price per bottle was €5.21.

Avg. price	2012	2013	2014	2015	2016	2017	2018
up to 2.99 €	1.47	1.68	1.68	1.53	1.54	1.58	1.71
3.00–5.99 €	3.77	3.98	3.98	3.65	3.82	4.02	3.99
6.00–9.99 €	7.23	7.45	7.57	7.56	7.65	7.81	7.86
10.00–14.99 €	11.14	11.49	11.12	10.95	11.25	11.65	11.81
15.00–24.99 €	17.42	17.82	18.15	17.90	16.56	17.25	18.76
Over 25 €	32.11	33.33	32.77	32.85	33.76	34.34	38.30
Total	4.28	4.62	4.98	5.02	5.13	5.14	5.21

Figure 49: Average price 2012–2018 by price band

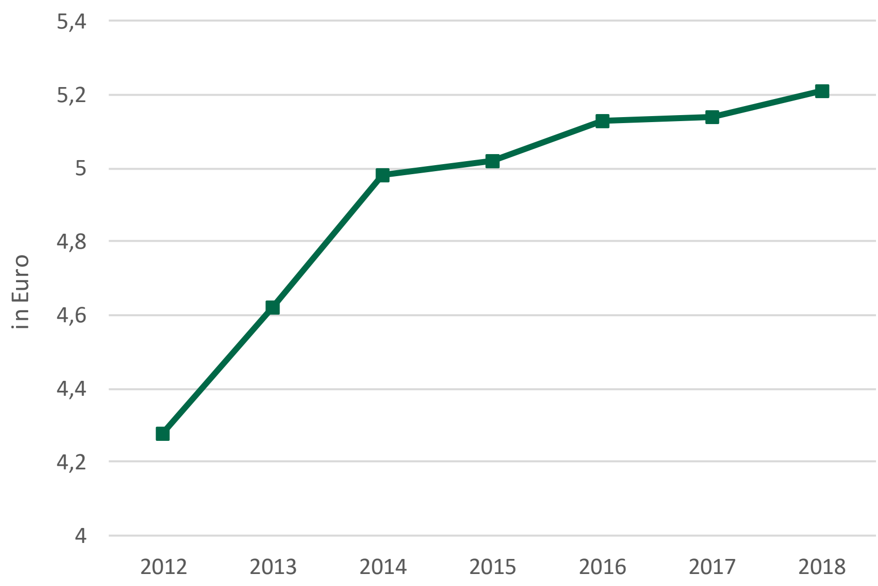


Figure 50: The evolution of average prices 2012–2018

Representing over a fifth of domestic volume and value, Grüner Veltliner is by far the most important domestic grape variety in the wholesale market. Market share in 2018 was around 24%, both in terms of volume and value. Blauer Zweigelt ranks second in terms of value, followed by Pinot Blanc/Chardonnay and Welschriesling. The top 10 most important grape varieties account for 49.3% of the market by volume and 59.5% by value. These figures underline the significant value of these 10 grape varieties for the domestic wine industry.

Volume in l	2012		2014		2016		2018	
	Litres	%	Litres	%	Litres	%	Litres	%
Grüner Veltliner	852,772	21.6%	922,986	23.9%	969,717	23.9%	999,424	23.6%
Blauer Zweigelt	434,877	12.4%	444,693	11.5%	433,923	10.7%	397,347	9.4%
Weißburgunder/Chardonnay	406,348	7.6%	135,279	3.5%	155,380	3.8%	142,199	3.4%
Welschriesling	195,878	5.7%	169,526	4.4%	189,077	4.7%	220,137	5.2%
Blaufränkisch	132,145	6.2%	132,015	3.4%	124,227	3.1%	118,094	2.8%
Sauvignon Blanc	86,139	4.5%	86,230	2.2%	99,749	2.5%	98,585	2.3%
Riesling	84,966	4.0%	73,837	1.9%	82,055	2.0%	76,926	1.8%
Blauer Portugieser	32,955	0.4%	16,169	0.4%	14,706	0.4%	10,699	0.3%
St.Laurent	22,271	1.2%	20,779	0.5%	20,326	0.5%	17,969	0.4%
Pinot Noir	9,326	0.6%	8,648	0.2%	9,008	0.2%	8,100	0.2%
Sum Top 10	**2,257,677**	**64.1%**	**2,010,162**	**52.0%**	**2,098,168**	**51.7%**	**2,089,479**	**49.3%**
Total domestic	**4,065,040**	**100%**	**3,864,360**	**100%**	**4,059,551**	**100%**	**4,237,863**	**100%**

Figure 51: Top 10 most important domestic grape varieties by volume[74]

Value in €	2012		2014		2016		2018	
	Euro	%	Euro	%	Euro	%	Euro	%
Grüner Veltliner	3,774,398	21.6%	4,450,025	115.2%	4,779,846	22.9%	5,155,608	23.6%
Blauer Zweigelt	2,161,289	12.4%	2,289,028	59.2%	2,330,550	11.2%	2,171,731	9.9%
Weißburgunder/Chardonnay	1,326,347	7.6%	1,150,887	29.8%	1,380,846	6.6%	1,323,922	6.1%
Welschriesling	988,230	5.7%	1,060,731	27.4%	1,140,841	5.5%	1,123,175	5.1%
Blaufränkisch	1,076,157	6.2%	1,078,127	27.9%	1,027,294	4.9%	968,571	4.4%
Sauvignon Blanc	787,481	4.5%	936,404	24.2%	1,136,155	5.4%	1,142,868	5.2%
Riesling	693,708	4.0%	743,486	19.2%	811,894	3.9%	791,526	3.6%
Blauer Portugieser	77,272	0.4%	63,954	1.7%	59,964	0.3%	49,586	0.2%
St.Laurent	201,757	1.2%	191,967	5.0%	189,545	0.9%	168,930	0.8%
Pinot Noir	109,286	0.6%	106,320	2.8%	111,577	0.5%	101,880	0.5%
Sum Top 10	**11,195,924**	**64.2%**	**12,070,929**	**62.7%**	**12,968,511**	**62.0%**	**12,997,798**	**59.5%**
Total domestic	**17,468,433**	**100%**	**19,247,925**	**100%**	**20,900,568**	**100%**	**21,848,233**	**100%**

Figure 52: Top 10 most important domestic grape varieties by value[75]

[74] Source: GastroPanel I-XII 2018
[75] Source: GastroPanel I-XII 2018

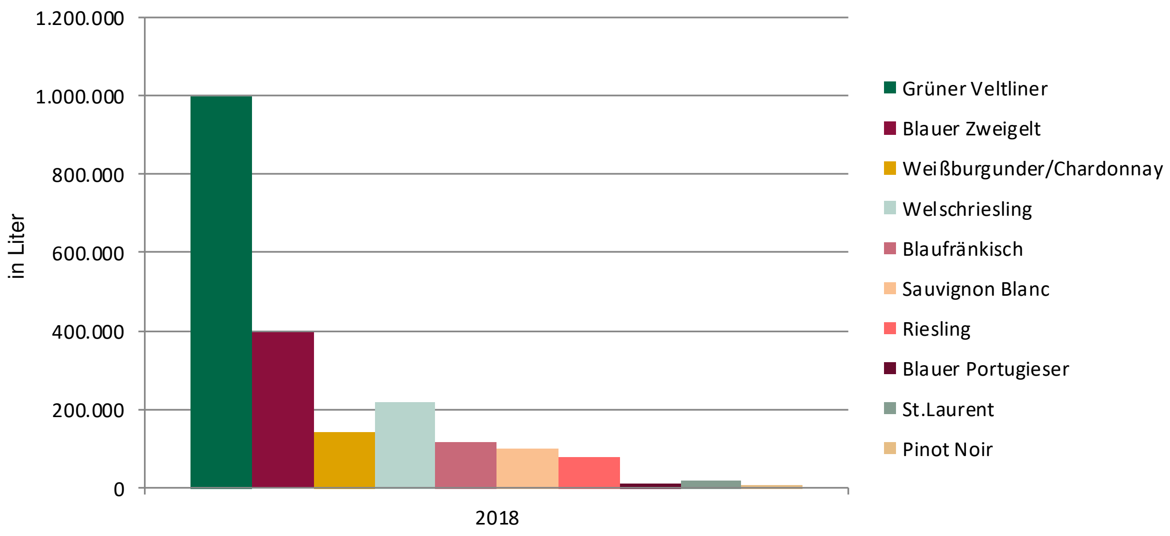


Figure 53: Top 10 most important domestic grape varieties by volume[76]

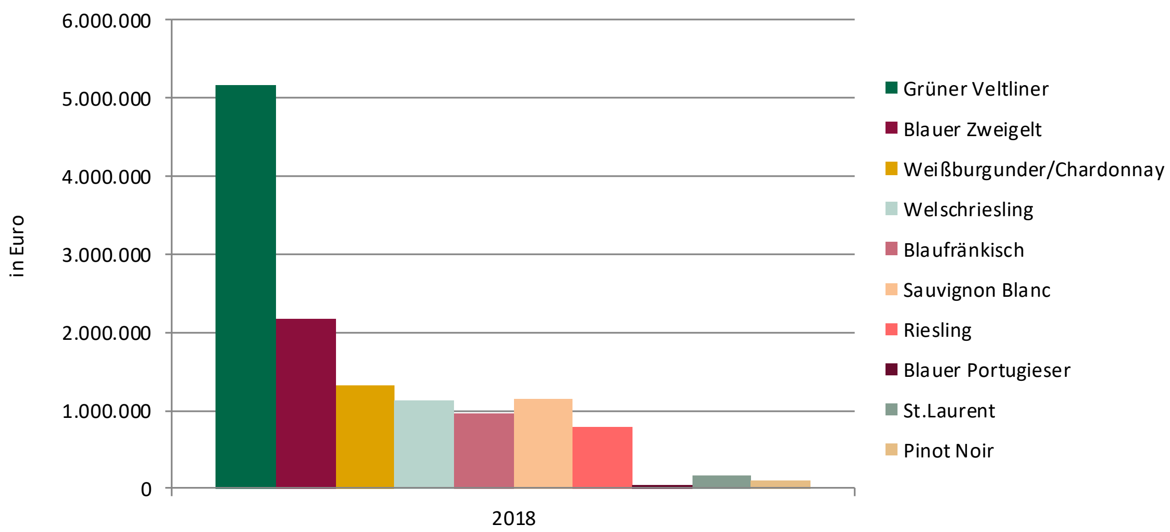


Figure 54: Top 10 most important domestic grape varieties by value[77]

[76] Source: GastroPanel I-XII 2018
[77] Source: GastroPanel I-XII 2018

The classic 75cl bottle continues to be the preferred packaging format in Austria. Roughly 43% was sold in 75cl bottles. These bottles account for almost three quarters of the market by value.

Volume in l	2012			2014			2016			2018		
	absolut	% Diff. VJ	MA in %	absolut	% Diff. VJ	MA in %	absolut	% Diff. VJ	MA in %	absolut	% Diff. VJ	MA in %
0.375 litre	8,685	94.7%	0.2 %	9,274	-13.2%	0.2 %	8,481	-8.9%	0.2 %	9,735	14.1%	0.2 %
0.75 litre	2,077,112	16.9%	51.1 %	1,782,220	-16.0%	46.1 %	1,854,439	3.5%	45.5 %	1,785,161	-3.2%	43.1 %
1.0 litre	816,484	20.0%	20.1 %	831,594	-4.0%	21.5 %	878,922	2.2%	21.6 %	908,584	-5.0%	21.9 %
1.5 litre	7,496	70.2%	0.2 %	7,539	-3.7%	0.2 %	11,616	20.1%	0.3 %	11,696	-2.1%	0.3 %
more than 1.5 litre	1,041,201	7.7%	25.6 %	1,110,879	6.1%	28.7 %	1,199,344	7.3%	29.4 %	1,291,796	-0.8%	31.2 %
Other	114,063	13.2%	2.8 %	122,855	2.4%	3.2 %	121,606	-4.4%	3.0 %	132,997	0.9%	3.2 %

Figure 55: Domestic volume by packaging format[78]

Value in €	2012			2014			2016			2018		
	absolut	% Diff. VJ	MA in %	absolut	% Diff. VJ	MA in %	absolut	% Diff. VJ	MA in %	absolut	% Diff. VJ	MA in %
0.375 litre	129,074	69.7%	0.7 %	151,924	-8.9%	0.8 %	141,509	-8.8%	0.7 %	143,081	-0.9%	0.7 %
0.75 litre	13,390,981	19.2%	76.7 %	14,708,690	0.2%	76.4 %	16,204,908	7.2%	77.2 %	16,149,548	-2.6%	74.6 %
1.0 litre	2,130,612	24.7%	12.2 %	2,246,933	-3.7%	11.7 %	2,379,493	4.1%	11.3 %	2,635,874	-3.5%	12.2 %
1.5 litre	138,698	63.3%	0.8 %	161,745	11.9%	0.8 %	235,394	15.3%	1.1 %	260,850	4.9%	1.2 %
more than 1.5 litre	1,227,110	14.6%	7.0 %	1,502,123	-1.5%	7.8 %	1,528,742	5.0%	7.3 %	1,905,370	11.3%	8.8 %
Other	451,958	13.0%	2.6 %	476,510	1.0%	2.5 %	495,427	-2.1%	2.4 %	545,410	-0.5%	2.5 %

Figure 56: Domestic value by packaging format[79]

[78] Source: GastroPanel I-XII 2018
[79] Source: GastroPanel I-XII 2018

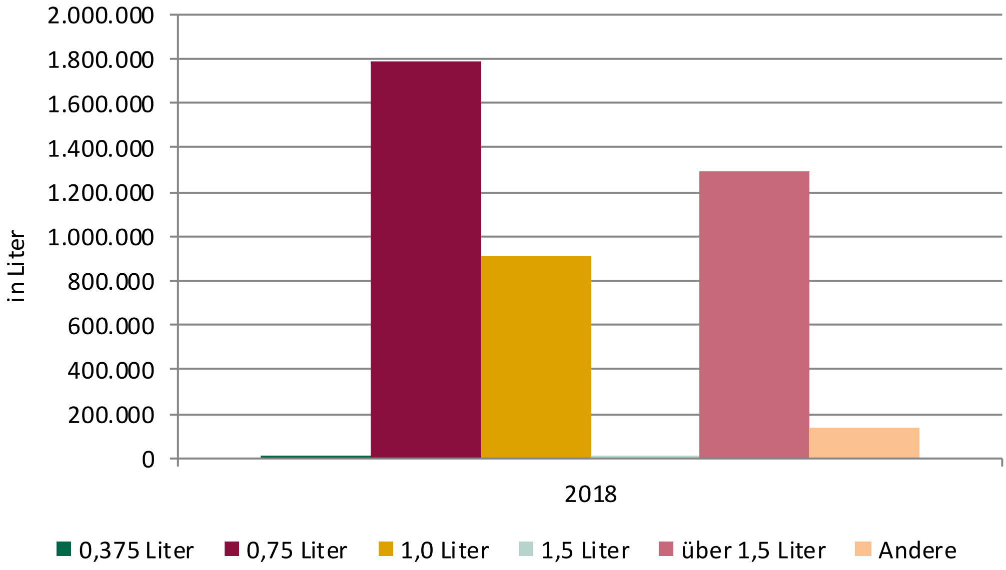


Figure 57: Domestic volume by packaging format[80]

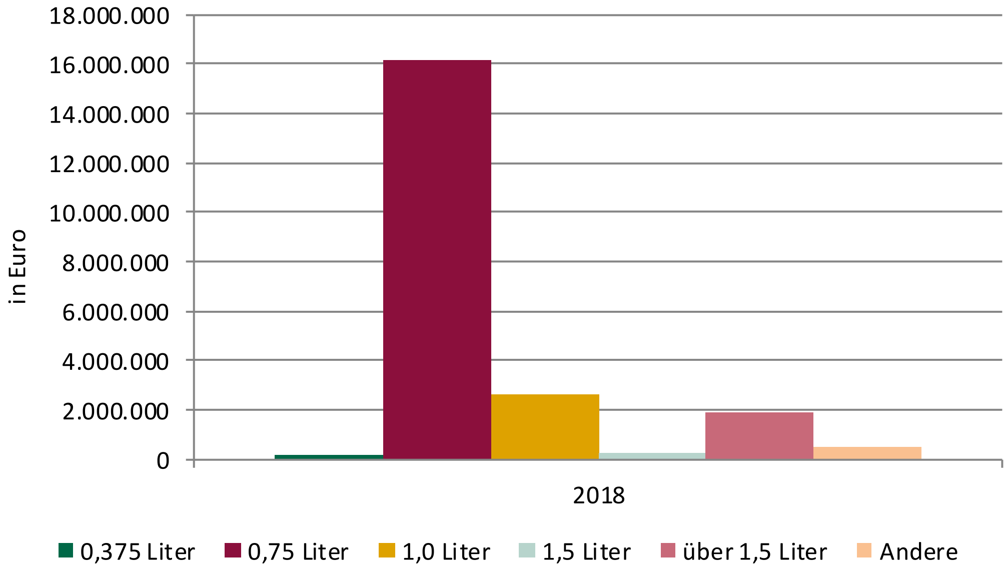


Figure 58: Domestic value by packaging format[81]

[80] Source: GastroPanel I-XII 2018
[81] Source: GastroPanel I-XII 2018

1.4.2.2 Consumption at home[82]

Consumption at home includes all wine purchases bought at wineries, in multiple grocers or in other outlets (e.g. specialist retailers) for consumption within Austrian households.

Wine consumption within Austrian households has been falling since 2008. Sales of Austrian wine came under pressure following the poor 2010 harvest, which led to an increase in imports. As a result of higher sales prices, it was possible to maintain the value of sales at roughly the same level over the same period. In 2018, home consumption accounted for 53.2 million litres of Austrian wine (+3.91% compared to 2017), while sales revenues amounted to €271.3 million (+5.16% compared to 2017).

