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Wine

Canadian Sales Trends Report  
For the year ended February 2018

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# Notes & Definitions

All volumes in 000s of cases.

Based on data compiled from the Canadian Vintner's Association (National Red Book). It represents all the wine distributed through the provincial liquor boards. For all provinces except Alberta, this includes distribution to both the on- and off-trade as the distribution to both channels is controlled through the liquor board warehouses. For Alberta, where the retail sector is privatised, the liquor board numbers included only registered agents that have given permission for their sales to be reported to the Red Books. At December 2008, registered agents accounted for 90% of Albertan sales. The missing 10% of Albertan sales represent less than 1% of the national sales.

Sparkling includes Champagne.

Other includes Aperitif, Ice Wine, Light Table, Madeira, Port, Sherry, Vermouth, and Miscellaneous.

VQA - Vintner's Quality Assurance, a government-sanctioned regulatory and appellation system which guarantees high quality and authenticity for Canadian wines made under that system. Ontario and British Columbia are the only two regions in Canada currently producing wines that are regulated under VQA standard.

**Disclaimer:** While Wine Australia makes every effort to ensure the accuracy and currency of information within this report, we accept no responsibility for information, which may later prove to be misrepresented or inaccurate, or reliance placed on that information by readers.

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# Total Canadian market

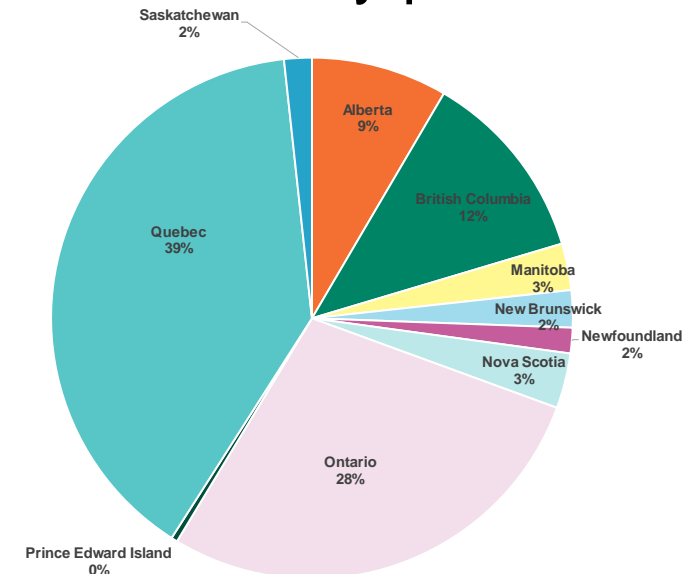


	Still Red Wine				Still White Wine				Still Rose Wine				Sparkling Wine				Other Wine				Total Wine							
	Volume	Change	% Change	% Share	Volume	Change	% Change	% Share	Volume	Change	% Change	% Share	Volume	Change	% Change	% Share	Volume	Change	% Change	% Share	Volume	Change	% Change	% Share				
Argentina	1,606	-	67	-4%	6%	309	-	17	-5%	2%	24	-	10	-31%	1%	3	1	20%	0%	-	-	n/a	0%	1,942	-	94	-5%	4%
Australia	2,939	-	28	-1%	11%	1,531	65	4%	8%	61	13	26%	3%	77	6	8%	5%	16	-	1	-8%	1%	4,623	55	1%	9%		
Canada	6,422	355	6%	23%	7,399	354	5%	40%	486	39	9%	27%	117	10	9%	7%	483	-	4	-1%	24%	14,907	753	5%	29%			
Chile	1,802	156	10%	7%	842	80	11%	5%	14	-	5	-26%	1%	10	-	2	-18%	1%	-	-	n/a	0%	2,668	230	9%	5%		
France	3,273	-	91	-3%	12%	1,706	21	1%	9%	367	29	8%	20%	294	18	6%	18%	-	-	n/a	0%	5,640	-	23	0%	11%		
Italy	4,252	-	62	-1%	16%	2,123	78	4%	11%	38	-	4	-9%	2%	634	123	24%	39%	-	-	n/a	0%	7,047	135	2%	14%		
New Zealand	83	5	6%	0%	1,138	113	11%	6%	9	3	52%	0%	10	3	51%	1%	-	-	n/a	0%	1,240	124	11%	2%				
Portugal	586	15	3%	2%	224	19	9%	1%	70	12	21%	4%	0	-	0	-23%	0%	163	-	5	-3%	8%	1,043	42	4%	2%		
South Africa	417	2	1%	2%	500	57	13%	3%	8	-	2	-23%	0%	7	-	0	-3%	0%	7	-	0	-6%	0%	938	57	6%	2%	
Spain	1,687	12	1%	6%	356	1	0%	2%	91	-	7	-7%	5%	200	3	1%	12%	39	-	2	-6%	2%	2,374	7	0%	5%		
United States	4,083	-	43	-1%	15%	1,927	-	2	0%	10%	596	-	8	-1%	33%	81	1	1%	5%	0	0	60%	0%	6,687	-	53	-1%	13%
Others	188	8	4%	1%	588	8	1%	3%	52	14	38%	3%	196	16	9%	12%	1,281	-	88	-6%	64%	2,305	-	42	-2%	4%		
Total	27,337	263	1%	100%	18,645	779	4%	100%	1,815	73	4%	100%	1,628	177	12%	100%	1,989	-	101	-5%	100%	51,413	1,190	2%	100%			

