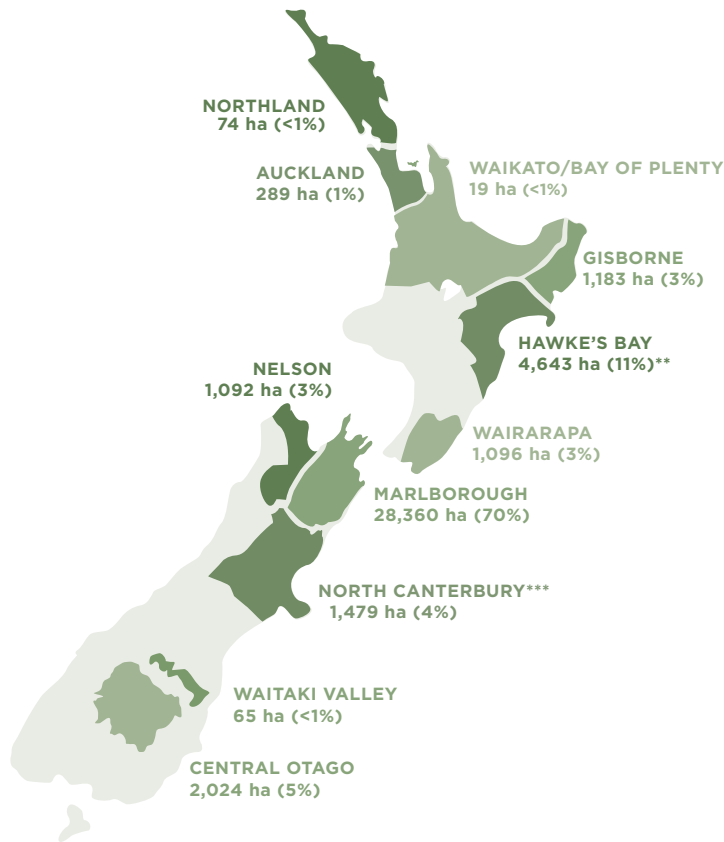


A Snapshot 2021

New Zealand Wine



NEW ZEALAND WINE
PURE DISCOVERY



TOTAL PRODUCING AREA
40,323ha

TOTAL PRODUCING AREA* BY VARIETY

RED **7,830ha**

WHITE **32,493ha**

PRODUCING AREA OF SAUVIGNON BLANC

25,326ha

NUMBER OF VINEYARDS

2032

AVERAGE AREA OF VINEYARD

20ha

PERCENTAGE INCREASE ON PRECEDING YEAR

▲ 2%

*** Since the collection of data for the 2020 - 2023 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 7,830ha

PINOT NOIR

73%

MERLOT

14%

SYRAH

6%

CABERNET SAUVIGNON

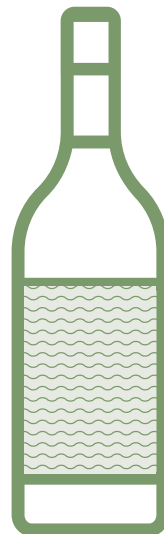
3%

MALBEC

1%

OTHER

3%



White Varieties

TOTAL 32,493ha

SAUVIGNON BLANC

78%

CHARDONNAY

10%

PINOT GRIS

8%

RIESLING

2%

GEWÜRZTRAMINER

1%

OTHER

1%

*2021 producing area is based on projections for 2021 submitted in the 2020 Biosecurity Vineyard Register

**The Hawke's Bay figures within the 2020 Vineyard Report contained an error that has now been corrected in this document, the 2021 Vineyard Report. The Hawke's Bay vineyard area was overstated in the 2020 report by approximately 450 hectares. The error largely related to the figures for Sauvignon Blanc.