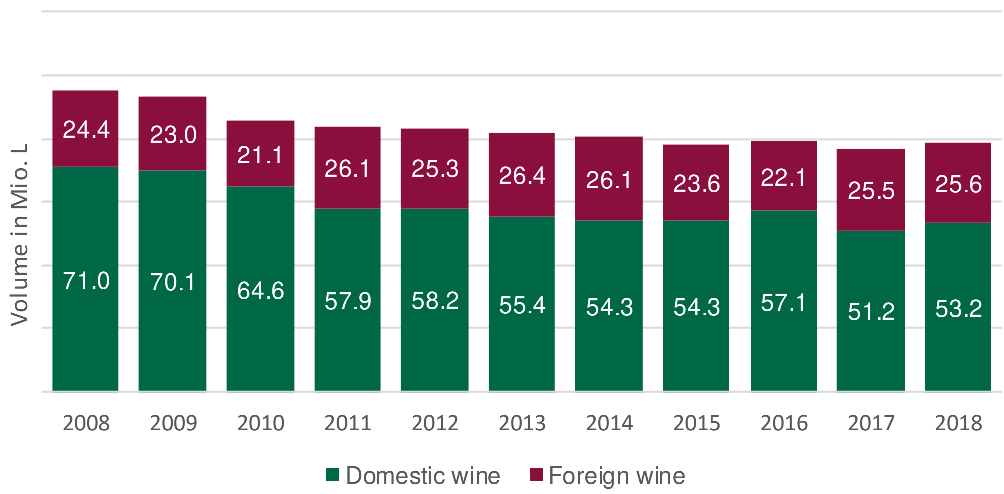


Figure 59: Household market purchasing volume in millions of litres

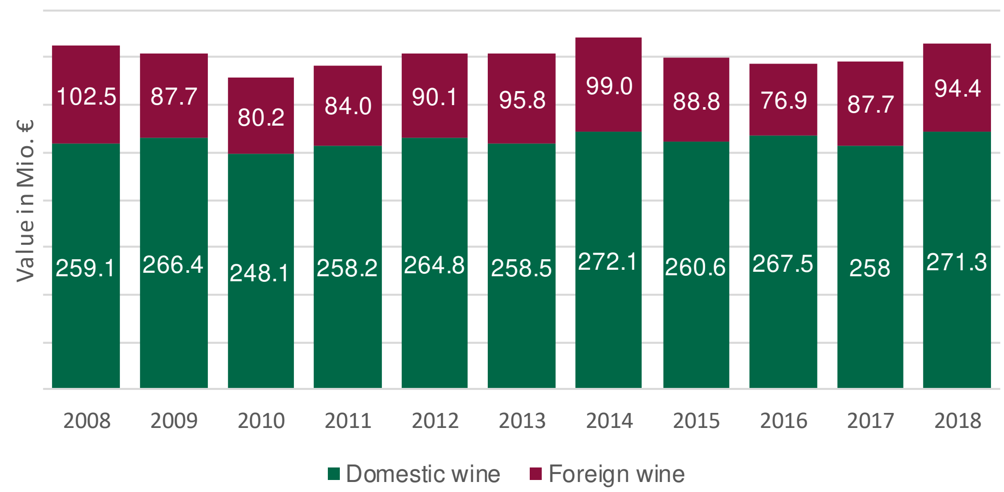


Figure 60: Household market purchasing volume in millions of euro

[82] Source: GfK consumer trends 2018

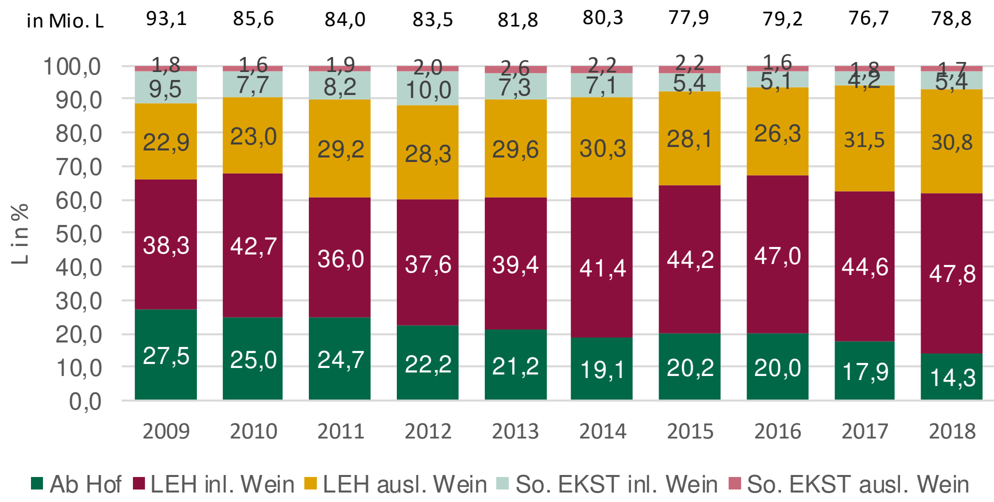


Figure 61: Volume share of intermediaries[83]

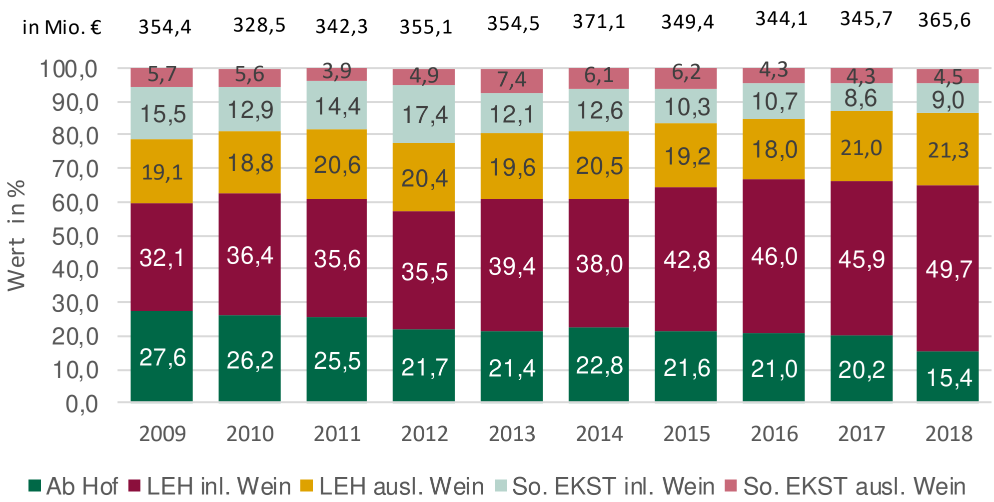


Figure 62: Value share of intermediaries[84]

Austrian wine enjoys a 67.5% share of the household market in terms of volume and 74.1% in terms of value. Up until a few years ago, GfK had significantly overestimated the value generated by specialist retailers (2012: 27%!). However, a more accurate method of gathering data corrected this inaccuracy. The new response-weighting method shows that specialist retailers are responsible for 13.5% of all wine sales consumed at home, and 9.0% of the total household market is represented by Austrian wine.

[83] Source: GfK consumer trends 2018
[84] Source: GfK consumer trends 2018

	2010	2011	2012	2013	2014	2015	2016	2017	2018
Ab Hof	4,0	4,2	4,2	4,4	5,5	4,8	4,6	5,1	5,0
LEH inländischer Wein	3,3	4,0	4,0	4,3	4,3	4,4	4,3	4,6	4,8
LEH ausländischer Wein	3,1	2,9	3,1	2,9	3,1	3,1	3,0	3,0	3,2
Sonst. inländischer Wein	6,5	7,1	7,4	7,3	8,2	8,5	9,1	9,2	7,8
Sonst. ausländischer Wein	13,7	8,5	10,6	12,3	13,0	12,9	11,7	10,9	12,1
Total	3,8	4,1	4,3	4,3	4,6	4,5	4,4	4,5	4,6

Figure 63: Average price per litre 2000–2018 total[85]

[85] Source: GfK consumer trends 2018

1.4.2.2.1 Multiple grocers

Over the past 20 years, multiple grocers have become the most significant intermediaries as far as consumption at home is concerned (at the expense of cellar door sales). Supermarket ranges have been extensively expanded, especially in the higher value segments (over €5/bottle). Twenty years ago, many customers would buy their wine directly from a small number of producers, but these days, wine is primarily bought at supermarkets to fulfil short-term needs. This has turned the multiple grocer channel into a strong sales partner for the domestic wine sector.

Multiple grocers in 1,000 €	2012	2015	2016	MAT 2017	MAT 2018	+ / -
Domestic	166,584	203,656	228,886	241,566	253,707	5.03%
Domestic red	65,876	77,977	85,658	91,931	90,541	-1.51%
Domestic white	95,348	118,041	134,620	141,240	153,679	8.81%
Domestic rosé	5,360	7,638	8,608	8,394	9,487	13.02%
Foreign	98,567	96,447	102,298	113,594	106,261	-6.45%
Foreign red	63,884	59,164	62,595	64,769	61,308	-5.34%
Foreign white	33,220	35,357	37,611	45,894	41,657	-9.23%
Foreign rosé	1,463	1,926	2,093	2,931	3,296	12.47%
Total wine	**265,151**	**300,103**	**331,184**	**355,160**	**359,969**	**1.35%**

Figure 64: Wine revenue generated by multiple grocers (in thousands of euro) [86]

Multiple grocers in 1,000 l	2012	2015	2016	MAT 2017	MAT 2018	+ / -
Domestic	34,074	39,280	43,642	41,862	44,733	6.86%
Domestic red	12,927	14,302	15,417	14,797	14,627	-1.15%
Domestic white	19,862	23,211	26,340	25,496	28,334	11.13%
Domestic rosé	1,284	1,768	1,884	1,569	1,772	12.95%
Foreign	35,533	32,360	34,445	35,710	31,970	-10.47%
Foreign red	17,816	14,713	15,629	15,659	13,911	-11.17%
Foreign white	17,329	17,231	18,352	19,383	17,335	-10.57%
Foreign rosé	387	416	464	668	724	8.40%
Total wine	**69,606**	**71,640**	**78,087**	**77,572**	**76,703**	**-1.12%**

Figure 65: Wine sales generated by multiple grocers by volume (in thousands of litres)[87]

Although the volume sold by multiple grocers has remained relatively stable over the last five years, significant gains have been made in terms of value. In 2018, wine sales dropped a little (-1.12%). Wine revenue increased slightly by 1.35%.

Austrians primarily buy domestic wine from multiple grocers. In 2018, the market share was 58.3% in terms of volume and 70.5% in terms of sales. In 2018, sales of Austrian wine rose by 6.9%, with an increase in revenue of 5.0%. Broken down by colour: White wine: volume +11.1%, value +8.8%; Red wine: volume -1.2%, value -1.5%; Rosé wine: volume +12.9%, value +2.6%.

[86] Source: AC Nielsen, Multiple Grocers Report. Moving annual total (MAT) from week 1 to week 52 of 2018.
[87] Source: AC Nielsen, Multiple Grocers Report. Moving annual total (MAT) from week 1 to week 52 of 2018.

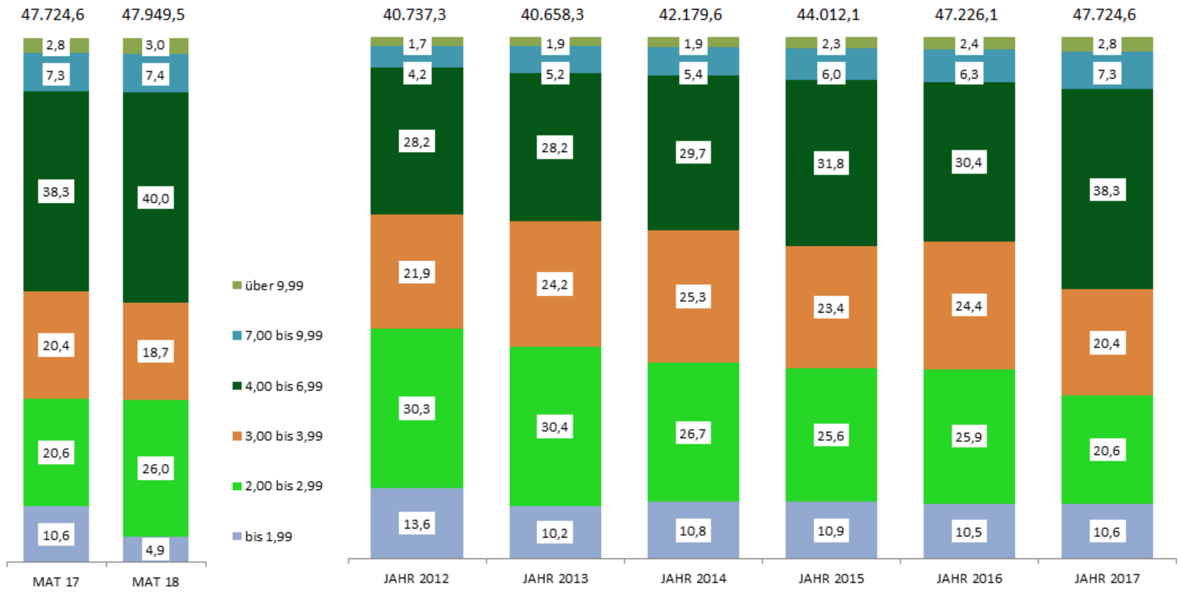


Figure 66: Total wines in 70/75cl bottles, by price band, in percent[88]

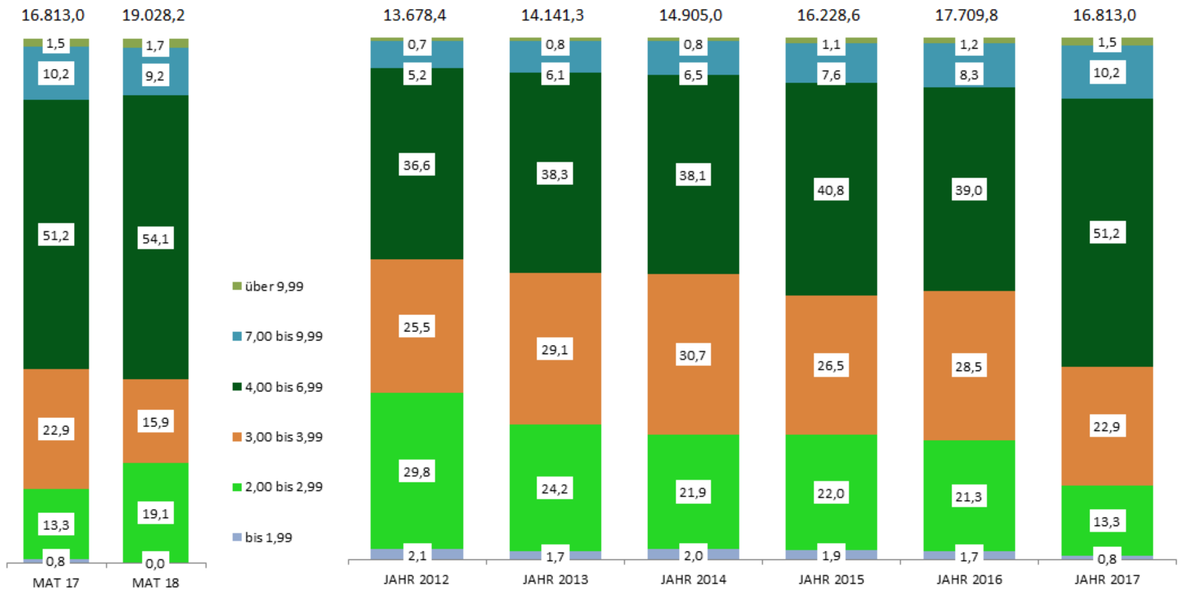


Figure 67: Domestic white wines in 70/75cl bottles, by price band, in percent

88 Source for all price band analyses: AC Nielsen, price band analysis 2018. Moving annual total (MAT) from week 1 to week 52 of 2018.