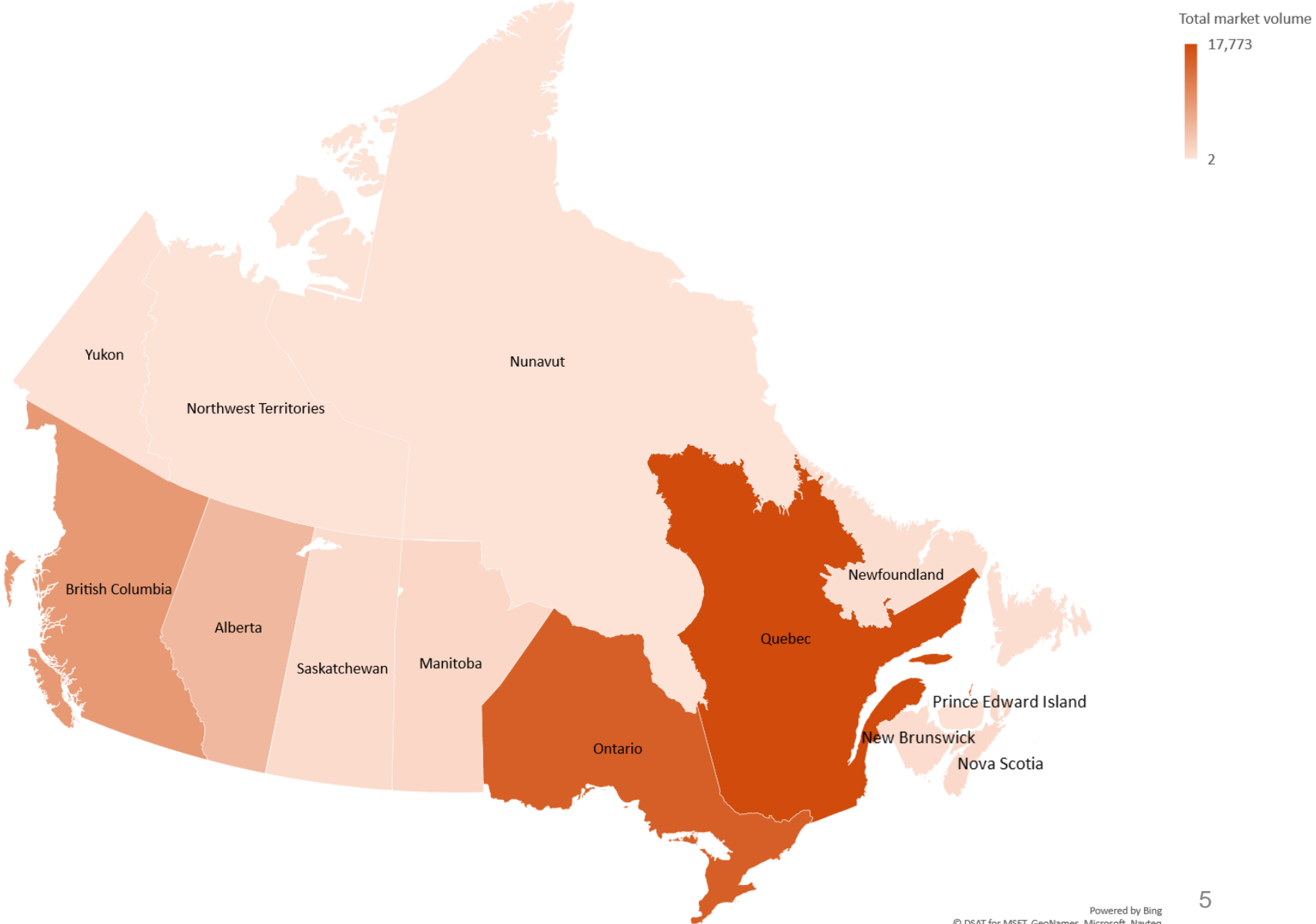
## Provincial Overview

Province	Total Volume	Australian Volume	Province share of total market	Australian market share
Alberta	4,943	390	10%	8%
British Columbia	8,609	551	17%	6%
Manitoba	1,297	133	3%	10%
New Brunswick	747	106	1%	14%
Newfoundland	490	73	1%	15%
Northwest Territories	46	5	0%	11%
Nova Scotia	1,071	158	2%	15%
Nunavut	2	0	0%	25%
Ontario	15,373	1,296	30%	8%
Prince Edward Island	162	18	0%	11%
Quebec	17,773	1,810	35%	10%
Saskatchewan	839	79	2%	9%
Yukon	63	3	0%	6%

## Australian volume by province



# Total volume by province



# Total Canadian market



## Total market – Top Varieties

Variety	Volume	Change	% Change	Market Share
Non Varietal	22,177	78	0%	44%
Cabernet Sauvignon	5,379	415	8%	11%
Pinot Gris/Grigio	4,109	371	10%	8%
Chardonnay	2,885	67	2%	6%
Sauvignon Blanc	2,607	177	7%	5%
Shiraz	2,352	-92	-4%	5%
Merlot	2,276	-169	-7%	4%
Malbec	1,258	54	5%	2%
Pinot Noir	876	1	0%	2%
Moscato	621	111	22%	1%
Riesling	614	-9	-1%	1%
Sangiovese	579	37	7%	1%
Zinfandel	575	-26	-4%	1%

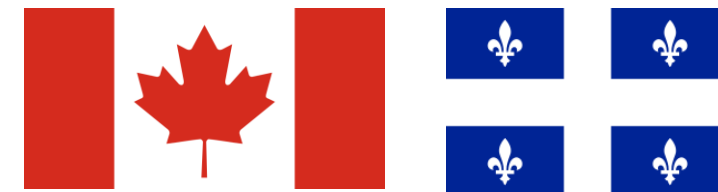
## Australia's Top Varieties

Variety	Volume	Change	% Change	Australian Market Share
Non Varietal	1,288	101	9%	6%
Shiraz	1,238	-53	-4%	53%
Cabernet Sauvignon	655	20	3%	12%
Chardonnay	503	-32	-6%	17%
Pinot Gris/Grigio	198	15	8%	5%
Moscato	194	39	25%	31%
Merlot	105	-36	-25%	5%
Riesling	63	-12	-16%	10%
Semillon	59	-11	-16%	94%
Sauvignon Blanc	45	-2	-5%	2%
Gewurztraminer	36	16	83%	19%
Pinot Noir	24	-7	-23%	3%
Vioignier	21	3	20%	16%

