

Wine exports to the USA surpass \$500 million for the first time

The latest data from Statistics New Zealand show wine exports to the USA have surpassed \$500 million for the first time, up 11% in the last year.

As the wine industry advances towards its goal of \$2 billion of exports in 2020, there is significant potential for further growth in North America said Philip Gregan, CEO of New Zealand Winegrowers.

“New Zealand wine, especially Sauvignon Blanc, is very popular in the US and we expect consumer demand to continue to grow.”

“The new record level of wine exports into the world’s largest and most competitive market is an outstanding achievement for New Zealand wine exporters and testifies to the strong global demand for our wines.”

New Zealand wine exports reached a new record of \$1.63 billion in March year end 2017. Wine is now New Zealand’s fifth largest export good by value.

The announcement of the new export records come at a busy time for the wine sector with the 2017 vintage nearing completion and the advent of International Sauvignon Blanc Day celebrations on Friday 5 May.

-ENDS-

Editors’ notes:

- New Zealand wine exports to the USA have jumped 11% (\$49 m) in the past year and now represent over 30% of the total value of exports.
- Growth in US exports represent 70% of total export value growth of New Zealand wine in the past 12 months.
- By value US exports are now worth 30% more than the next most valuable market, the UK.

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