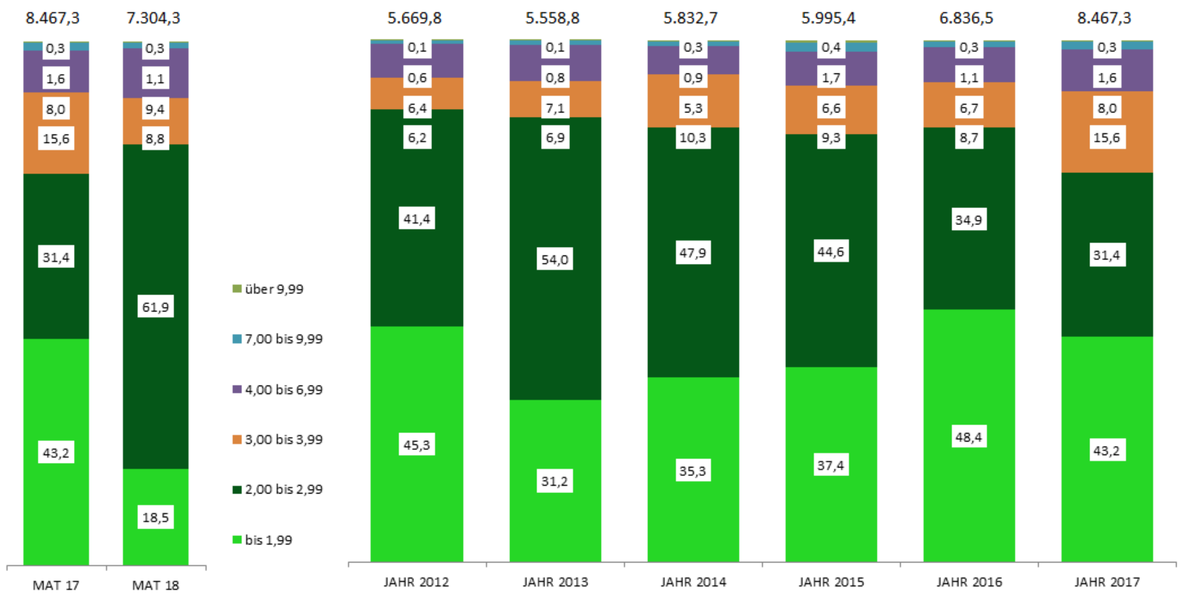


Figure 68: Foreign white wines in 70/75cl bottles, by price band, in percent

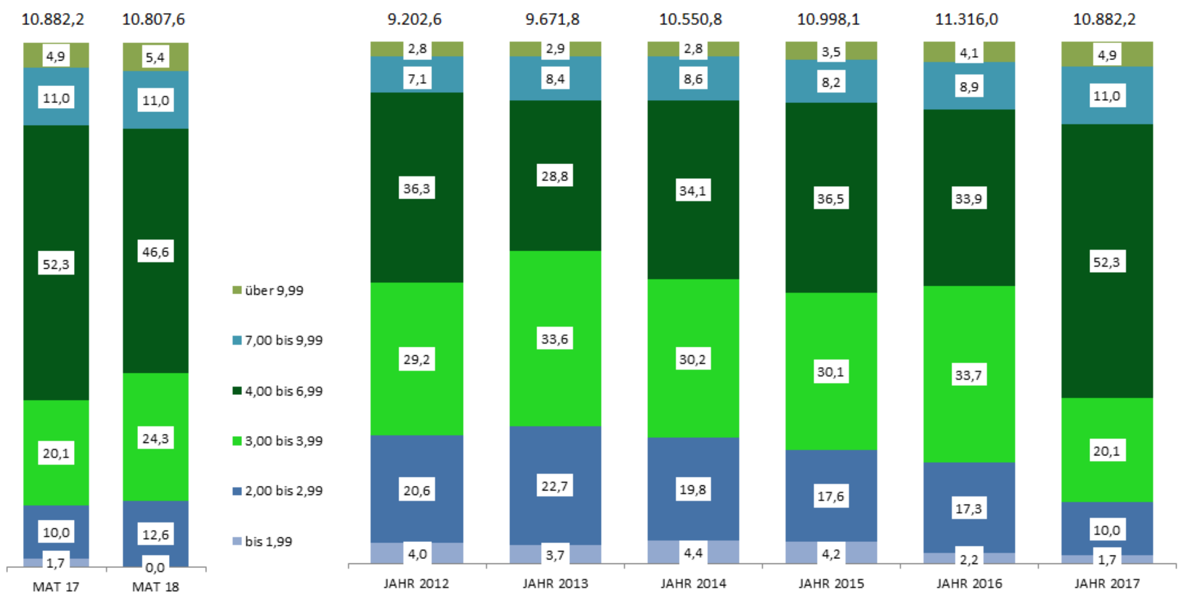


Figure 69: Domestic red wines in 70/75cl bottles, by price band, in percent

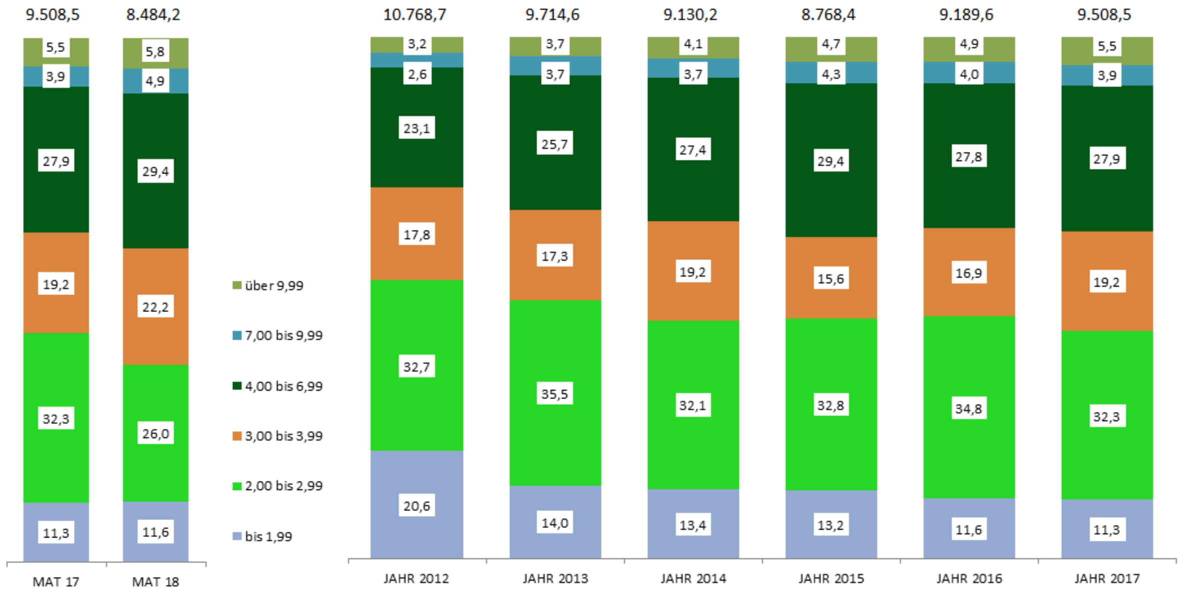


Figure 70: Foreign red wines in 70/75cl bottles, by price band, in percent

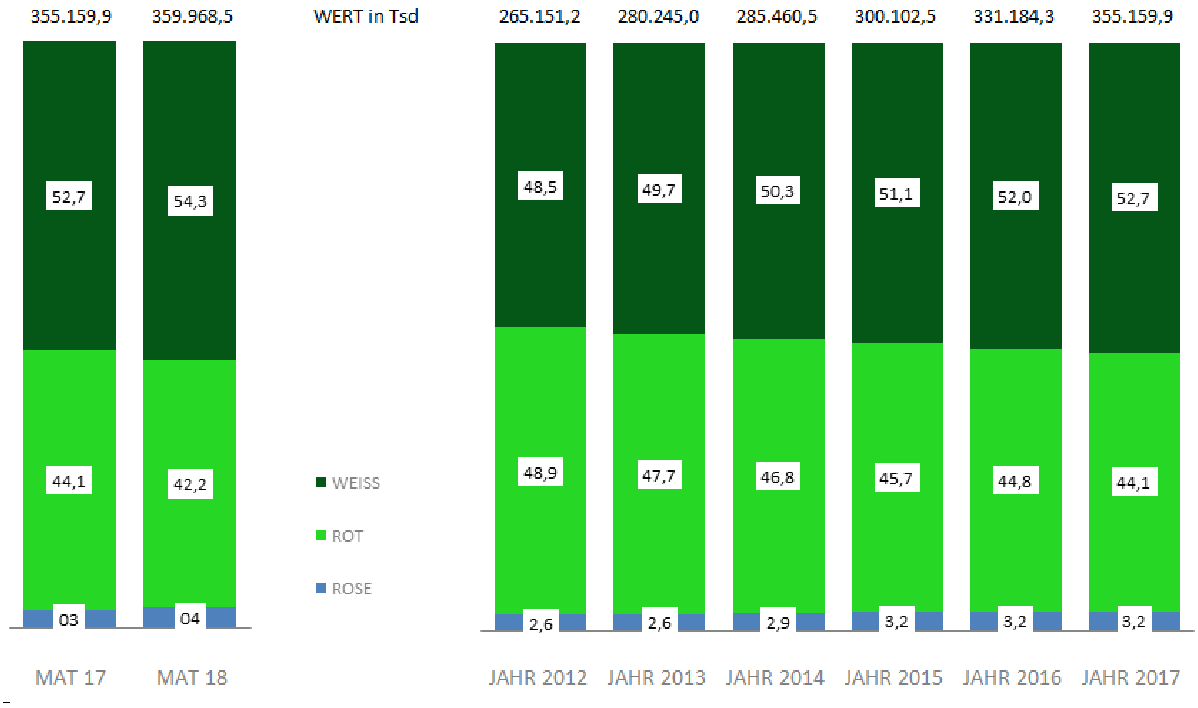


Figure 71: Value share according to colour[89]

[89] All evaluations hereinafter in this section are based on data contained in AC Nielsen, AWMB General Report on Types of Wine 2018. Moving annual total (MAT) from week 1 to week 52 of 2018.