## Australia's share of top varieties



# Quebec



	Still Red Wine				Still White Wine				Still Rose Wine				Sparkling Wine				Other Wine				Total Wine				
	Volume	Change	% Change	% Share	Volume	Change	% Change	% Share	Volume	Change	% Change	% Share	Volume	Change	% Change	% Share	Volume	Change	% Change	% Share	Volume	Change	% Change	% Share	
Argentina	405	- 57	-12%	4%	102	- 11	-10%	2%	13	- 7	-35%	2%	-	-	0	-100%	0%	-	-	n/a	0%	520	- 75	-13%	3%
Australia	1,175	44	4%	11%	590	59	11%	11%	45	8	23%	6%	0	-	0	-41%	0%	0	0	n/a	0%	1,810	112	7%	10%
Canada	1,005	29	3%	10%	950	62	7%	17%	134	21	18%	17%	21	1	7%	4%	80	- 9	-10%	19%	2,190	104	5%	12%	
Chile	435	12	3%	4%	167	10	7%	3%	8	- 5	-40%	1%	-	-	0	-100%	0%	-	-	n/a	0%	610	17	3%	3%
France	2,258	- 112	-5%	21%	1,239	22	2%	23%	270	2	1%	33%	164	4	2%	30%	-	-	n/a	0%	3,931	- 84	-2%	22%	
Italy	2,289	- 13	-1%	22%	784	96	14%	14%	20	- 5	-20%	3%	153	22	17%	28%	-	-	n/a	0%	3,247	100	3%	18%	
New Zealand	7	- 2	-20%	0%	241	21	10%	4%	0	- 0	-99%	0%	1	0	158%	0%	-	-	n/a	0%	249	20	9%	1%	
Portugal	415	8	2%	4%	127	11	9%	2%	19	6	44%	2%	0	0	1550%	0%	95	- 4	-4%	23%	656	21	3%	4%	
South Africa	139	2	1%	1%	220	34	19%	4%	0	- 4	-89%	0%	0	0	n/a	0%	-	-	n/a	0%	359	32	10%	2%	
Spain	1,094	- 49	-4%	10%	306	4	1%	6%	74	- 11	-13%	9%	73	- 5	-6%	13%	5	- 1	-15%	1%	1,552	- 62	-4%	9%	
United States	1,234	- 32	-3%	12%	580	7	1%	11%	213	- 23	-10%	26%	35	2	5%	6%	-	-	n/a	0%	2,062	- 47	-2%	12%	
Others	82	3	4%	1%	154	16	12%	3%	13	- 2	-16%	2%	99	13	15%	18%	238	- 4	-1%	57%	587	26	5%	3%	
Total	10,539	- 168	-2%	100%	5,461	332	6%	100%	809	- 20	-2%	100%	546	37	7%	100%	418	- 17	-4%	100%	17,773	165	1%	100%	

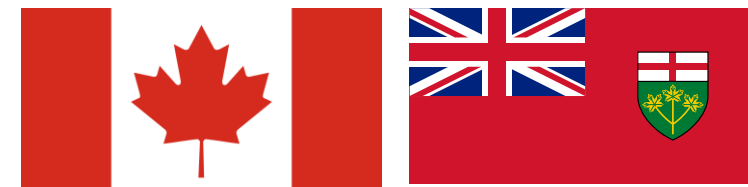
## Quebec – Top Varieties

Variety	Volume	Change	% Change	Market Share
Non Varietal	10,730	14	0%	61%
Cabernet Sauvignon	1,208	48	4%	7%
Chardonnay	867	56	7%	5%
Merlot	532	-76	-12%	3%
Pinot Gris/Grigio	460	72	18%	3%
Sauvignon Blanc	425	40	10%	2%
Shiraz	404	-46	-10%	2%
Sangiovese	339	24	8%	2%
Pinot Noir	329	-15	-4%	2%
Valpolicella	178	-22	-11%	1%
Chianti	177	-3	-1%	1%
Montepulciano	149	-14	-9%	1%
Chenin Blanc	149	28	23%	1%

## Australia's Top Varieties

Variety	Volume	Change	% Change	Australian Market Share
Non Varietal	1,044	112	12%	10%
Shiraz	251	-19	-7%	62%
Cabernet Sauvignon	221	6	3%	18%
Chardonnay	128	-7	-5%	15%
Semillon	37	-1	-3%	97%
Moscato	36	11	43%	34%
Viognier	15	3	25%	41%
Merlot	13	-9	-41%	2%
Pinot Gris/Grigio	8	8	n/a	2%
Riesling	5	3	102%	7%
Pinot Noir	4	-3	-41%	1%
Grenache	2	0	9%	5%
Marsanne	0	0	2%	99%

