

Wine Industry Information

January 2013

Domestic natural wine sales increased by 3.0% for the period December 2011 to November 2012. Exports of natural wine in bulk increased with 43.9% and exports of packaged natural wine decreased with 9.7% for the period January to December 2012; overall an increase of 16.7%.

2013 WINE GRAPE CROP - JANUARY CROP ESTIMATE

The second crop estimate by viticulturists in the various regions during the 2nd week of January shows a slight decrease of almost 0.4% from the November 2012 estimate. The wine grape crop should amount to 1 379 352 tons, which is 1.1% smaller than the 2012 crop. It is expected that the 2013 wine crop, including juice and concentrate for non-alcoholic purposes, wine for brandy and distilling wine, will amount to 1 066.4 million litres at an average recovery of 773 litres per ton of grapes.

The most important reason for the small downward adjustment is due to damage caused by gale force South Easters during December in the Coastal Regions (Stellenbosch, Paarl and Malmesbury). The decline in these regions is largely off-set by better-than-expected crops for the Orange River and Little Karoo regions. The upward adjustment for Orange River is table grapes already delivered for juice purposes. The November estimate for Olifants River, Breedeekloof, Worcester and Robertson regions remains unchanged.

The 2013 stock level according to the [Crop and Sales Estimate](#) is adjusted downwards to 408.9 million litres.

BRANDY TRENDS

In the article [Liquor Consumption Patterns in SA 2012](#) which appeared at the end of 2012, it was estimated that the brandy market would decline from 37 200 000 litres (2011/12) to 34 500 000 litres (2012/13); a decrease of 7.3%. The brandy market has subsequently weakened further with an expected 12.1% decrease to 32 700 000 litres (2012/13). This loss will move over to Whisky, Vodka and to a lesser extent Rum. An article about this development will appear at the end of February 2013 on the website.

ON THE WEBSITE

- [Grape and Wine Crop](#)
- [Crop and Sales Estimate](#)
- [Domestic sales of natural wine for November 2012](#)
- [Export statistics for the period January to December 2012](#)
- [Domestic packaged natural wine January to November 2012](#)
- Certification - [News and information](#) / [Volume of wine certified](#)
- [International News](#)

Greetings until February 2013.

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