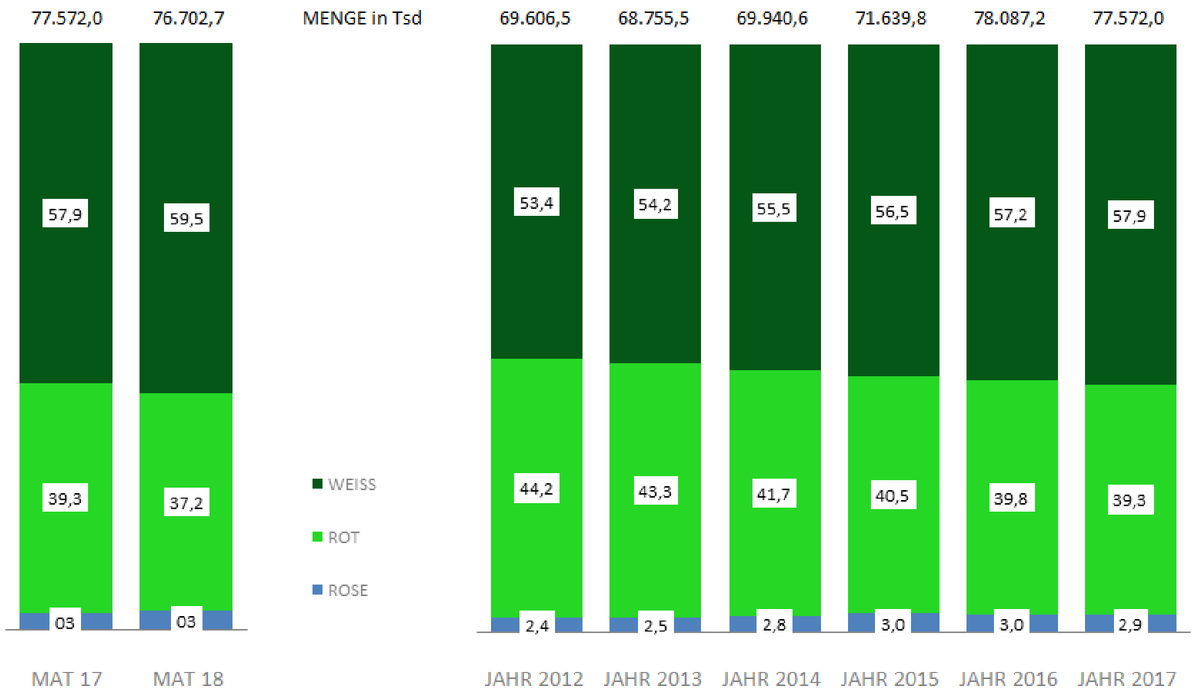


Figure 72: Volume share by colour

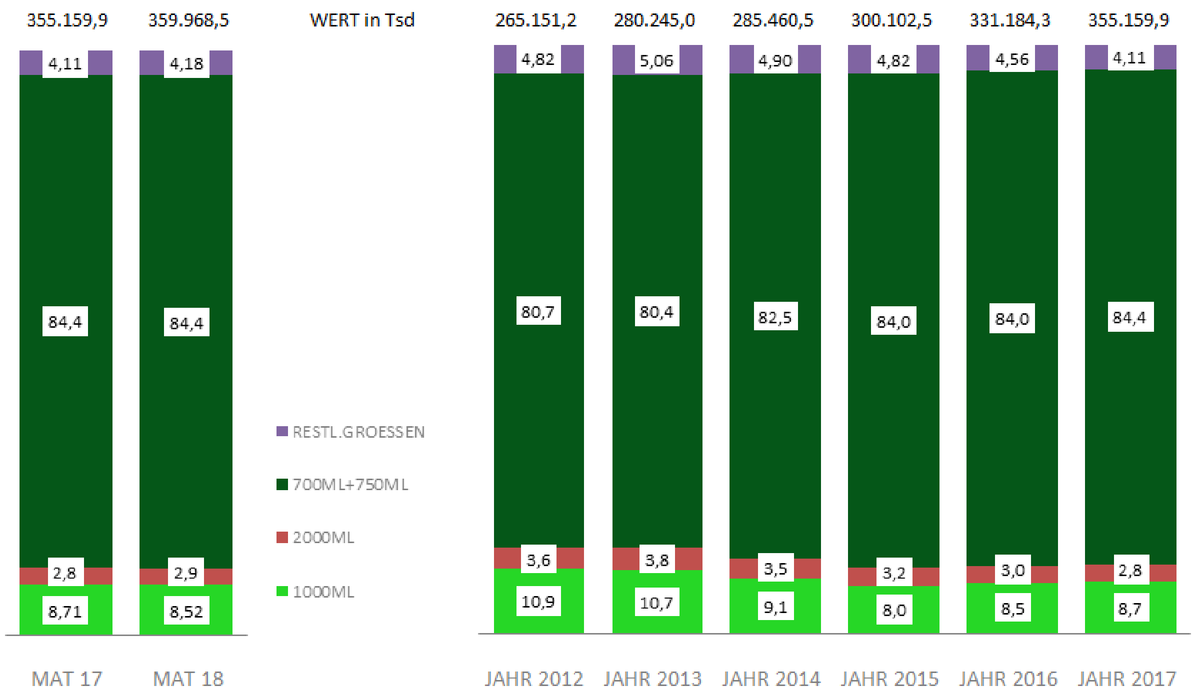


Figure 73: Value share by packaging format

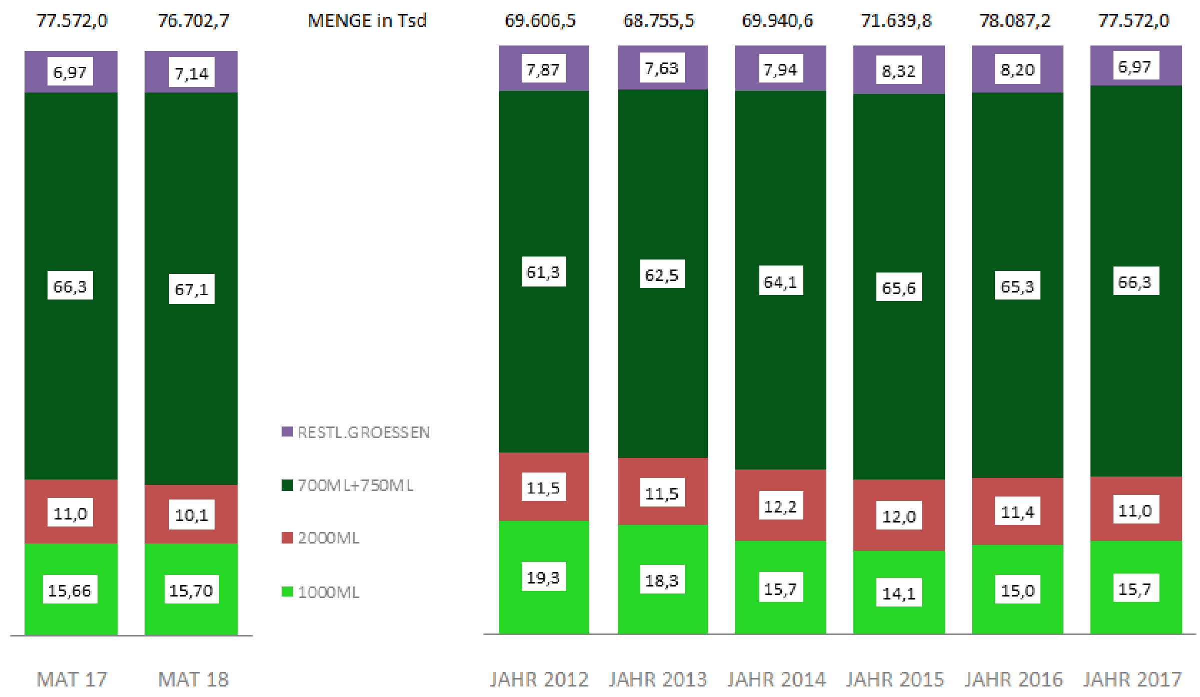


Figure 74: Volume share by packaging format

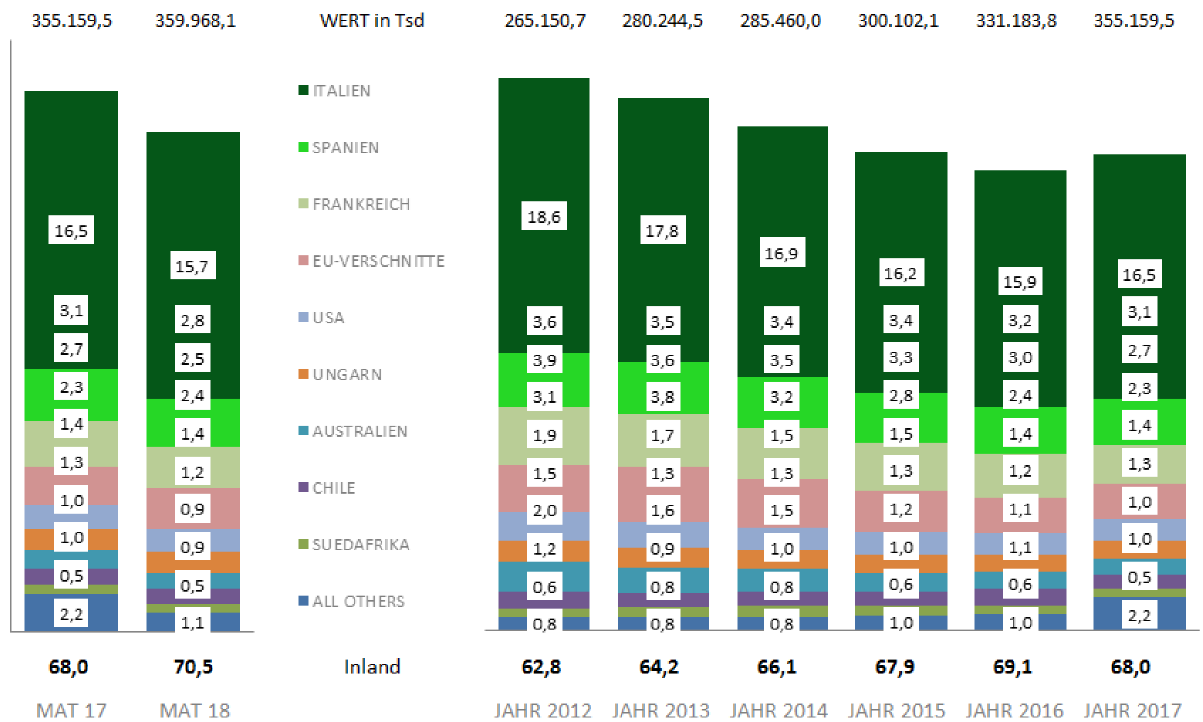


Figure 75: Total wine value share by country of origin

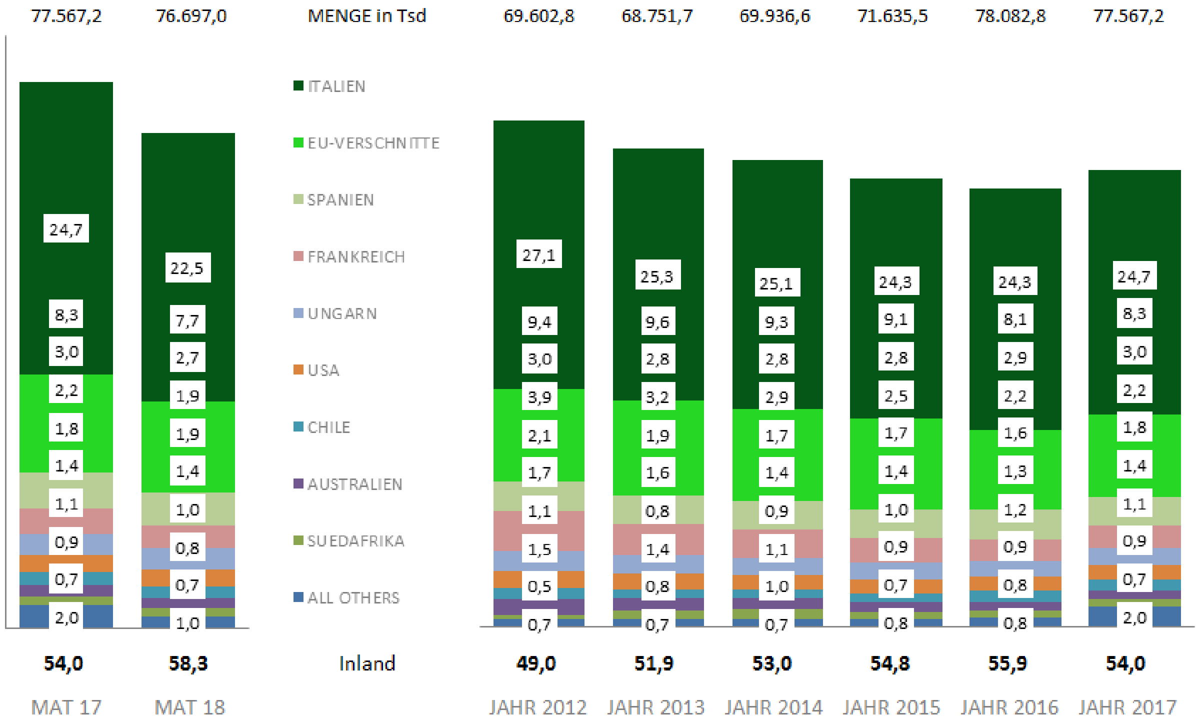


Figure 76: Total wine volume share by country of origin

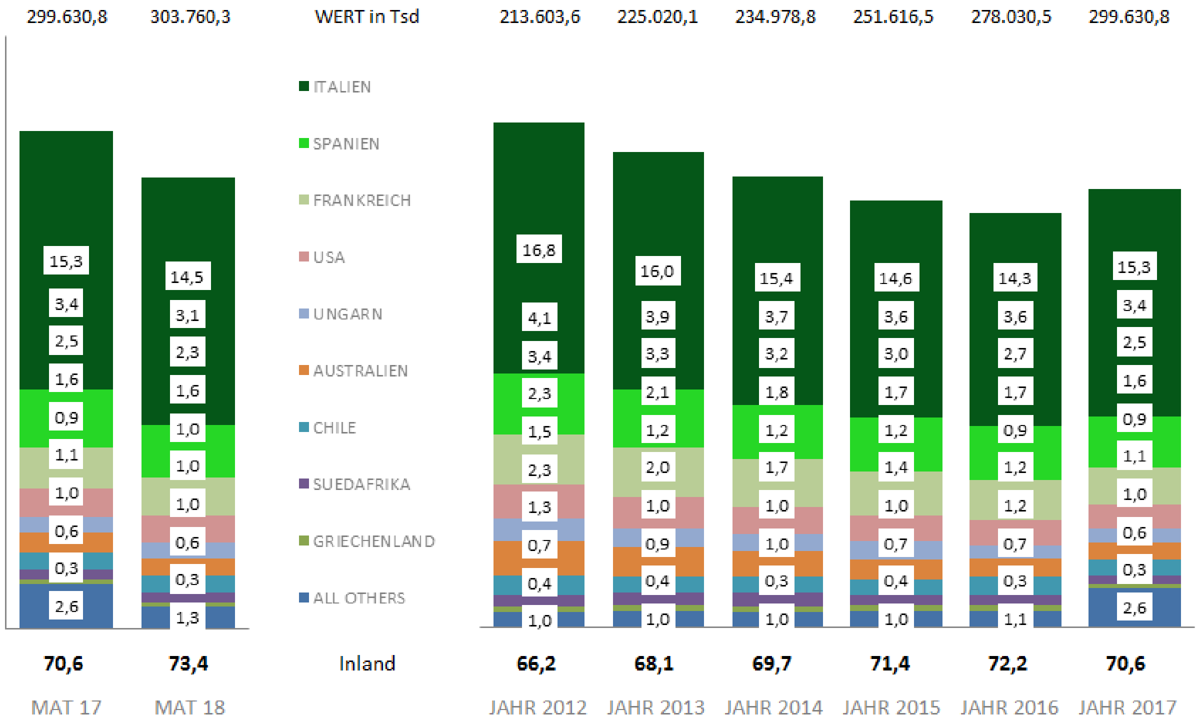


Figure 77: Value share of 75cl bottles by country of origin

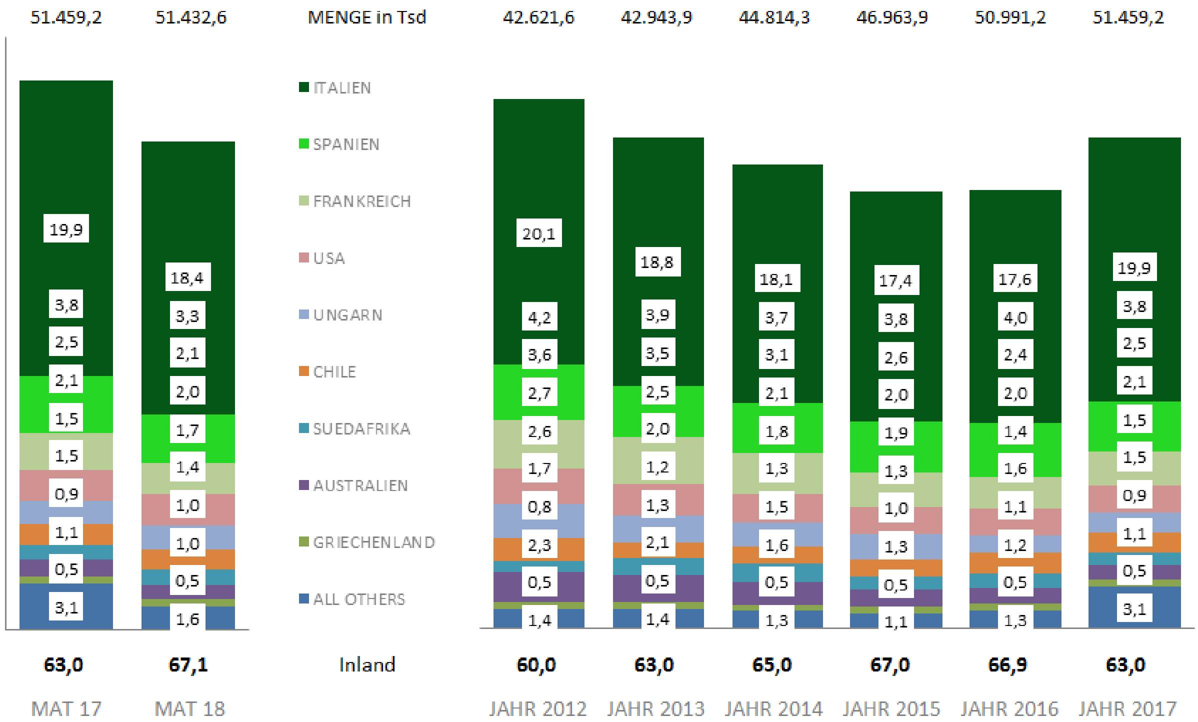


Figure 78: Volume share of 75cl bottles by country of origin

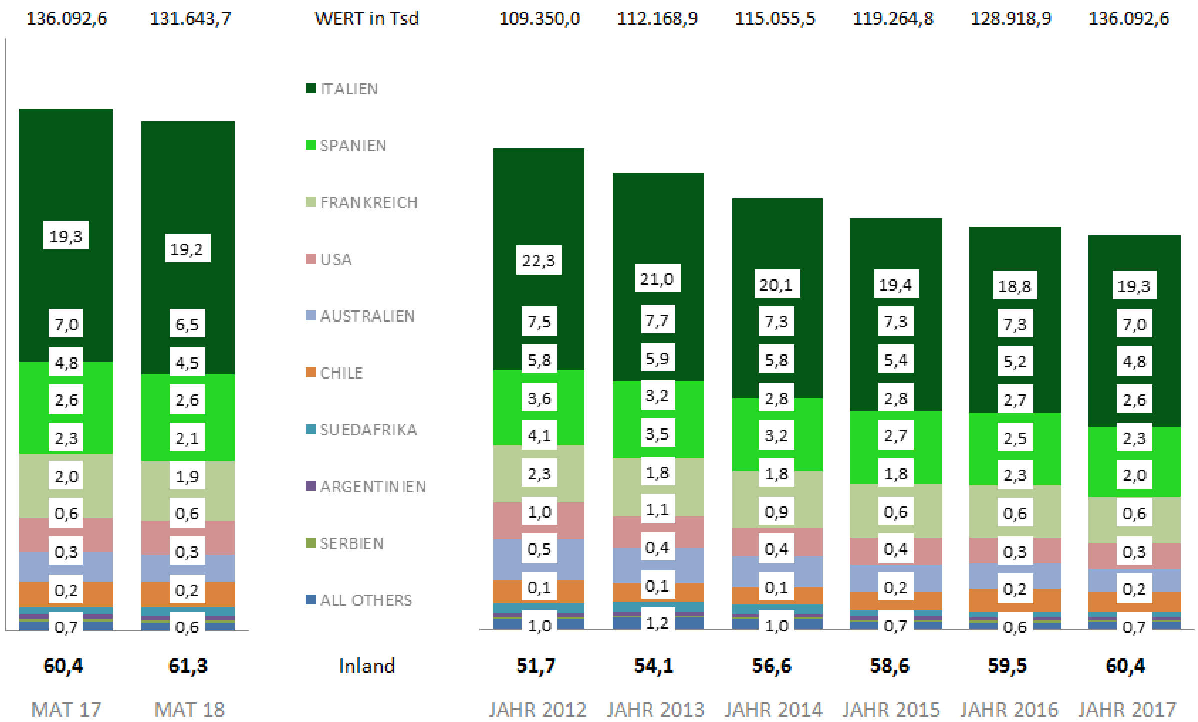


Figure 79: Value share of red 75cl bottles by country of origin

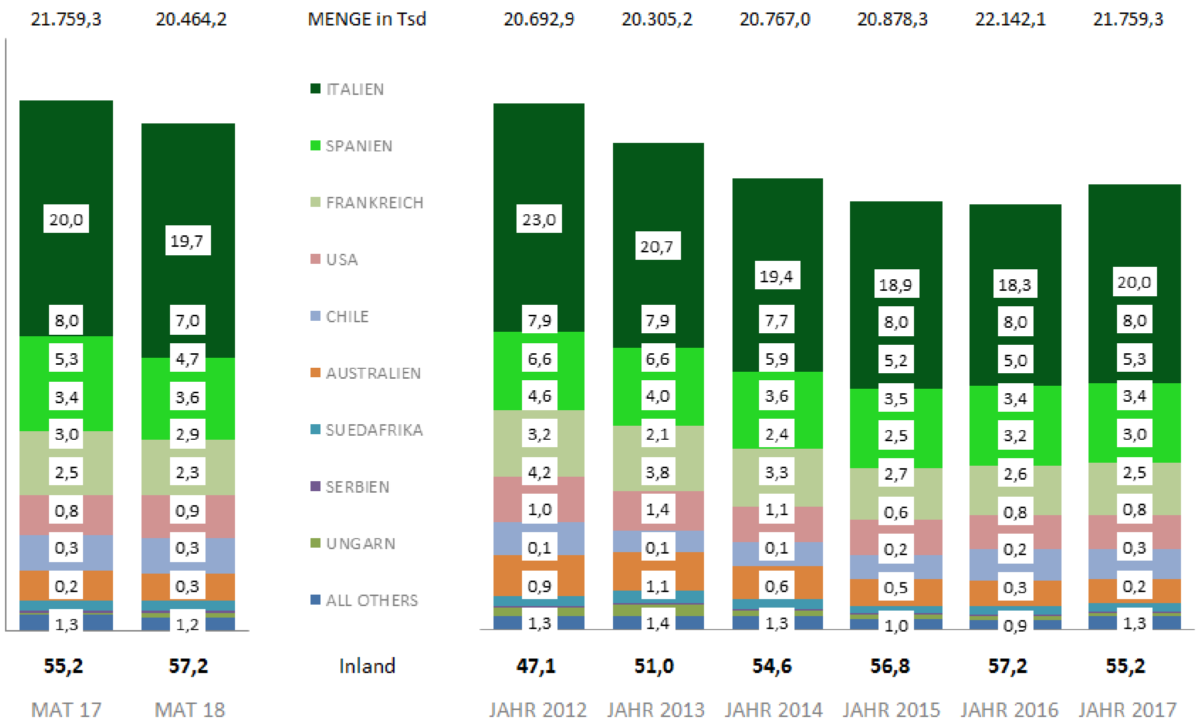


Figure 80: Volume share of red 75cl bottles by country of origin

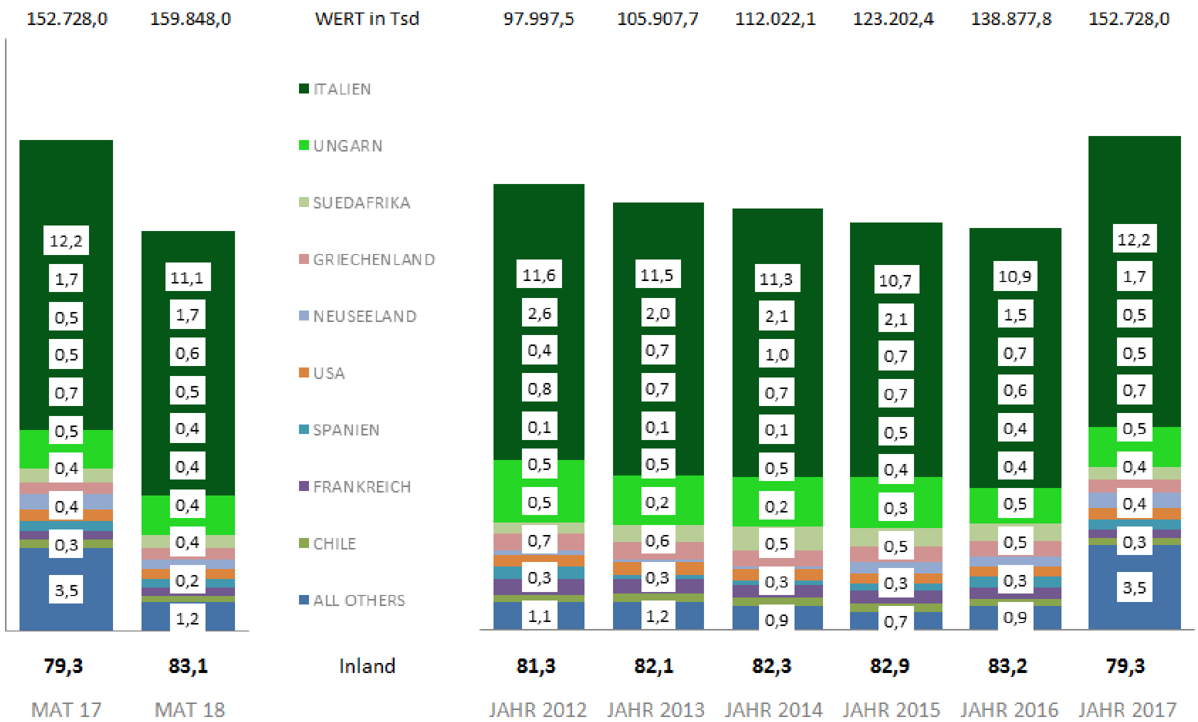


Figure 81: Value share of white 75cl bottles by country of origin

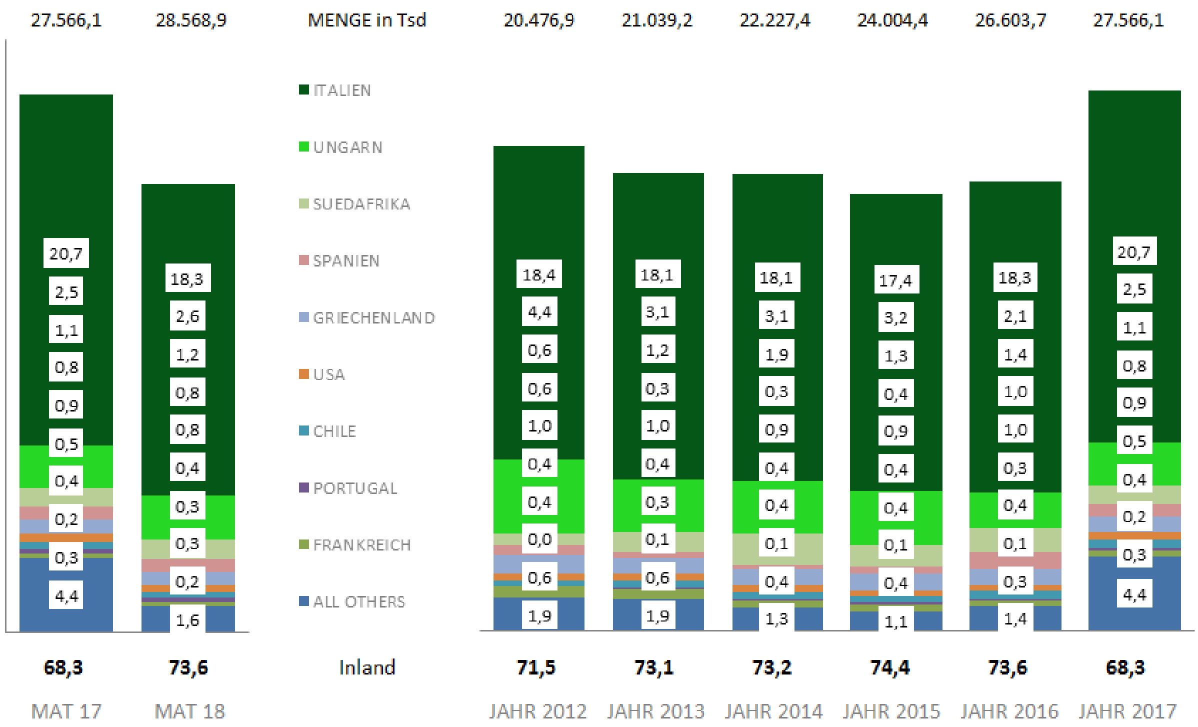


Figure 82: Volume share of white 75cl bottles by country of origin

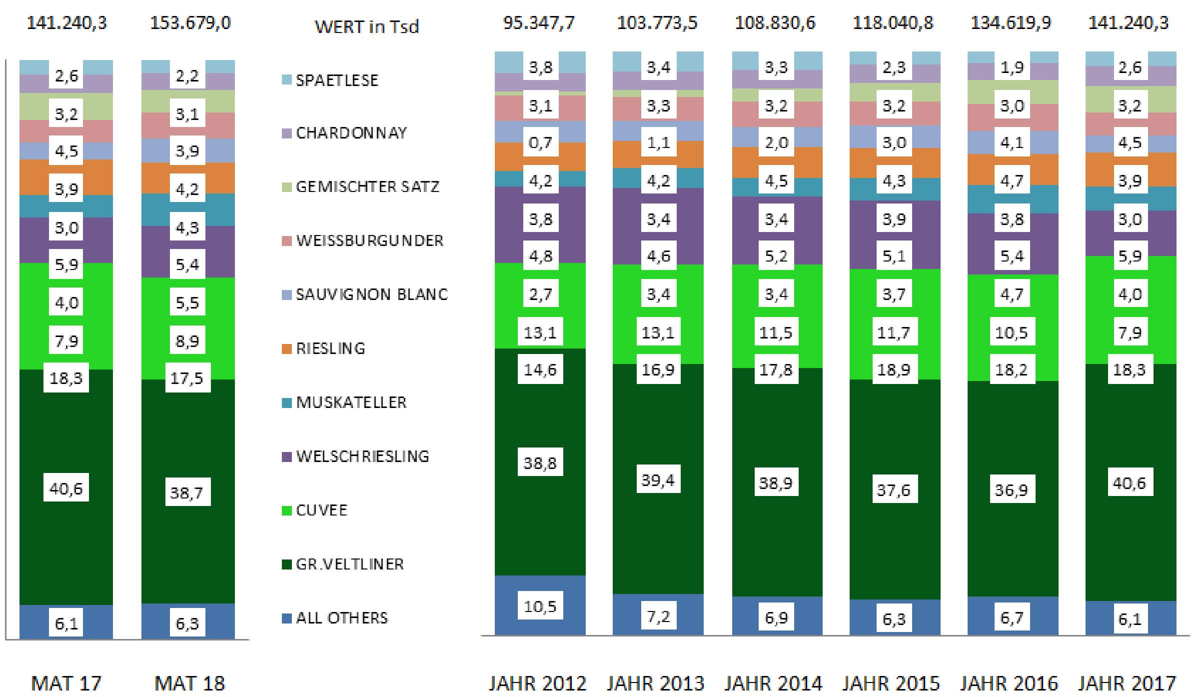


Figure 83: Value share of top 10 domestic white wine grape varieties

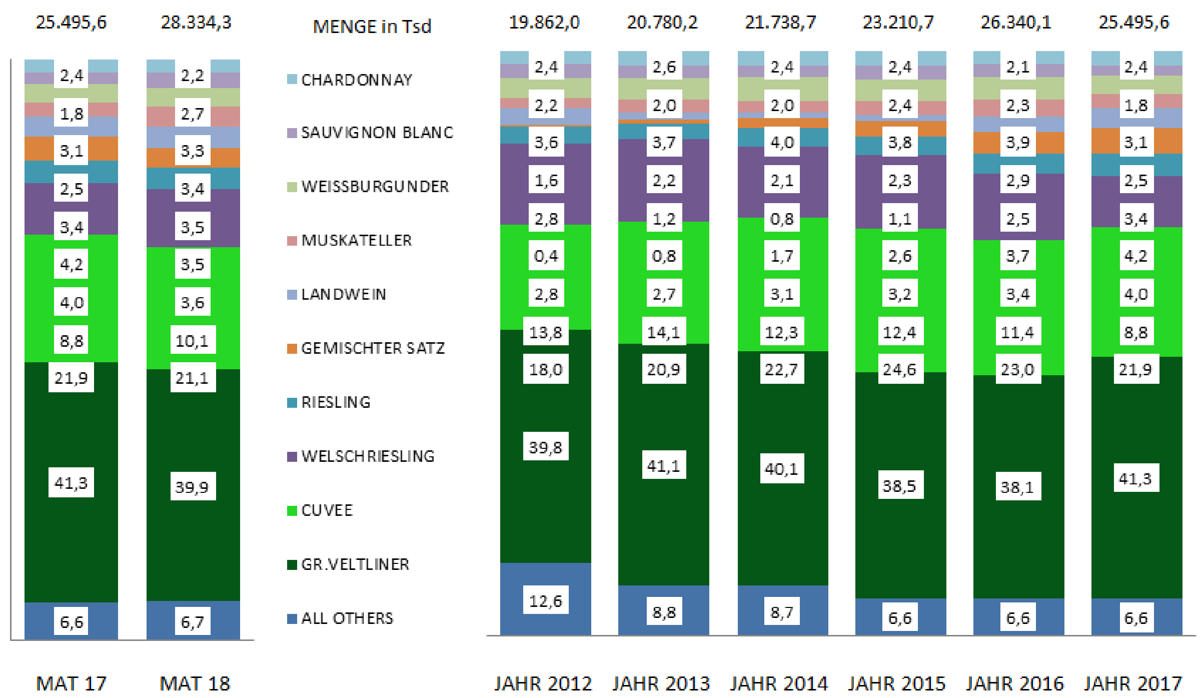