# Ontario



	Still Red Wine				Still White Wine				Still Rose Wine				Sparkling Wine				Other Wine				Total Wine				
	Volume	Change	% Change	% Share	Volume	Change	% Change	% Share	Volume	Change	% Change	% Share	Volume	Change	% Change	% Share	Volume	Change	% Change	% Share	Volume	Change	% Change	% Share	
Argentina	450	-31	-6%	6%	131	-0	0%	2%	6	-3	-35%	1%	3	0	23%	0%	-	-	n/a	0%	589	-34	-5%	4%	
Australia	835	-29	-3%	11%	417	9	2%	7%	10	5	81%	2%	27	4	19%	5%	6	-1	-17%	1%	1,296	-13	-1%	8%	
Canada	1,799	72	4%	23%	2,660	74	3%	43%	168	1	1%	39%	44	5	12%	9%	188	1	0%	40%	4,860	151	3%	32%	
Chile	728	46	7%	9%	379	32	9%	6%	-	-	3	-100%	0%	5	-2	-27%	1%	-	-	n/a	0%	1,112	73	7%	7%
France	623	-25	-4%	8%	307	-5	-2%	5%	51	12	30%	12%	73	9	15%	14%	-	-	n/a	0%	1,053	-9	-1%	7%	
Italy	1,313	-53	-4%	17%	910	-3	0%	15%	8	-1	-6%	2%	232	31	16%	45%	-	-	n/a	0%	2,463	-26	-1%	16%	
New Zealand	26	-1	-4%	0%	374	49	15%	6%	4	1	16%	1%	3	2	99%	1%	-	-	n/a	0%	407	50	14%	3%	
Portugal	134	1	1%	2%	68	4	7%	1%	37	6	20%	9%	0	-0	-46%	0%	37	-1	-2%	8%	276	11	4%	2%	
South Africa	162	-2	-1%	2%	170	9	6%	3%	5	1	22%	1%	2	-1	-29%	0%	2	-0	-17%	0%	341	8	2%	2%	
Spain	316	42	15%	4%	15	-2	-11%	0%	9	0	0%	2%	67	5	9%	13%	19	-0	-2%	4%	426	45	12%	3%	
United States	1,293	35	3%	17%	567	-4	-1%	9%	112	-14	-11%	26%	14	-1	-7%	3%	-	-	n/a	0%	1,986	15	1%	13%	
Others	56	-7	-11%	1%	223	4	2%	4%	17	5	45%	4%	49	1	1%	9%	217	3	1%	46%	562	7	1%	4%	
Total	7,736	47	1%	100%	6,220	168	3%	100%	428	9	2%	100%	519	54	12%	100%	469	1	0%	100%	15,373	279	2%	100%	

## Ontario – Top Varieties

Variety	Volume	Change	% Change	Market Share
Non Varietal	5,178	99	2%	34%
Cabernet Sauvignon	1,992	107	6%	13%
Pinot Gris/Grigio	1,717	96	6%	11%
Sauvignon Blanc	1,035	70	7%	7%
Chardonnay	1,005	8	1%	7%
Shiraz	838	-20	-2%	5%
Merlot	779	-73	-9%	5%
Malbec	278	5	2%	2%
Riesling	257	-7	-3%	2%
Pinot Noir	221	-9	-4%	1%
Montepulciano	185	-31	-14%	1%
Moscato	181	40	28%	1%
Valpolicella	170	-5	-3%	1%

## Australia's Top Varieties

Variety	Volume	Change	% Change	Australian Market Share
Shiraz	522	3	1%	62%
Chardonnay	195	-11	-5%	19%
Cabernet Sauvignon	185	-10	-5%	9%
Pinot Gris/Grigio	105	9	10%	6%
Non Varietal	69	3	4%	1%
Moscato	62	14	30%	34%
Merlot	44	-17	-29%	6%
Sauvignon Blanc	29	-2	-6%	3%
Pinot Noir	9	-2	-14%	4%
Riesling	7	-2	-24%	3%
Semillon	6	-6	-48%	92%
Grenache	5	2	84%	36%
Viognier	3	1	38%	10%



# British Columbia



	Still Red Wine				Still White Wine				Still Rose Wine				Sparkling Wine				Other Wine				Total Wine			
	Volume	Change	% Change	% Share	Volume	Change	% Change	% Share	Volume	Change	% Change	% Share	Volume	Change	% Change	% Share	Volume	Change	% Change	% Share	Volume	Change	% Change	% Share
Argentina	304	19	7%	7%	27	-3	-10%	1%	3	0	-4%	1%	0	0	3%	0%	-	-	n/a	0%	334	16	5%	4%
Australia	314	-15	-5%	7%	206	2	1%	6%	1	0	-18%	0%	25	2	9%	9%	4	0	8%	2%	551	-11	-2%	6%
Canada	2,068	160	8%	48%	2,246	145	7%	64%	127	14	12%	48%	35	2	8%	12%	96	-0	0%	40%	4,571	321	8%	53%
Chile	298	42	16%	7%	150	25	20%	4%	4	3	164%	2%	2	0	4%	1%	-	-	n/a	0%	454	69	18%	5%
France	227	50	28%	5%	81	4	5%	2%	32	9	41%	12%	35	3	10%	12%	-	-	n/a	0%	374	66	22%	4%
Italy	279	12	5%	6%	155	-12	-7%	4%	6	1	18%	2%	119	45	60%	41%	-	-	n/a	0%	559	46	9%	6%
New Zealand	16	2	17%	0%	247	23	10%	7%	2	1	109%	1%	3	1	37%	1%	-	-	n/a	0%	267	27	11%	3%
Portugal	20	4	25%	0%	18	3	22%	1%	7	0	3%	3%	0	0	n/a	0%	11	0	1%	5%	56	8	16%	1%
South Africa	56	3	6%	1%	48	7	18%	1%	1	0	-14%	0%	3	0	13%	1%	4	-0	-1%	2%	111	11	11%	1%
Spain	161	-1	-1%	4%	21	-1	-3%	1%	4	2	70%	1%	32	1	5%	11%	7	-1	-8%	3%	225	1	0%	3%
United States	561	-12	-2%	13%	234	-14	-6%	7%	75	13	20%	29%	13	0	1%	4%	0	0	60%	0%	883	-13	-1%	10%
Others	16	1	6%	0%	64	-3	-5%	2%	4	1	49%	2%	23	2	7%	8%	116	11	11%	48%	224	12	6%	3%
Total	4,321	265	7%	100%	3,495	177	5%	100%	264	43	19%	100%	289	57	24%	100%	239	11	5%	100%	8,609	552	7%	100%

