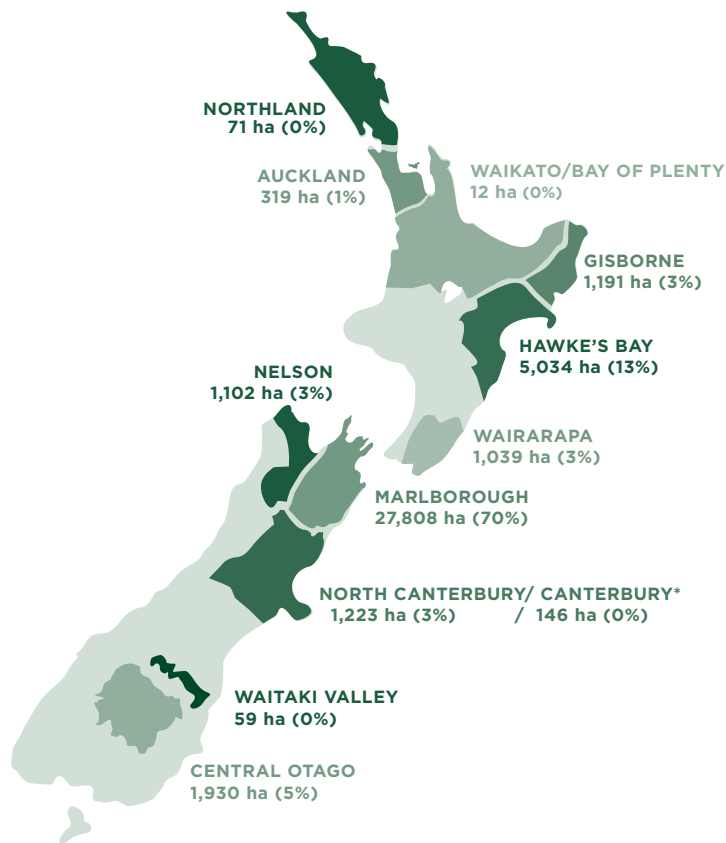


A Snapshot 2020

New Zealand Wine



NEW ZEALAND WINE
PURE DISCOVERY



TOTAL PRODUCING AREA
39,935ha

TOTAL PRODUCING AREA BY VARIETY

RED **7,710ha**
WHITE **32,155ha**

PRODUCING AREA OF SAUVIGNON BLANC

25,160ha

NUMBER OF VINEYARDS

2023

AVERAGE AREA OF VINEYARD

19.3ha

PERCENTAGE INCREASE ON PRECEDING YEAR

▲ 2%

* Since the collection of data for the 2019 - 2022 vineyard register reports the North Canterbury geographical indication boundaries have been accepted which encompasses the areas previously known as Canterbury and North Canterbury in this report.

Top Producing Varieties



Red Varieties

TOTAL 7,710ha

PINOT NOIR

73%

MERLOT

15%

SYRAH

6%

CABERNET SAUVIGNON

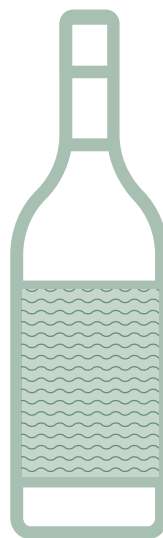
3%

MALBEC

1%

OTHER

2%



White Varieties

TOTAL 32,155ha

SAUVIGNON BLANC

78%

CHARDONNAY

10%

PINOT GRIS

8%

RIESLING

2%

GEWÜRZTRAMINER

1%

OTHER

1%

*2020 producing area is based on projections submitted in the 2019 Vineyard Register