Figure 84: Volume share of top 10 domestic white wines

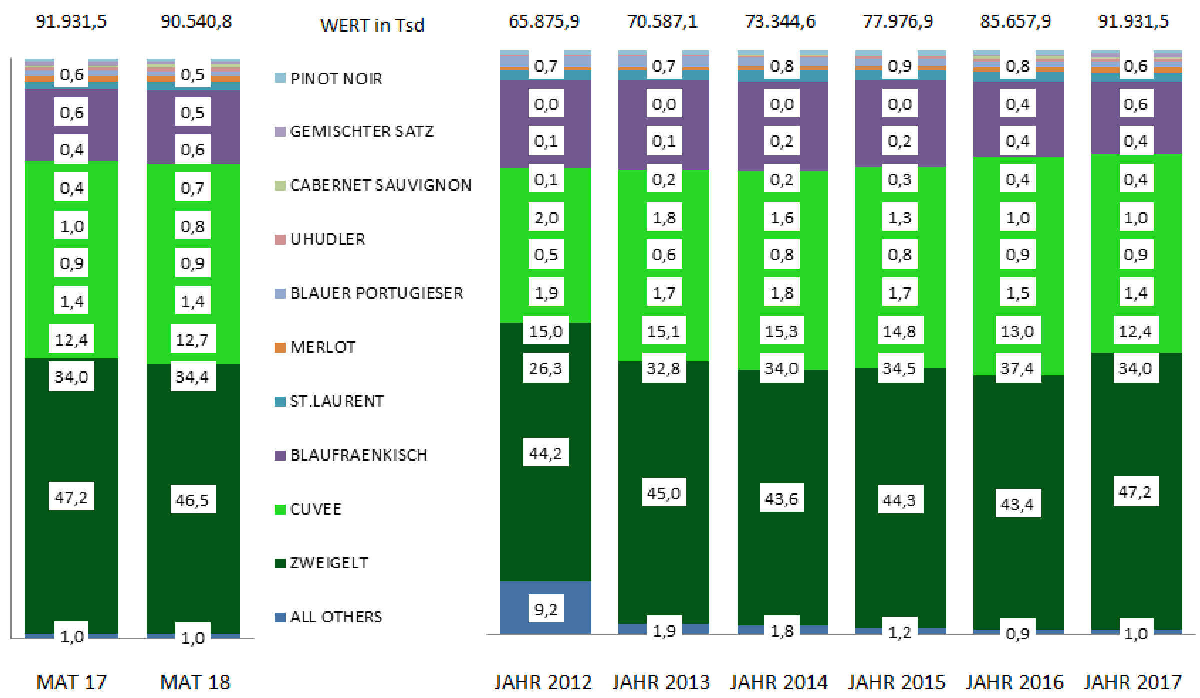


Figure 85: Value share of top 10 domestic red wines

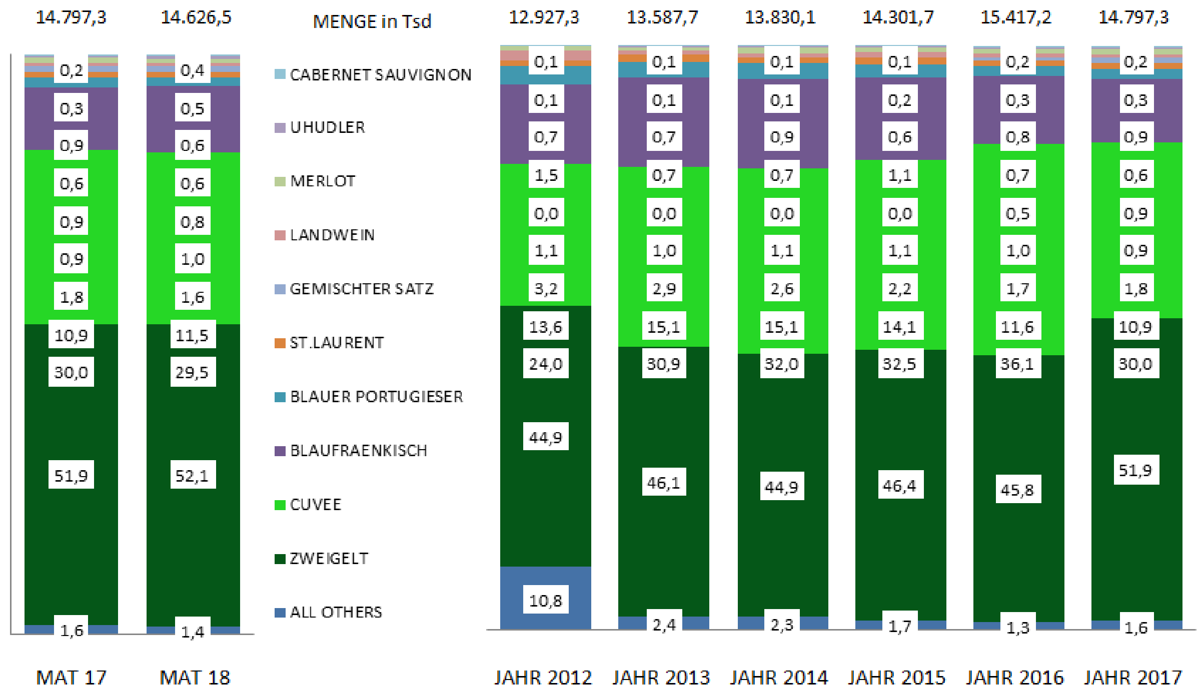


Figure 86: Volume share of top 10 domestic red wines in percent

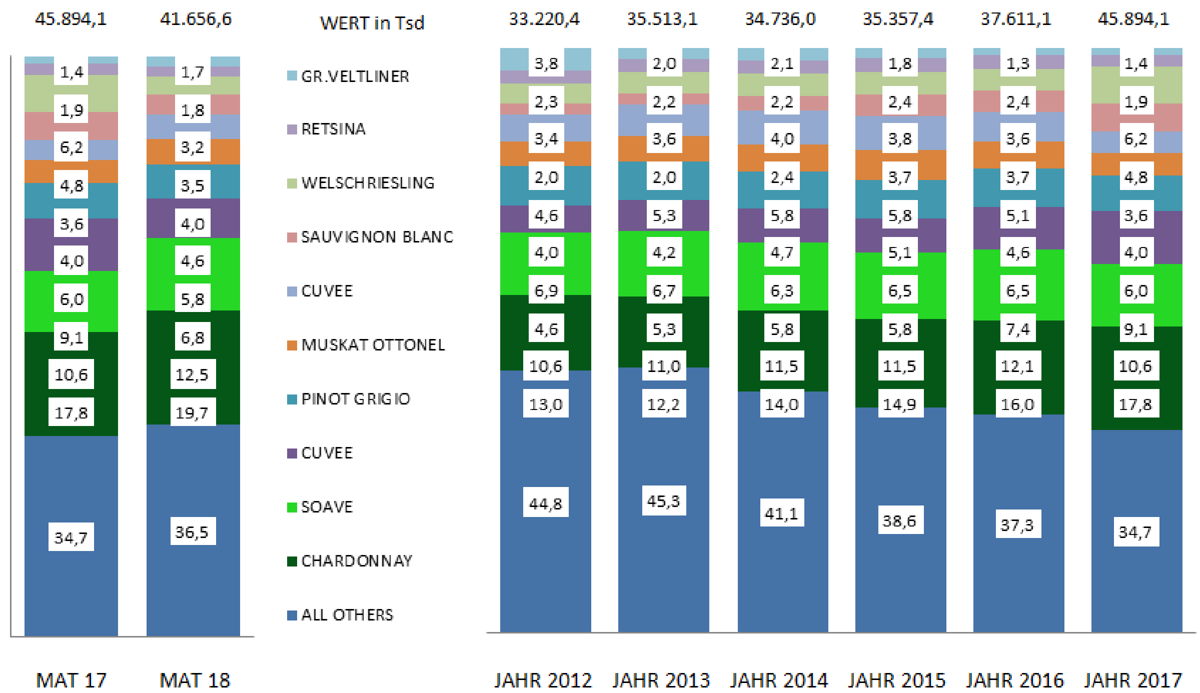


Figure 87: Value share of top 10 foreign white wines in percent

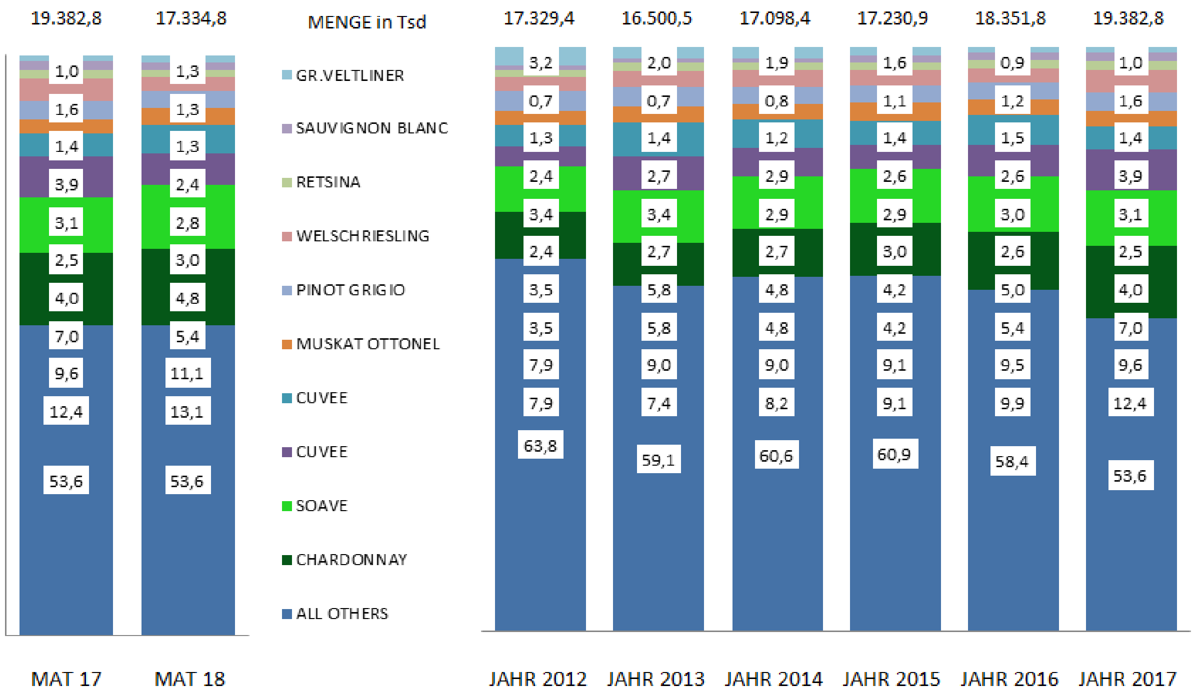


Figure 88: Volume share of top 10 foreign white wines

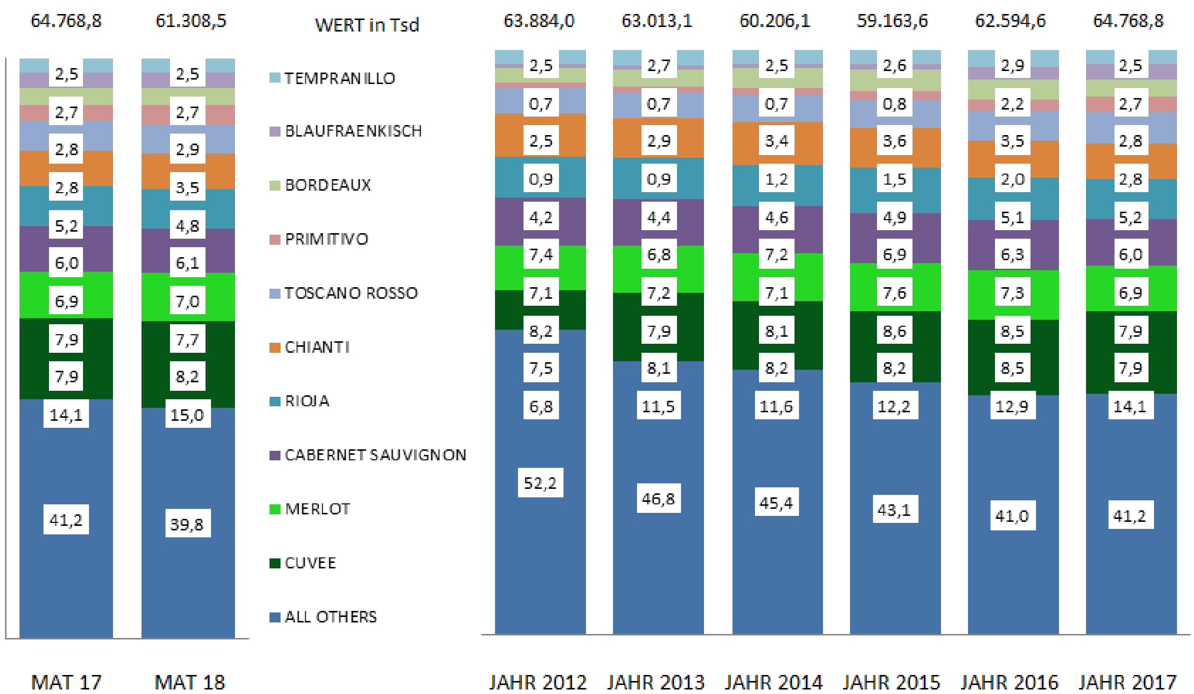


Figure 89: Value share of top 10 foreign red wines

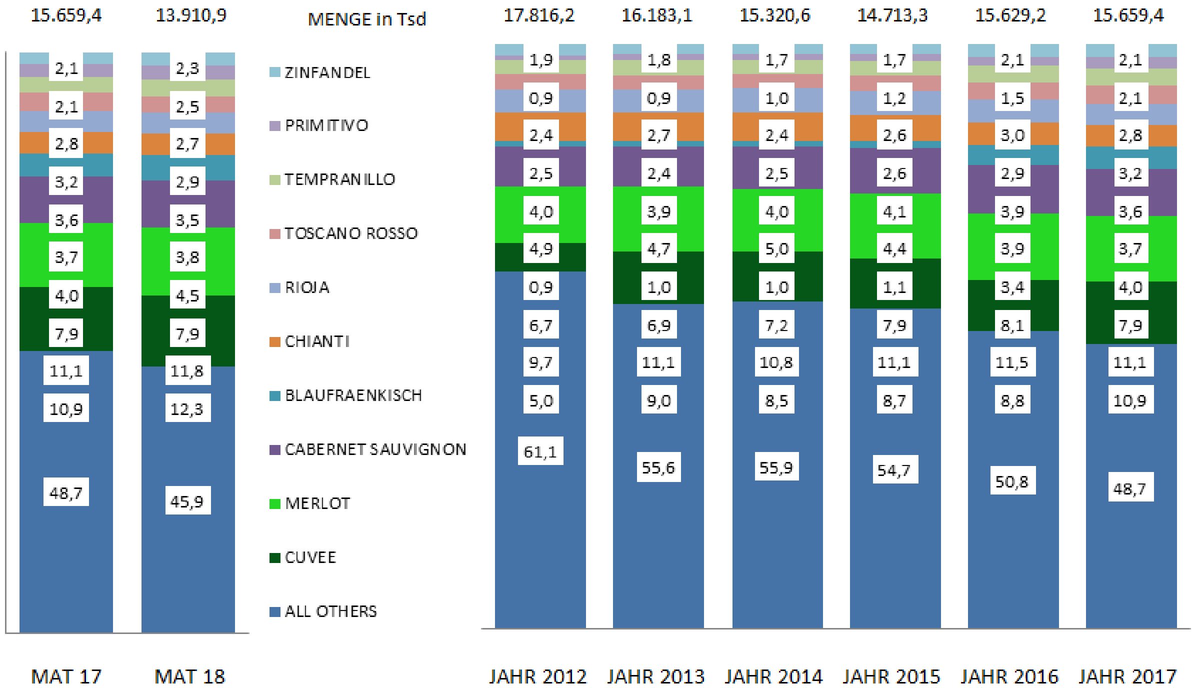


Figure 90: Volume share of top 10 foreign red wines

2. Wine exports from Austria

The outstanding 2017 vintage brought Austria's wine exports to new heights in 2018. 52.8 million litres of wine with a value of €170 million were sold in foreign markets – a record revenue figure. Compared to the previous year, this represents an increase in volume of 10.9%, as well as an increase in revenue of 6.7%. The resulting average price was €3.22, which is slightly lower than the previous year (€3.35). However, this was to be expected as a result of broader market penetration across all price segments due to the larger harvest volumes in 2017.