## British Columbia – Top Varieties

Variety	Volume	Change	% Change	Market Share
Non Varietal	2,759	71	3%	33%
Cabernet Sauvignon	1,048	159	18%	12%
Pinot Gris/Grigio	926	103	12%	11%
Sauvignon Blanc	560	44	9%	7%
Chardonnay	505	5	1%	6%
Shiraz	486	-6	-1%	6%
Merlot	485	-9	-2%	6%
Malbec	388	40	12%	5%
Pinot Noir	169	15	10%	2%
Riesling	161	4	3%	2%
Zinfandel	123	4	3%	1%
Gewurztraminer	102	19	23%	1%
Prosecco	90	17	23%	1%

## Australia's Top Varieties

Variety	Volume	Change	% Change	Australian Market Share
Shiraz	174	-18	-9%	36%
Cabernet Sauvignon	87	9	11%	8%
Chardonnay	70	-3	-4%	14%
Riesling	42	-10	-19%	26%
Non Varietal	32	-3	-8%	1%
Pinot Gris/Grigio	29	-3	-9%	3%
Gewurztraminer	27	16	144%	27%
Moscato	17	3	18%	21%
Merlot	14	0	0%	3%
Semillon	7	-2	-23%	79%
Sauvignon Blanc	7	1	18%	1%
Pinot Noir	3	0	-8%	2%
Petite Sirah	2	-1	-29%	42%

# Alberta



	Still Red Wine					Still White Wine					Still Rose Wine					Sparkling Wine					Other Wine					Total Wine				
	Volume	Change	% Change	% Share	%	Volume	Change	% Change	% Share	%	Volume	Change	% Change	% Share	%	Volume	Change	% Change	% Share	%	Volume	Change	% Change	% Share	%	Volume	Change	% Change	% Share	%
Argentina	252	-	5	-2%	11%	13	1	5%	1%	0	-	0	-65%	0%	0	-	0	-1%	0%	-	-	n/a	0%	266	-	4	-2%	5%		
Australia	259	-	22	-8%	11%	121	-	3	-2%	8%	1	-	0	-15%	1%	6	-	1	-11%	4%	2	-	0	-10%	0%	390	-	26	-6%	8%
Canada	732	12	2%	31%	651	2	0%	41%	27	2	8%	15%	9	1	10%	5%	13	-	1	-9%	2%	1,432	15	1%	29%					
Chile	133	35	36%	6%	46	7	18%	3%	1	1	105%	1%	1	0	2%	0%	-	-	n/a	0%	181	43	31%	4%						
France	65	-	1	-2%	3%	35	3	8%	2%	7	3	62%	4%	14	1	10%	9%	-	-	n/a	0%	122	5	5%	2%					
Italy	177	-	7	-4%	7%	129	-	8	-6%	8%	2	1	62%	1%	88	17	25%	56%	-	-	n/a	0%	395	3	1%	8%				
New Zealand	23	4	24%	1%	202	6	3%	13%	2	1	110%	1%	2	0	5%	1%	-	-	n/a	0%	230	12	5%	5%						
Portugal	4	0	10%	0%	5	-	0	0%	4	-	0	-5%	2%	0	0	n/a	0%	12	-	0	-3%	2%	25	-	0	-1%	1%			
South Africa	20	-	1	-6%	1%	22	1	3%	1%	0	0	164%	0%	1	0	19%	0%	0	-	0	-20%	0%	43	-	0	-1%	1%			
Spain	51	12	29%	2%	3	1	38%	0%	2	1	114%	1%	12	-	2	-12%	8%	4	-	0	-10%	1%	72	11	19%	1%				
United States	636	-	36	-5%	27%	321	7	2%	20%	117	10	9%	67%	11	-	0	-3%	7%	-	-	n/a	0%	1,084	-	19	-2%	22%			
Others	22	10	87%	1%	55	-	6	-10%	3%	10	6	116%	6%	13	0	1%	8%	604	-	115	-16%	95%	704	-	105	-13%	14%			
Total	2,374	0	0%	100%	1,604	11	1%	100%	174	23	16%	100%	156	17	12%	100%	635	-	117	-16%	100%	4,943	-	66	-1%	100%				

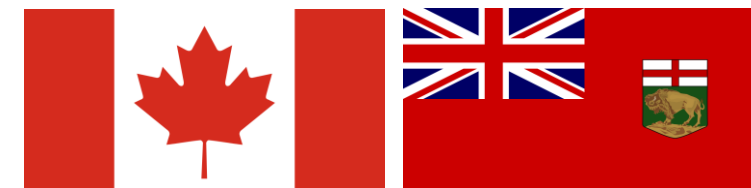
## Alberta – Top Varieties

Variety	Volume	Change	% Change	Market Share
Non Varietal	1,804	-158	-8%	37%
Cabernet Sauvignon	585	53	10%	12%
Pinot Gris/Grigio	463	41	10%	9%
Sauvignon Blanc	326	1	0%	7%
Shiraz	302	-20	-6%	6%
Malbec	291	-1	0%	6%
Chardonnay	252	-9	-4%	5%
Merlot	223	-15	-6%	5%
Moscato	153	20	15%	3%
Zinfandel	98	-6	-6%	2%
Pinot Noir	95	6	7%	2%
Prosecco	66	16	33%	1%
Riesling	45	-4	-8%	1%

## Australia's Top Varieties

Variety	Volume	Change	% Change	Australian Market Share
Shiraz	135	-17	-11%	45%
Cabernet Sauvignon	85	13	19%	15%
Chardonnay	49	-5	-10%	20%
Moscato	39	3	9%	26%
Non Varietal	23	-13	-36%	1%
Pinot Gris/Grigio	17	1	4%	4%
Merlot	12	-5	-29%	5%
Gewurztraminer	6	0	0%	28%
Riesling	3	-1	-21%	7%
Sauvignon Blanc	2	0	-4%	1%
Petit Verdot	2	0	-9%	93%
Semillon	2	0	-18%	95%
Pinot Noir	2	-1	-29%	2%

# Manitoba



	Still Red Wine				Still White Wine				Still Rose Wine				Sparkling Wine				Other Wine				Total Wine								
	Volume	Change	% Change	% Share	Volume	Change	% Change	% Share	Volume	Change	% Change	% Share	Volume	Change	% Change	% Share	Volume	Change	% Change	% Share	Volume	Change	% Change	% Share					
Argentina	50	0	1%	7%	7	-	1	-9%	1%	0	0	58%	1%	0	0	159%	0%	-	-	n/a	0%	58	-	0	0%	4%			
Australia	84	-	5	-6%	12%	42	-	0	-1%	8%	3	-	0	-4%	5%	4	1	19%	12%	1	-	0	-12%	3%	133	-	5	-4%	10%
Canada	229	19	9%	34%	225	16	8%	46%	7	1	8%	14%	2	0	10%	4%	25	2	7%	61%	487	37	8%	38%					
Chile	63	3	4%	9%	31	-	1	-3%	6%	0	-	0	-43%	0%	0	-	0	-4%	1%	-	-	n/a	0%	94	2	2%	7%		
France	27	-	2	-6%	4%	11	-	1	-5%	2%	3	1	44%	5%	3	0	2%	8%	-	-	n/a	0%	43	-	2	-3%	3%		
Italy	43	-	0	0%	6%	36	1	4%	7%	1	-	0	-10%	1%	14	2	20%	39%	-	-	n/a	0%	93	4	4%	7%			
New Zealand	2	0	4%	0%	20	3	18%	4%	0	0	#DIV/0!	1%	0	0	72%	1%	-	-	n/a	0%	22	4	19%	2%					
Portugal	5	1	33%	1%	3	0	9%	1%	2	0	22%	3%	0	-	0	-63%	0%	3	-	0	0%	6%	13	2	17%	1%			
South Africa	11	-	1	-9%	2%	10	1	6%	2%	0	0	13%	1%	1	0	1%	2%	0	-	0	-7%	0%	22	-	1	-2%	2%		
Spain	21	2	9%	3%	2	0	22%	1%	1	0	71%	2%	6	1	10%	17%	1	-	0	-1%	3%	31	3	11%	2%				
United States	139	1	1%	20%	78	-	2	-2%	16%	31	2	8%	62%	2	0	27%	7%	-	-	n/a	0%	250	2	1%	19%				
Others	5	1	11%	1%	27	-	1	-5%	6%	2	1	33%	4%	3	-	0	-6%	9%	11	-	0	0%	27%	49	-	0	-1%	4%	
Total	680	19	3%	100%	492	16	3%	100%	49	5	12%	100%	35	4	14%	100%	41	1	3%	100%	1,297	45	4%	100%					

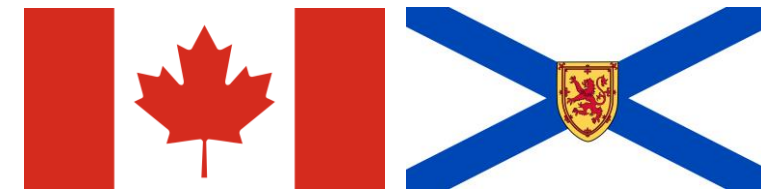
## Manitoba – Top Varieties

Variety	Volume	Change	% Change	Market Share
Non Varietal	407	10	3%	32%
Cabernet Sauvignon	175	9	5%	14%
Pinot Gris/Grigio	140	13	10%	11%
Shiraz	92	-6	-6%	7%
Merlot	74	-2	-3%	6%
Sauvignon Blanc	73	3	4%	6%
Chardonnay	67	-1	-2%	5%
Malbec	61	8	15%	5%
Moscato	27	7	34%	2%
Zinfandel	21	1	3%	2%
Riesling	21	0	-1%	2%
Chablis	16	-3	-16%	1%
Pinot Noir	13	0	0%	1%

## Australia's Top Varieties

Variety	Volume	Change	% Change	Australian Market Share
Shiraz	41	-4	-8%	45%
Cabernet Sauvignon	25	1	4%	14%
Chardonnay	15	-1	-7%	23%
Non Varietal	13	0	0%	3%
Moscato	11	2	20%	39%
Pinot Gris/Grigio	9	-1	-6%	7%
Merlot	5	-1	-20%	6%
Muscat	1	0	53%	47%
Sauvignon Blanc	1	0	-32%	1%
Semillon	1	-1	-42%	99%
Riesling	1	-1	-50%	3%
Grenache	0	0	15%	8%
Pinot Noir	0	0	-51%	2%