Despite the establishment of the bulk wine business in the last quarter due to the large harvest in 2018, the continuously growing sales of bottled wines were once again the main driver for exports.

The excellent export figures saw a notable contribution from non-EU third-party markets, which already account for almost 30% of the total export value in 2018. The significant growth rates in the United States (+19.7% volume, +21.2% value) and Canada (+66% volume, +62.6% value) are proof that the years of work that the AWMB and numerous other dedicated organisations have put into the North American markets have paid off. Exports to other EU member states also show pleasing average increases in both quantity and value. Germany remains Austria's largest export market, but its share of sales fell below 50% for the first time due to strong growth in the other markets. Its share of total sales was over 70% back in 2000.

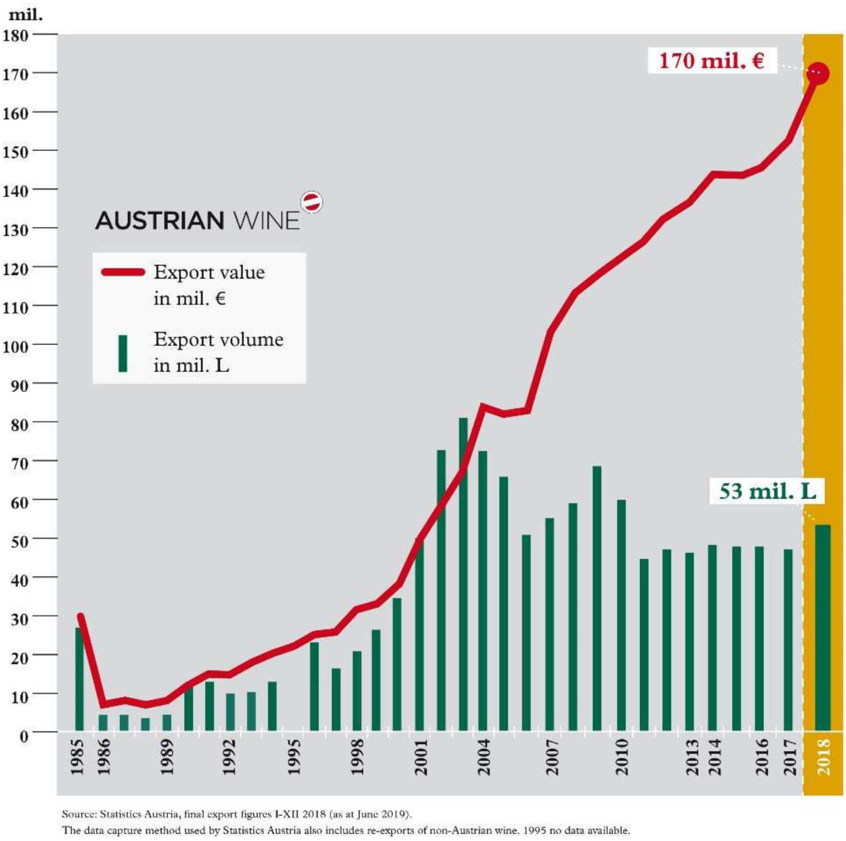


Figure 93: Wine exports 1985–2018[90]

[90] AWMB, based on Statistics Austria Final Export Data 2018; as at June 2019. Data from 2017 is based on updated EU customs tariff numbers; Data is not comparable with previous years. The data capture method used by Statistics Austria includes re-exports of non-Austrian wine.

in 1,000 l	Volume bottled	Volume bulk		Volume bottled	Volume bulk
2000	14,491	21,353	**2012**	39,757	7,301
2001	16,558	34,978	**2013**	40,846	6,057
2002	19,497	55,082	**2014**	42,090	7,490
2003	22,719	60,713	**2015**	40,525	7,896
2004	27,423	46,660	**2014**	42,090	7,490
2005	32,411	34,728	**2015**	40,525	7,896
2006	28,648	23,028	**2016**	41,845	6,533
2007	35,683	20,465	**2017**	41,816	5,806
2008	38,093	21,904	**2018**	46,215	6,586
2009	39,165	30,370			
2010	44,694	17,288			
2011	37,353	7,939			

Figure 94: Volume share of bulk and bottled wine exports 2000–2018[91]

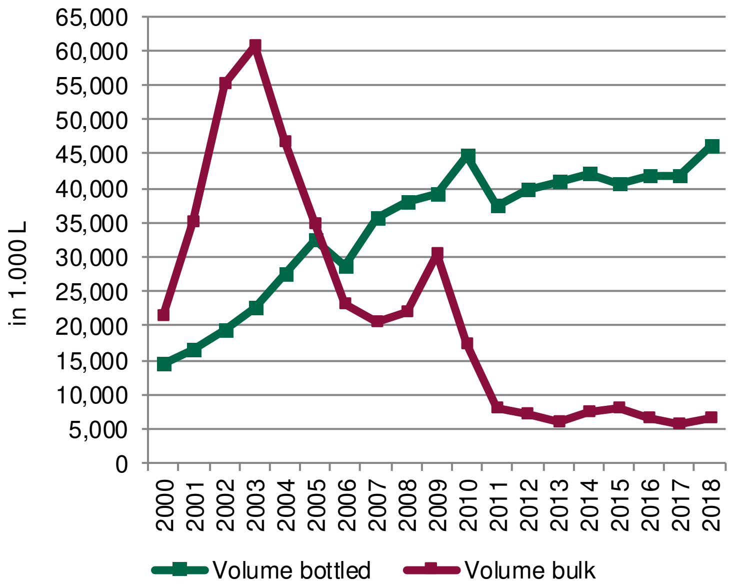


Figure 95: Volume share of bulk and bottled wine exports 2000–2018

The share of exports represented by bottled wine has risen to 88% by volume and 96% by value. This development is of essential importance to the Austrian wine industry.

[91] AWMB, based on Statistics Austria Final Export Data 2018; as at June 2019. Data from 2017 is based on updated EU customs tariff numbers; Data is not comparable with previous years. The data gathering method used by Statistics Austria includes re-exports of non-Austrian wine.

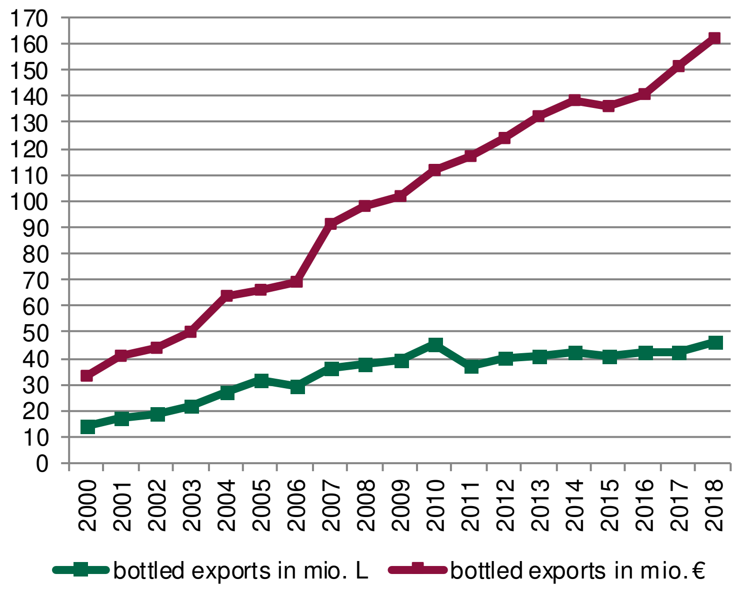


Figure 96: Evolution of bottled wine exports 2000–2018[92]

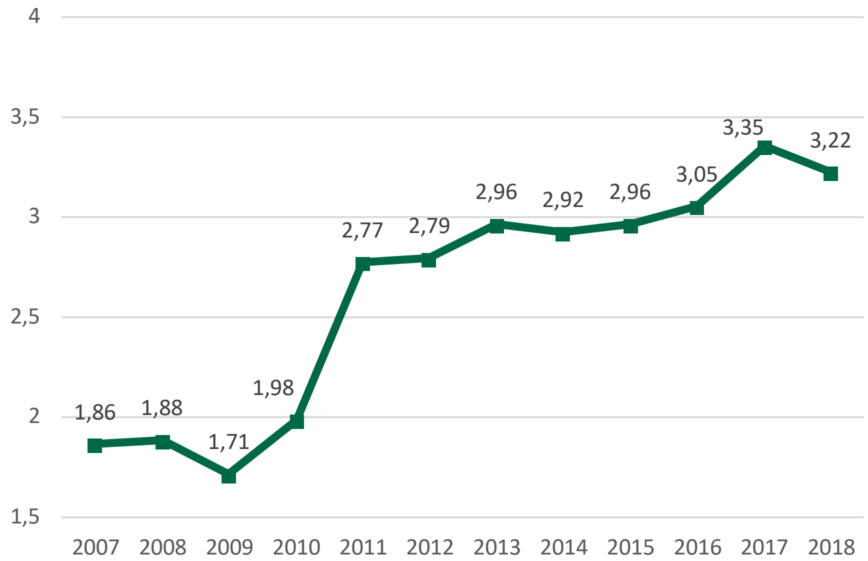


Figure 97: Evolution of export revenues per litre[93]

[92] AWMB, based on Statistics Austria Final Export Data 2018; as at June 2019. Data from 2017 is based on updated EU customs tariff numbers; Data is not comparable with previous years. The data gathering method used by Statistics Austria includes re-exports of non-Austrian wine.
[93] AWMB, based on data from Statistics Austria (Export Data 2007-2018)

	2000		2009		2012		2015		2017		2018		Veränderung		Anteil Gesamt-Export
Land	1.000 L	1000 €	1.000 L	1.000 €	1.000 L	1.000 €	1.000 L	1.000 €	1.000 L	1.000 €	1.000 L	1.000 €	lt in %	€ in %	Wert
Gesamt	**35.844**	**40.227**	**69.535**	**118.856**	**47.058**	**131.909**	**48.420**	**143.376**	**47.622**	**159.383**	**52.801**	**170.059**	***10,9%***	***6,7%***	***100,00%***
DS Preis/lt		*1,12*		*1,71*		*2,80*		*2,96*		*3,35*		*3,22*			
Flaschenwein	**14.491**	**32.531**	**39.165**	**102.214**	**39.757**	**123.705**	**40.525**	**136.120**	**41.816**	**151.077**	**46.215**	**162.436**	***10,5%***	***7,5%***	***95,52%***
DS Preis		*2,24*		*2,61*		*3,11*		*3,36*		*3,61*		*3,51*			
Fasswein	**21.353**	**7.696**	**30.370**	**16.642**	**7.301**	**8.205**	**7.896**	**7.256**	**5.806**	**8.307**	**6.586**	**7.624**	***13,4%***	***-8,2%***	***4,48%***
DS Preis/lt		*0,36*		*0,55*		*1,12*		*0,92*		*1,43*		*1,16*			
Deutschland	27.360	28.500	50.109	70.536	34.382	75.733	34.901	75.146	31.649	81.050	33.913	83.879	*7,2%*	*3,5%*	***49,32%***
DS Preis/lt		*1,04*		*1,41*		*2,20*		*2,15*		*2,56*		*2,47*			
Drittstaaten*	**	**	6.201	27.172	6.416	33.352	6.983	40.092	7.965	44.581	8.875	48.476	*11,4%*	*8,7%*	***28,51%***
DS Preis/lt		*0,00*		*4,38*		*5,20*		*5,74*		*5,60*		*5,46*			
Schweiz & Liechtenstein* **	594	3.264	3.250	14.472	2.597	15.517	2.757	18.454	3.428	19.474	3.538	20.255	*3,2%*	*4,0%*	***11,91%***
DS Preis/lt		*5,49*		*4,45*		*5,97*		*6,69*		*5,68*		*5,72*			
USA	281	2.057	1.666	6.889	2.028	8.610	2.256	10.742	2.479	12.003	2.965	14.523	*19,6%*	*21,0%*	***8,54%***
DS Preis/lt		*7,32*		*4,14*		*4,25*		*4,76*		*4,84*		*4,90*			
Skandinavien (1+2+3+4)	**	**	1.615	6.036	1.926	8.496	2.108	9.958	2.617	12.296	2.746	13.769	*5,0%*	*12,0%*	***8,10%***
DS Preis/lt		*0,00*		*3,74*		*4,41*		*4,68*		*4,68*		*4,68*			
Niederlande	713	1.030	895	3.441	1.426	5.455	1.729	6.622	2.946	10.558	3.421	11.030	*16,1%*	*4,5%*	***6,49%***
DS Preis/lt		*1,44*		*3,84*		*3,83*		*3,83*		*3,58*		*3,22*			
Vereinigtes Königreich	51	354	256	1.601	306	2.729	761	4.480	989	4.881	1.105	5.390	*11,7%*	*10,4%*	***3,17%***
DS Preis/lt		*6,94*		*6,25*		*8,92*		*5,89*		*4,93*		*4,88*			
Norwegen (2)	37	219	531	1.506	524	2.118	752	3.033	809	3.495	1.088	4.851	*34,5%*	*38,8%*	***2,85%***
DS Preis/lt		*5,92*		*2,84*		*4,04*		*4,03*		*4,32*		*4,46*			
Schweden (1)	157	394	753	2.940	829	3.473	837	3.928	1.020	4.439	945	4.693	*-7,3%*	*5,7%*	***2,76%***
DS Preis/lt		*2,51*		*3,90*		*4,19*		*4,69*		*4,35*		*4,96*			
Belgien	72	177	158	709	187	956	500	2.517	628	3.152	637	3.203	*1,4%*	*1,6%*	***1,88%***
DS Preis/lt		*2,46*		*4,49*		*5,11*		*5,03*		*5,02*		*5,03*			
Tschechische Republik	4.041	1.010	5.765	3.348	1.460	2.003	858	2.022	423	1.295	1.242	2.490	*193,7%*	*92,3%*	***1,46%***
DS Preis/lt		*0,25*		*0,58*		*1,37*		*2,36*		*3,06*		*2,01*			
Kanada	52	219	105	540	137	764	130	825	205	1.454	340	2.363	*66,0%*	*62,6%*	***1,39%***
DS Preis/lt		*4,21*		*5,14*		*5,58*		*6,33*		*7,09*		*6,95*			
Dänemark (4)	**	**	159	689	137	817	215	1.351	310	2.020	358	2.242	*15,6%*	*11,0%*	***1,32%***
DS Preis/lt		*0,00*		*4,33*		*5,96*		*6,29*		*6,53*		*6,27*			
Finnland (3)	**	**	172	901	436	2.088	304	1.647	479	2.342	355	1.983	*-25,7%*	*-15,3%*	***1,17%***
DS Preis/lt		*0,00*		*5,24*		*4,79*		*5,42*		*4,89*		*5,58*			
China	**	**	96	465	339	2.067	337	2.086	311	2.108	246	1.594	*-20,7%*	*-24,4%*	***0,94%***
DS Preis/lt		*0,00*		*4,84*		*6,10*		*6,19*		*6,79*		*6,47*			
Polen	142	169	1.053	1.655	146	340	82	561	189	728	484	1.221	*155,8%*	*67,8%*	***0,72%***
DS Preis/lt		*1,19*		*1,57*		*2,33*		*6,80*		*3,84*		*2,52*			
Japan	94	525	140	923	202	1.393	178	1.210	136	987	139	1.104	*2,2%*	*11,8%*	***0,65%***
DS Preis/lt		*5,59*		*6,59*		*6,90*		*6,81*		*7,27*		*7,95*			
Italien	143	448	658	1.340	594	1.467	488	1.592	256	928	285	1.060	*11,6%*	*14,2%*	***0,62%***
DS Preis/lt		*3,13*		*2,04*		*2,47*		*3,26*		*3,63*		*3,71*			
Slowakei	1.780	506	1.423	1.680	146	643	190	838	207	728	329	1.023	*58,8%*	*40,5%*	***0,60%***
DS Preis/lt		*0,28*		*1,18*		*4,40*		*4,40*		*3,52*		*3,11*			
Australien	**	**	58	379	80	585	62	437	85	546	97	677	*14,5%*	*24,0%*	***0,40%***
DS Preis/lt		*0,00*		*6,53*		*7,31*		*7,03*		*6,41*					
Russland	**	**	49	209	61	311	207	533	245	892	152	644	*-38,2%*	*-27,7%*	***0,38%***
DS Preis/lt		*0,00*		*4,27*		*5,10*		*2,58*		*3,63*		*4,25*			
Frankreich	15	142	45	465	27	490	23	175	46	305	288	554	*521,2%*	*81,7%*	***0,33%***
DS Preis/lt		*9,47*		*10,33*		*18,15*		*7,67*		*6,59*		*1,93*			
Ungarn	3	17	172	672	154	707	190	772	73	372	86	456	*18,9%*	*22,5%*	***0,27%***
DS Preis/lt		*5,67*		*3,91*		*4,59*		*4,06*		*5,12*		*5,28*			
Hongkong	**	**	15	395	41	462	55	544	33	1.762	28	378	*-14,9%*	*-78,6%*	***0,22%***
DS Preis/lt		*0,00*		*26,33*		*11,27*		*9,98*		*53,44*		*13,46*			
Spanien	**	**	16	141	8	55	18	188	62	194	63	298	*2,1%*	*54,0%*	***0,18%***
DS Preis/lt		*0,00*		*8,81*		*6,88*		*10,23*		*3,13*		*4,72*			