# Nova Scotia



	Still Red Wine				Still White Wine				Still Rose Wine				Sparkling Wine				Other Wine				Total Wine			
	Volume	Change	% Change	% Share	Volume	Change	% Change	% Share	Volume	Change	% Change	% Share	Volume	Change	% Change	% Share	Volume	Change	% Change	% Share	Volume	Change	% Change	% Share
Argentina	36	1	2%	8%	6	-1	-9%	1%	1	-0	-29%	3%	0	0	12%	1%	-	-	n/a	0%	44	-0	0%	4%
Australia	95	-3	-3%	20%	55	-3	-6%	12%	0	0	#DIV/0!	0%	7	0	0%	27%	1	-0	-4%	1%	158	-7	-4%	15%
Canada	136	5	4%	29%	208	7	4%	48%	6	-0	-3%	27%	1	0	26%	5%	32	-1	-3%	27%	383	12	3%	36%
Chile	43	5	13%	9%	26	0	1%	6%	0	0	29%	0%	1	-0	-8%	2%	-	-	n/a	0%	70	5	8%	7%
France	23	-0	0%	5%	11	0	2%	3%	1	0	23%	7%	2	0	7%	6%	-	-	n/a	0%	37	1	1%	3%
Italy	54	0	0%	11%	36	-0	-1%	8%	0	0	2100%	1%	9	1	12%	32%	-	-	n/a	0%	98	1	1%	9%
New Zealand	2	-0	-9%	1%	16	1	8%	4%	0	-0	-56%	1%	0	0	12%	1%	-	-	n/a	0%	18	1	4%	2%
Portugal	2	0	28%	0%	1	0	14%	0%	1	-0	-7%	4%	-	-	n/a	0%	1	-0	-5%	1%	5	0	9%	0%
South Africa	11	-1	-6%	2%	13	1	7%	3%	0	0	#DIV/0!	1%	1	0	13%	2%	0	-0	-21%	0%	25	0	2%	2%
Spain	13	-0	-1%	3%	2	0	10%	0%	0	0	208%	1%	3	1	26%	12%	1	0	0%	1%	20	1	5%	2%
United States	53	-4	-7%	11%	39	-0	0%	9%	10	1	13%	48%	2	-0	-15%	7%	-	-	n/a	0%	104	-3	-3%	10%
Others	2	0	12%	0%	24	-1	-4%	6%	2	1	301%	8%	2	0	0%	6%	81	16	24%	70%	110	16	17%	10%
Total	470	3	1%	100%	437	5	1%	100%	20	2	13%	100%	27	2	7%	100%	116	14	14%	100%	1,071	27	3%	100%

## Nova Scotia – Top Varieties

Variety	Volume	Change	% Change	Market Share
Non Varietal	476	10	2%	45%
Pinot Gris/Grigio	125	8	7%	12%
Cabernet Sauvignon	96	5	6%	9%
Shiraz	69	0	0%	7%
Sauvignon Blanc	57	2	4%	5%
Chardonnay	55	1	1%	5%
Merlot	33	-2	-5%	3%
Malbec	23	1	5%	2%
Moscato	22	4	21%	2%
Riesling	16	-2	-10%	2%
Pinot Noir	13	0	-2%	1%
Sangiovese	11	1	8%	1%
Chablis	8	-1	-12%	1%

## Australia's Top Varieties

Variety	Volume	Change	% Change	Australian Market Share
Shiraz	45	0	-1%	65%
Non Varietal	38	0	-1%	8%
Chardonnay	16	-3	-14%	30%
Cabernet Sauvignon	15	-1	-6%	16%
Pinot Gris/Grigio	11	-1	-9%	9%
Moscato	7	1	24%	33%
Merlot	6	-1	-17%	17%
Semillon	3	-1	-18%	100%
Sauvignon Blanc	3	0	-7%	5%
Riesling	2	0	-13%	11%
Pinot Noir	2	0	-15%	12%
Grenache	1	0	-5%	23%
Viognier	0	0	-14%	14%

# New Brunswick



	Still Red Wine				Still White Wine				Still Rose Wine				Sparkling Wine				Other Wine				Total Wine								
	Volume	Change	% Change	% Share	Volume	Change	% Change	% Share	Volume	Change	% Change	% Share	Volume	Change	% Change	% Share	Volume	Change	% Change	% Share	Volume	Change	% Change	% Share					
Argentina	35	-	0	0%	9%	11	-	1	-12%	3%	1	-	0	-1%	3%	-	-	0	-100%	0%	-	-	2	-3%	6%				
Australia	67	-	2	-3%	17%	37	-	1	-3%	12%	1	-	0	-4%	5%	2	-	0	-8%	13%	0	-	0	-16%	1%				
Canada	105	11	12%	27%	141	13	10%	46%	4	-	0	-7%	23%	2	0	21%	10%	14	0	1%	72%	266	24	10%	36%				
Chile	44	4	11%	11%	17	4	26%	6%	-	-	n/a	0%	0	0	6%	2%	-	-	n/a	0%	61	8	15%	8%					
France	21	-	2	-9%	5%	9	-	2	-17%	3%	1	1	53%	9%	1	0	9%	8%	-	-	n/a	0%	33	-	3	-9%	4%		
Italy	44	-	3	-6%	11%	25	0	1%	8%	-	-	0	-100%	0%	4	0	12%	27%	-	-	n/a	0%	73	-	2	-3%	10%		
New Zealand	1	0	15%	0%	10	3	53%	3%	0	0	44%	1%	0	0	n/a	0%	-	-	n/a	0%	12	4	47%	2%					
Portugal	1	0	16%	0%	1	0	11%	0%	1	0	11%	4%	0	0	n/a	0%	1	-	0	-2%	4%	3	0	10%	0%				
South Africa	5	1	32%	1%	6	2	35%	2%	0	0	n/a	1%	0	0	16%	1%	0	0	2%	1%	11	3	34%	1%					
Spain	14	3	32%	4%	4	-	2	-32%	1%	1	1	17900%	3%	3	0	17%	19%	0	0	6%	2%	22	3	13%	3%				
United States	48	1	2%	12%	38	2	6%	12%	9	-	0	-1%	51%	1	-	0	-17%	6%	-	-	n/a	0%	95	3	3%	13%			
Others	2	-	0	-20%	0%	10	-	0	-3%	3%	0	0	n/a	0%	2	-	0	-1%	13%	4	-	0	-3%	20%	18	-	1	-4%	2%
Total	387	14	4%	100%	308	17	6%	100%	17	1	6%	100%	15	1	6%	100%	19	0	0%	100%	747	33	5%	100%					

## New Brunswick – Top Varieties

Variety	Volume	Change	% Change	Market Share
Non Varietal	302	1	0%	41%
Cabernet Sauvignon	85	8	11%	12%
Pinot Gris/Grigio	83	10	13%	11%
Merlot	45	2	4%	6%
Chardonnay	39	4	12%	5%
Shiraz	39	-2	-6%	5%
Sauvignon Blanc	38	6	18%	5%
Malbec	18	0	2%	2%
Pinot Noir	15	2	13%	2%
Riesling	9	0	-2%	1%
Sangiovese	9	1	18%	1%
Moscato	7	1	14%	1%
Valpolicella	7	-1	-8%	1%

## Australia's Top Varieties

Variety	Volume	Change	% Change	Australian Market Share
Non Varietal	44	3	7%	15%
Shiraz	21	-1	-4%	54%
Cabernet Sauvignon	11	-1	-8%	13%
Chardonnay	9	-2	-15%	23%
Pinot Gris/Grigio	6	0	2%	7%
Merlot	4	-1	-28%	9%
Moscato	3	0	7%	35%
Pinot Noir	2	-1	-29%	15%
Riesling	1	0	-18%	11%
Sauvignon Blanc	1	0	-27%	2%
Semillon	1	0	-35%	89%
Gewurztraminer	0	0	27%	23%
Malbec	0	0	-46%	0%

# Saskatchewan



	Still Red Wine				Still White Wine				Still Rose Wine				Sparkling Wine				Other Wine				Total Wine						
	Volume	Change	% Change	% Share	Volume	Change	% Change	% Share	Volume	Change	% Change	% Share	Volume	Change	% Change	% Share	Volume	Change	% Change	% Share	Volume	Change	% Change	% Share			
Argentina	37	0	1%	8%	4	-	0	-9%	2%	0	0	1041%	1%	0	0	33%	0%	-	-	n/a	0%	42	0	1%	5%		
Australia	47	0	1%	10%	30	3	10%	10%	0	0	1640%	0%	1	-	0	-19%	8%	1	-	0	-12%	3%	79	3	3%	9%	
Canada	236	17	8%	51%	171	11	7%	57%	12	1	9%	29%	2	-	1	-29%	10%	16	-	2	-9%	67%	436	27	6%	52%	
Chile	23	2	11%	5%	7	-	1	-12%	2%	0	0	647%	1%	0	-	0	-51%	1%	-	-	n/a	0%	31	1	5%	4%	
France	10	-	1	-8%	2%	4	-	0	-10%	1%	1	0	119%	2%	1	0	1%	6%	-	-	n/a	0%	16	-	1	-5%	2%
Italy	18	-	0	-2%	4%	13	1	6%	4%	0	0	118%	0%	7	1	25%	39%	-	-	n/a	0%	38	2	5%	5%		
New Zealand	2	0	6%	0%	13	1	11%	5%	0	0	13250%	1%	0	-	0	-2%	1%	-	-	n/a	0%	16	2	12%	2%		
Portugal	2	0	11%	0%	1	0	36%	0%	1	0	4%	2%	0	-	0	0%	0%	1	0	6%	5%	5	1	13%	1%		
South Africa	5	-	0	-1%	1%	3	1	31%	1%	-	-	0	-100%	0%	0	0	n/a	0%	0	0	23%	1%	8	1	10%	1%	
Spain	8	1	22%	2%	1	0	7%	0%	0	0	9%	1%	2	0	0	20%	10%	0	-	0	-12%	2%	11	2	18%	1%	
United States	69	2	3%	15%	39	-	0	-1%	13%	23	1	5%	58%	2	0	3%	9%	-	-	n/a	0%	133	3	2%	16%		
Others	2	-	0	-2%	0%	11	-	1	-8%	4%	2	2	778%	6%	3	0	14%	16%	6	0	2%	23%	24	1	6%	3%	
Total	459	22	5%	100%	297	14	5%	100%	39	5	16%	100%	19	1	6%	100%	25	-	1	-6%	100%	839	41	5%	100%		

## Saskatchewan – Top Varieties

Variety	Volume	Change	% Change	Market Share
Non Varietal	293	0	0%	35%
Cabernet Sauvignon	97	8	9%	12%
Pinot Gris/Grigio	82	11	15%	10%
Shiraz	71	1	2%	9%
Merlot	54	-1	-2%	7%
Malbec	46	7	17%	6%
Chardonnay	46	0	1%	5%
Sauvignon Blanc	43	2	5%	5%
Moscato	28	7	32%	3%
Zinfandel	15	1	5%	2%
Riesling	12	1	6%	1%
Pinot Noir	8	0	2%	1%
Chablis	5	0	-8%	1%

## Australia's Top Varieties

Variety	Volume	Change	% Change	Australian Market Share
Shiraz	24	0	2%	34%
Moscato	12	3	26%	45%
Non Varietal	10	0	1%	3%
Cabernet Sauvignon	9	1	8%	9%
Chardonnay	8	0	-2%	18%
Pinot Gris/Grigio	4	1	17%	5%
Merlot	3	0	-10%	6%
Gewurztraminer	2	0	-4%	40%
Riesling	2	-1	-25%	12%
Pinot Noir	1	0	-17%	12%
Sauvignon Blanc	1	0	-1%	2%
Semillon	0	0	-35%	100%
Grenache	0	0	-11%	6%

Wine  
Australia  
providing  
insights for  
Australian  
Wine

Prepared: March 2018