Figure 98: Evolution of the volume/value for the top export markets 2000–2018[94]

in million l/€	Export volume	Export value		Export volume	Export value		Export volume	Export value
1977	17	23	**1992**	17	17	**2008**	60	113
1978	25	32	**1993**	11	18	**2009**	70	119
1979	44	42	**1994**	13	21	**2010**	62	123
1980	47	47	**1996***	24	25	**2011**	45	126
1981	52	57	**1997**	20	33	**2012**	47	132
1982	44	55	**1998**	23	53	**2013**	47	139
1983	41	36	**1999**	28	38	**2014**	50	145
1984	48	37	**2000**	36	40	**2015**	48	143
1985	27	30	**2001**	52	51	**2016**	48	148
1986	4	7	**2002**	75	60	**2017**	48	159
1987	5	8	**2003**	83	70	**2018**	53	170
1988	4	7	**2004**	74	84			
1989	5	8	**2005**	67	82			
1990	13	13	**2006**	52	82			
1991	21	16	**2007**	56	104			

Figure 99: Austrian wine exports 1977–2018[95]

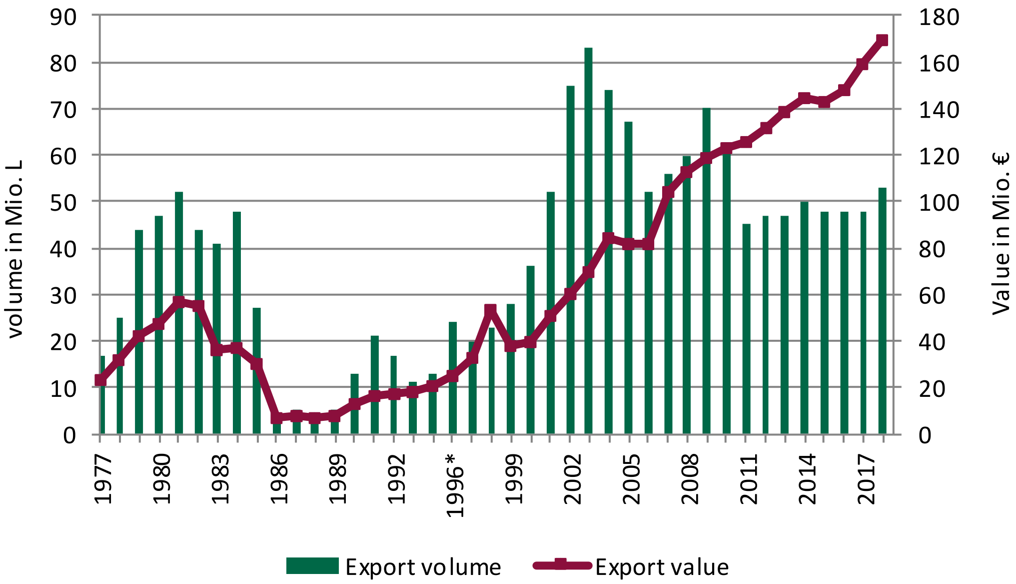


Figure 100: Austrian wine exports 1977–2018

[94] AWMB, based on Statistics Austria Final Export Data 2018; as at June 2019. Data sorted by export value 2017. The data gathering method used by Statistics Austria includes re-exports of non-Austrian wine. * Data for third countries from 2004 onwards. ** No data available. *** 2013 figures adjusted for re-exports to CH Q1 (exchange rate 01/2013). Data from 2017 is based on updated EU customs tariff numbers; Data is not comparable with previous years.

[95] AWMB, based on Statistics Austria Final Export Data 2018; as at June 2019. Data from 2017 is based on updated EU customs tariff numbers; Data is not comparable with previous years.
The data capture method used by Statistics Austria includes re-exports of non-Austrian wine.
* excl. sparkling wine

2.1 Exports by product groups and top markets[96]

Product groups	Total wine exports			
	2017		2018	
	Litres	Euro	Litres	Euro
Bottled sparkling wine	914,169	6,071,150	1,071,641	6,503,801
Semi-sparkling wine, bottled	2,245,687	3,698,229	1,605,977	4,481,176
White Qualitätswein, bottled	19,011,005	72,076,459	22,609,777	82,373,799
Red Qualitätswein, bottled	9,967,276	32,450,544	9,896,868	33,770,250
Other white wine, bottled	4,669,789	15,994,002	6,503,198	16,925,781
Other red wine, bottled	4,972,060	20,547,473	4,528,018	18,380,796
White wine in 2 to 10-litre containers	313,610	927,809	940,540	1,336,757
Red wine in 2 to 10-litre containers	127,697	348,429	123,459	391,145
Semi-sparkling wine, in tank	923	5,499	8,476	19,819
White Qualitätswein, in tank	2,708,096	3,429,236	3,637,044	4,034,833
Red Qualitätswein, in tank	2,557,790	3,310,186	1,184,207	1,233,155
Other white wine, in tank	68,721	145,574	563,938	428,174
Other red wine, in tank	29,258	138,460	128,295	179,901
Total wine exports	**47,622,093**	**159,383,417**	**52,801,438**	**170,059,387**

Product groups	Germany				Switzerland			
	2017		2018		2017		2018	
	Litres	Euro	Litres	Euro	Litres	Euro	Litres	Euro
Bottled sparkling wine	397,353	2,433,834	419,514	2,742,551	70,143	643,925	157,297	649,259
Semi-sparkling wine, bottled	1,272,814	1,260,668	238,095	944,582	838,532	1,900,132	854,598	2,328,883
White Qualitätswein, bottled	10,823,716	32,633,140	13,430,444	37,924,822	585,122	4,528,775	624,565	5,103,017
Red Qualitätswein, bottled	7,589,186	19,469,244	7,129,356	18,469,589	960,610	5,356,874	1,070,222	6,291,481
Other white wine, bottled	3,079,899	7,762,316	4,148,584	7,917,325	245,103	1,951,229	263,753	1,956,662
Other red wine, bottled	3,652,266	11,093,660	3,194,689	10,475,552	328,213	3,649,787	240,068	2,385,202
White wine in 2 to 10-litre containers	66,376	209,789	659,174	496,320	134	2,730	605	11,052
Red wine in 2 to 10-litre containers	43,645	75,896	16,047	31,526	4,944	26,738	13,437	64,700
Semi-sparkling wine, in tank	677	4,081	7,264	16,718	246	1,418	403	858
White Qualitätswein, in tank	2,452,830	3,086,908	3,207,604	3,538,891	50,428	86,233	103,033	118,148
Red Qualitätswein, in tank	2,229,483	2,873,782	932,213	992,075	227,789	328,434	103,729	120,018
Other white wine, in tank	9,006	13,988	529,771	327,803	26,367	41,548	1,243	21,969
Other red wine, in tank	2,369	13,067	649	1,333	1,004	13,497	2,478	19,421
Total wine exports	**31,649,191**	**81,049,920**	**33,913,404**	**83,879,087**	**3,338,831**	**18,534,793**	**3,435,431**	**19,070,670**

Product groups	USA				Canada			
	2017		2018		2017		2018	
	Litres	Euro	Litres	Euro	Litres	Euro	Litres	Euro
Bottled sparkling wine	85,701	557,647	147,146	927,836	447	5,730	881	10,533
Semi-sparkling wine, bottled	31,135	174,362	110,982	356,397	3,130	23,903	2,883	23,279
White Qualitätswein, bottled	1,325,624	6,417,531	1,444,874	7,452,842	121,425	842,632	209,721	1,369,306
Red Qualitätswein, bottled	466,435	2,398,585	531,896	2,825,084	32,150	212,864	59,663	424,179
Other white wine, bottled	377,771	1,632,079	341,888	1,495,391	28,579	208,122	42,545	332,361
Other red wine, bottled	132,399	653,940	248,891	1,177,403	18,070	154,179	24,408	202,685
White wine in 2 to 10-litre containers	0	0	0	0	0	0	60	642
Red wine in 2 to 10-litre containers	0	0	567	3,554	1,125	6,315	49	432
Semi-sparkling wine, in tank	0	0	0	0	0	0	0	0
White Qualitätswein, in tank	5,661	17,034	57,627	102,688	0	0	0	0
Red Qualitätswein, in tank	2,816	7,505	27,297	35,270	0	0	0	0
Other white wine, in tank	31,709	78,329	32,455	75,405	0	0	0	0
Other red wine, in tank	19,415	65,907	21,860	70,775	0	0	0	0
Total wine exports	**2,478,666**	**12,002,919**	**2,965,483**	**14,522,645**	**204,926**	**1,453,745**	**340,210**	**2,363,417**

Product groups	Sweden				Finland			
	2017		2018		2017		2018	
	Litres	Euro	Litres	Euro	Litres	Euro	Litres	Euro
Bottled sparkling wine	11,447	56,464	16,479	95,462	47,894	364,991	17,383	144,247
Semi-sparkling wine, bottled	135	681	964	5,346	0	0	124	671
White Qualitätswein, bottled	861,539	3,551,986	722,458	3,459,060	337,605	1,535,537	224,735	1,167,192
Red Qualitätswein, bottled	46,976	292,931	68,096	402,765	5,047	35,478	8,551	52,289
Other white wine, bottled	70,603	405,131	73,965	459,382	63,645	286,569	69,257	443,153
Other red wine, bottled	28,965	131,660	63,280	270,495	24,476	119,445	35,411	174,615
White wine in 2 to 10-litre containers	0	0	28	108	0	0	20	579
Red wine in 2 to 10-litre containers	0	0	0	0	0	0	0	0
Semi-sparkling wine, in tank	0	0	0	0	0	0	0	0
White Qualitätswein, in tank	0	0	0	0	0	0	0	0
Red Qualitätswein, in tank	0	0	0	0	0	0	0	0
Other white wine, in tank	0	0	0	0	0	0	0	0
Other red wine, in tank	0	0	0	0	0	0	0	0
Total wine exports	**1,019,665**	**4,438,853**	**945,270**	**4,692,618**	**478,667**	**2,342,020**	**355,481**	**1,982,746**

[96] AWMB, based on Statistics Austria Final Export Data 2018; as at June 2019. The data gathering method used by Statistics Austria includes re-exports of non-Austrian wine.

Product groups	Norway				Belgium			
	2017		2018		2017		2018	
	Litres	Euro	Litres	Euro	Litres	Euro	Litres	Euro
Bottled sparkling wine	5,734	75,648	7,417	102,795	85,730	391,992	86,083	398,223
Semi-sparkling wine, bottled	5,944	56,350	44,939	274,677	216	1,186	389	2,086
White Qualitätswein, bottled	220,497	1,177,175	258,476	1,493,361	359,755	1,821,343	392,453	2,068,032
Red Qualitätswein, bottled	98,187	458,154	123,069	565,736	91,371	487,732	85,348	443,689
Other white wine, bottled	83,216	409,369	194,779	779,630	14,831	63,052	40,336	151,697
Other red wine, bottled	65,561	369,372	97,333	563,878	76,308	386,400	32,148	138,340
White wine in 2 to 10-litre containers	246,748	710,709	269,004	791,284	0	0	62	1,341
Red wine in 2 to 10-litre containers	75,877	218,799	90,373	272,890	0	0	0	0
Semi-sparkling wine, in tank	0	0	0	0	0	0	0	0
White Qualitätswein, in tank	1,480	4,622	1,500	4,684	0	0	0	0
Red Qualitätswein, in tank	960	2,998	600	1,874	0	0	0	0
Other white wine, in tank	0	0	18	432	0	0	0	0
Other red wine, in tank	4,438	11,730	0	0	0	0	0	0
Total wine exports	**808,642**	**3,494,926**	**1,087,508**	**4,851,241**	**628,211**	**3,151,705**	**636,819**	**3,203,408**

Product groups	United Kingdom				Denmark			
	2017		2018		2017		2018	
	Litres	Euro	Litres	Euro	Litres	Euro	Litres	Euro
Bottled sparkling wine	12,738	58,350	1,108	12,369	5,444	49,341	5,757	55,674
Semi-sparkling wine, bottled	27,253	40,827	30,980	67,143	675	3,305	2,286	14,017
White Qualitätswein, bottled	848,182	4,137,987	958,723	4,451,398	217,792	1,328,838	233,388	1,439,778
Red Qualitätswein, bottled	40,939	148,781	63,323	334,006	34,215	207,975	62,665	381,595
Other white wine, bottled	31,439	196,170	21,167	178,182	30,636	204,911	26,378	174,367
Other red wine, bottled	26,207	282,058	28,409	336,656	20,659	215,575	27,274	173,467
White wine in 2 to 10-litre containers	124	4,087	185	1,161	0	0	47	1,569
Red wine in 2 to 10-litre containers	0	0	1,422	7,606	0	0	41	1,825
Semi-sparkling wine, in tank	0	0	0	0	0	0	0	0
White Qualitätswein, in tank	1,797	4,317	0	0	0	0	0	0
Red Qualitätswein, in tank	36	2,486	0	0	0	0	0	0
Other white wine, in tank	0	0	0	0	92	7,299	0	0
Other red wine, in tank	10	3,917	18	1,709	4	2,143	0	0
Total wine exports	**989,140**	**4,880,557**	**1,105,335**	**5,390,230**	**309,554**	**2,019,934**	**357,836**	**2,242,292**

Product groups	Netherlands				Czech Republic			
	2017		2018		2017		2018	
	Litres	Euro	Litres	Euro	Litres	Euro	Litres	Euro
Bottled sparkling wine	36,299	198,380	37,932	251,190	2,338	15,975	52,684	270,475
Semi-sparkling wine, bottled	785	3,768	14,634	73,203	6,434	17,851	19,487	47,126
White Qualitätswein, bottled	2,378,518	8,507,747	2,951,727	9,416,393	131,777	693,039	202,403	1,018,953
Red Qualitätswein, bottled	129,396	528,667	165,734	558,214	45,611	190,894	67,456	260,991
Other white wine, bottled	158,267	568,959	59,484	221,383	35,521	108,594	595,134	544,874
Other red wine, bottled	162,521	602,491	105,993	354,564	37,330	130,823	45,055	169,426
White wine in 2 to 10-litre containers	0	0	9,701	18,788	2	24	519	10,585
Red wine in 2 to 10-litre containers	0	0	0	0	0	0	30	65
Semi-sparkling wine, in tank	0	0	0	0	0	0	0	0
White Qualitätswein, in tank	59,601	116,327	73,469	132,121	98,679	74,069	144,020	97,745
Red Qualitätswein, in tank	19,325	28,010	2,396	4,312	63,854	56,157	114,744	69,831
Other white wine, in tank	0	0	0	0	0	0	0	0
Other red wine, in tank	0	0	0	0	0	0	0	0
Total wine exports	**2,945,571**	**10,557,616**	**3,421,070**	**11,030,168**	**422,792**	**1,295,109**	**1,241,532**	**2,490,071**

Product groups	Japan				China			
	2017		2018		2017		2018	
	Litres	Euro	Litres	Euro	Litres	Euro	Litres	Euro
Bottled sparkling wine	7,438	51,620	3,805	45,065	24,828	75,521	18,188	69,406
Semi-sparkling wine, bottled	795	8,568	1,076	7,936	1,470	10,896	1,565	7,164
White Qualitätswein, bottled	75,443	528,826	82,770	607,631	45,239	373,782	36,806	284,274
Red Qualitätswein, bottled	18,001	148,691	24,248	197,281	157,664	1,080,455	132,065	805,473
Other white wine, bottled	22,736	168,738	18,039	175,781	11,800	123,641	16,169	128,871
Other red wine, bottled	11,133	76,777	8,869	70,166	69,201	440,173	39,476	285,662
White wine in 2 to 10-litre containers	0	0	0	0	0	0	0	0
Red wine in 2 to 10-litre containers	148	1,363	0	0	3	553	570	4,612
Semi-sparkling wine, in tank	0	0	0	0	0	0	808	2,238
White Qualitätswein, in tank	0	0	0	0	0	0	0	0
Red Qualitätswein, in tank	0	0	0	0	0	0	0	0
Other white wine, in tank	0	0	0	0	90	298	1	102
Other red wine, in tank	0	0	0	0	347	2,646	745	6,531
Total wine exports	**135,828**	**987,226**	**138,807**	**1,103,860**	**310,642**	**2,107,965**	**246,393**	**1,594,333**

2.2 Comparison of import and export volumes

Since entering the EU, all Statistics Austria data relating to the EU have been based purely on statistical declarations by exporters and on Intrastat reports. Intrastat declarations must be submitted by companies with imports or exports of goods from or to EU member states exceeding the assimilation threshold of €750,000 in the previous year.

Small deliveries and exports in private cars are not captured. The reliability of the statistics is therefore not absolute. The lower threshold for the reporting requirement is different for each EU member state.

in hl	Import	Export		Import	Export		Import	Export
1971/72	474,118	228,228	**1990/91**	214,506	157,300	**2009/10**	694,177	667,670
1972/73	565,961	181,863	**1991/92**	199,196	223,599	**2010/11**	878,608	512,395
1973/74	525,005	221,458	**1992/93**	195,318	118,999	**2011/12**	844,620	465,810
1974/75	889,762	209,182	**1993/94**	185,819	128,694	**2012/13**	832,410	448,562
1975/76	507,436	170,250	**1994/95**	240,663	218,927	**2013/14**	812,450	488,084
1976/77	321,554	181,000	**1995/96**	282,552	173,950	**2014/15**	696,025	499,858
1977/78	268,353	235,114	**1996/97**	517,675	217,002	**2015/16**	759,309	469,874
1978/79	219,861	434,504	**1997/98**	664,124	208,101	**2016/17**	900,860	494,342
1979/80	287,376	465,888	**1998/99**	564,901	227,395	**2017/18**	757,549	506,376
1980/81	308,059	557,295	**1999/00**	517,249	365,025			
1981/82	446,215	488,203	**2000/01**	518,265	308,025			
1982/83	201,483	397,171	**2001/02**	572,858	563,493			
1983/84	233,157	461,473	**2002/03**	497,453	804,083			
1984/85	260,291	359,752	**2003/04**	610,691	764,180			
1985/86	274,321	45,223	**2004/05**	698,683	738,061			
1986/87	346,308	45,830	**2005/06**	696,159	559,211			
1987/88	367,010	35,179	**2006/07**	739,102	519,489			
1988/89	243,552	44,853	**2007/08**	690,530	584,791			
1989/90	244,191	104,115	**2008/09**	579,170	638,197			

Figure 101: Import and export volumes from 1971/72 to 2017/18*[97]

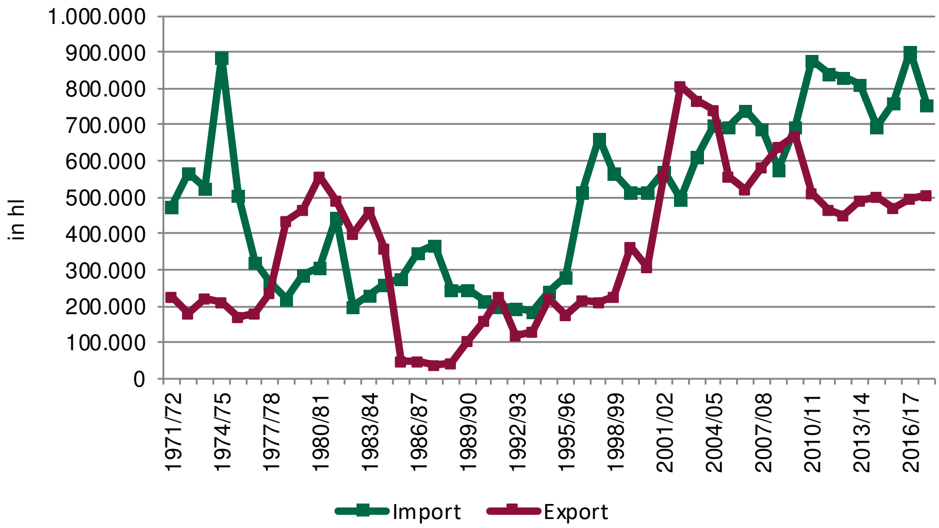


Figure 102: Import and export volumes from 1971/72 to 2017/18

[97] AWMB analysis based on Statistics Austria, Wine Supply Balance Sheet 1971/72 to 2017/18
* Year end for calculation: up to 1993/94: 1 Nov.–31 Oct.; from 1994/95: 1 Sep.–31 Aug.; from 2000/01: 1 Aug.–31 July

The import figures fluctuate as a function of the high share of bulk in both volume and value terms, depending on the Austrian harvest. Conversely, for Austrian exports the share of bulk has consistently dropped, which has led to continuous increases in export values.

in 1.000 L	Import	Export		Import	Export
2007	56,148	76,452	**2013**	46,903	78,391
2008	59,997	63,292	**2014**	49,580	74,826
2009	69,535	62,591	**2015**	48,420	71,570
2010	61,983	74,835	**2016**	48,378	79,784
2011	45,292	83,413	**2017**	47,622	79,607
2012	47,058	79,225	**2018**	52,801	70,027

Figure 103: Export/import volumes 2007–2018[98]

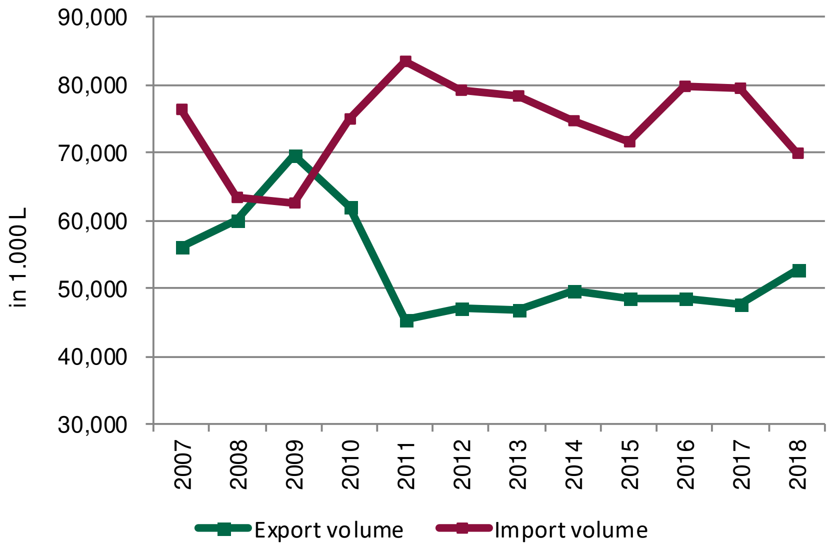


Figure 104: Export/import volumes 2007–2018[99]

in 1,000 l	Export value	Avg. price/l	Import value	Avg. price/l		Export value	Avg. price/l	Import value	Avg. price/l
2007	104,189	0.83	170,549	2.23	**2014**	144,983	2.92	165,580	2.21
2008	112,894	1.58	168,044	2.66	**2015**	143,376	2.96	158,915	2.22
2009	118,856	1.71	160,164	2.56	**2016**	147,627	3.05	171,335	2.15
2010	122,819	1.98	139,249	1.86	**2017**	159,383	3.35	198,468	2.49
2011	125,671	2.77	148,602	1.78	**2018**	170,059	3.22	216,286	3.08
2012	131,909	2.80	168,559	2.13					
2013	138,959	2.96	174,341	2.22					

Figure 105: Export/import value 2007–2018[100]

[98] AWMB, based on Statistics Austria Final Export Data 2018**; as at June 2019. Data from 2017 is based on updated EU customs tariff numbers; Data is not comparable with previous years.
The differing periods of observation (August–July or a calendar year) give rise to minor discrepancies in comparison to the Statistics Austria Supply Balance Sheet.
[99] AWMB, based on data from Statistics Austria. Final import/export data for 2007–2018. As at June 2019.
[100] AWMB, based on data from Statistics Austria. Final import/export data for 2007–2018. As at June 2019.

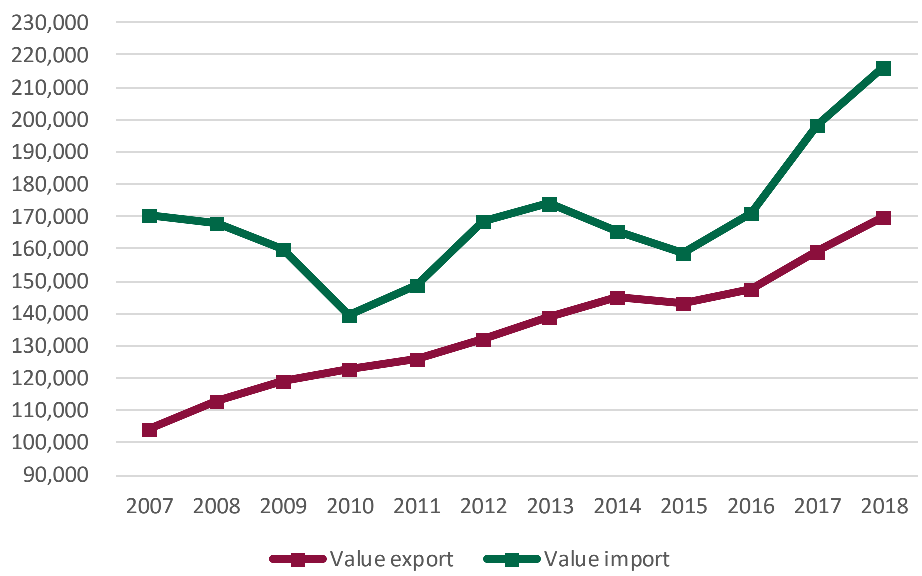


Figure 106: Export/import value 2007–2018[101]

[101] AWMB, based on data from Statistics Austria. Final import/export data for 2007–2018. As at June 2019.

2.3 Import and export volumes by country 2018*[102]

in 1,000 l/€	Import			Export		
	Litres	Euro	Avg. price	Litres	Euro	Avg. price
Argentina	201	1,215	6.04	0	4	39.20
Australia	629	2,165	3.44	97	677	6.94
Bahamas				1	14	11.41
Belgium	2	16	6.95	637	3,203	5.03
Bosnia Herzegovina	0	3	6.66	3	17	6.81
Brazil				3	25	7.50
Bulgaria	1	6	6.35	24	136	5.64
Chile	854	2,594	3.04	0	1	10.78
China	5	21	3.87	246	1,594	6.47
Denmark				358	2,242	6.27
Germany	10,274	20,930	2.04	33,913	83,879	2.47
Estonia				46	264	5.73
Finland				355	1,983	5.58
France	4,461	57,465	12.88	288	554	1.93
Georgia	17	80	4.75	0	3	7.53
Greece	329	636	1.93	7	43	6.20
Hong Kong				28	378	13.46
India				2	13	5.62
Ireland	0	7		29	197	6.70
Iceland				4	41	9.70
Israel	10	74	7.35	8	47	6.10
Italy	42,818	104,809	2.45	285	1,060	3.71
Japan	0	2	44.03	139	1,104	7.95
Cayman Islands				2	19	7.91
Canada	0	3	20.01	340	2,363	6.95
Kazakhstan				0	0	4.66
Korea				24	335	13.76
Kosovo				2	18	7.47
Croatia	240	337	1.40	70	225	3.21
Latvia				74	324	4.36
Lebanon	9	49	5.67	2	7	3.80
Liechtenstein	0	2	19.55	103	1,184	11.54
Lithuania				26	147	5.65
Luxembourg	0	2		40	236	5.84
Maldives				2	19	8.98
Morocco	1	2	3.36	1	7	9.55
Macedonia	2	8	4.27	3	27	9.67
Mexico	1	6	6.89	3	27	7.94
Moldavia	16	56	3.39			
Montenegro	16	54	3.31			
Mozambique	21	21	1.02			

[102] AWMB, based on Statistics Austria Final Export Data 2018; as at June 2019.
The data capture method used by Statistics Austria includes re-exports of non-Austrian wine.
* empty fields – no data reported.

in 1,000 l/€	Import			Export		
	Litres	Euro	Avg. price	Litres	Euro	Avg. price
New Zealand	100	654	6.52	0	3	24.01
Netherlands	4	23	5.84	3,421	11,030	3.22
Nigeria				0	1	2.95
Norway				1,088	4,851	4.46
Peru	1	6	5.49	1	9	9.77
Poland	0	0		484	1,221	2.52
Portugal	503	2,294	4.56	6	27	4.72
Romania	5	3	0.60	12	96	8.25
Russian Federation	0	0	12.74	152	644	4.25
Saudi Arabia	19	60	3.24	0	2	12.50
Sweden	2	3	1.98	945	4,693	4.96
Switzerland	9	278	31.80	3,435	19,071	5.55
Serbia	63	154	2.43	3	22	8.50
Singapore				23	213	9.08
Slovakia	1	10	9.66	329	1,023	3.11
Slovenia	220	405	1.84	24	101	4.26
Spain	5,239	12,673	2.42	63	298	4.72
South Africa	1,168	2,515	2.15	1	14	10.61
Taiwan				13	162	11.99
Thailand	0	4	69.87	21	157	7.39
Czech Republic	46	151	3.30	1,242	2,490	2.01
Turkey	1	9	7.96	2	12	4.95
Ukraine	1	2	1.75	17	118	6.98
Hungary	1,835	2,029	1.11	86	456	5.28
U A E				21	234	10.95
USA	868	4,278	4.93	2,965	14,523	4.90
UK	15	91	5.89	1,105	5,390	4.88
Vietnam	0	0	27.30	11	20	1.78
Cyprus				54	251	4.65

2.4 Import[103]

	2018	
	Liter	Euro
Bottled sparkling wine	16,153,838	74,677,702
Semi-sparkling wine, bottled	7,931,718	20,858,691
White Qualitätswein, bottled	5,155,057	17,918,463
Red Qualitätswein, bottled	7,451,243	43,178,555
Other white wine, bottled	9,469,973	15,618,069
Other red wine, bottled	8,592,592	29,543,080
Fortified wine, bottled	413,097	2,488,777
White wine in 2 to 10-litre containers	366,292	363,920
Red wine in 2 to 10-litre containers	131,978	794,313
Semi-sparkling wine, in vats	170,065	259,623
White Qualitätswein, in vats	2,211,233	2,116,928
Red Qualitätswein, in vats	311,736	332,237
Other white wine, in vats	8,690,714	6,020,769
Other red wine, in vats	2,972,474	2,093,551
Fortified wine, in vats	5,136	21,617
Total wine exports	**70,027,146**	**216,286,295**

Figure 107: Total imports by product group 2018

A glance at the import statistics shows that the bottled wine amount is relatively stable, but the import of bulk wine fluctuates sharply, depending on the Austrian wine harvest.

in 1,000 l	Bottled	Bulk		Bottled	Bulk
2007	60,277	16,175	**2013**	54,650	23,741
2008	53,221	10,071	**2014**	54,392	20,434
2009	53,640	8,951	**2015**	50,833	20,738
2010	53,237	21,598	**2016**	54,292	25,491
2011	56,550	26,864	**2017**	61,608	23,244
2012	58,294	20,932	**2018**	55,167	14,860

Figure 108: Wine imports by volume 2007–2018[104]

[103]AWMB, based on Statistics Austria Final Import Data 2018; as at June 2019.
[104]AWMB, based on Statistics Austria Final Import Data 2018; as at June 2019.

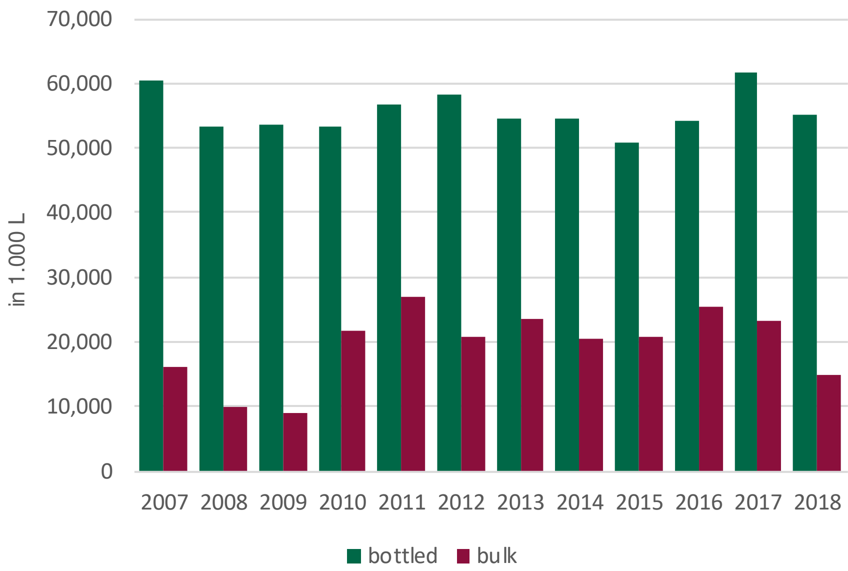


Figure 109: Wine imports by volume 2007–2018

In € 1,000	Bottled	Avg. price/l	Bulk	Avg. price/l		Bottled	Avg. price/l	Bulk	Avg. price/l
2007	160,937	2.67	9,612	0.59	**2013**	154,886	2.83	19,445	0.82
2008	160,034	3.01	8,011	0.80	**2014**	152,925	2.81	12,655	0.62
2009	153,981	2.87	6,183	0.69	**2015**	146,995	2.89	11,920	0.57
2010	128,913	2.42	10,336	0.48	**2016**	155,719	2.87	15,617	0.61
2011	135,269	2.39	13,333	0.50	**2017**	200,137	3.25	14,637	0.63
2012	153,588	2.63	14,971	0.72	**2018**	204,283	3.70	12,003	0.81

Figure 110: Wine imports by value 2007–2018[105]

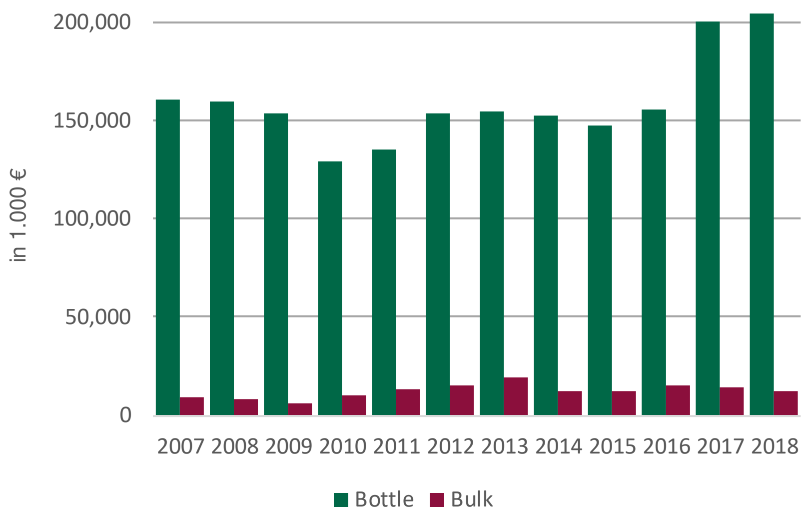


Figure 111: Wine imports by value 2007–2018

[105] AWMB, based on Statistics Austria Final Import Data 2018; as at June 2019.

in 1,000 l/€		Litres	Euro	Avg. price/l
Bottled wine imports		**55,168**	**204,283**	**3.70**
Bulk wine imports		**14,860**	**12,003**	**0.81**
Total		**70,027**	**216,286**	**3.09**
1	Italy	42,818	104,809	2.45
2	France	4,461	57,465	12.88
3	Germany	10,274	20,930	2.04
4	Spain	5,239	12,673	2.42
5	USA	868	4,278	4.93
6	Hungary	1,835	2,029	1.11
7	Australia	629	2,165	3.44
8	South Africa	1,168	2,515	2.15
9	Chile	854	2,594	3.04
10	Portugal	503	2,294	4.56

Figure 112: Most important importer countries 2018, by value[106]

[106] AWMB, based on Statistics Austria Final Import Data 2018; as at June 2019.