

Wines of the Southern Hemisphere: Australia, New Zealand & South Africa

New York City College of Technology, CUNY
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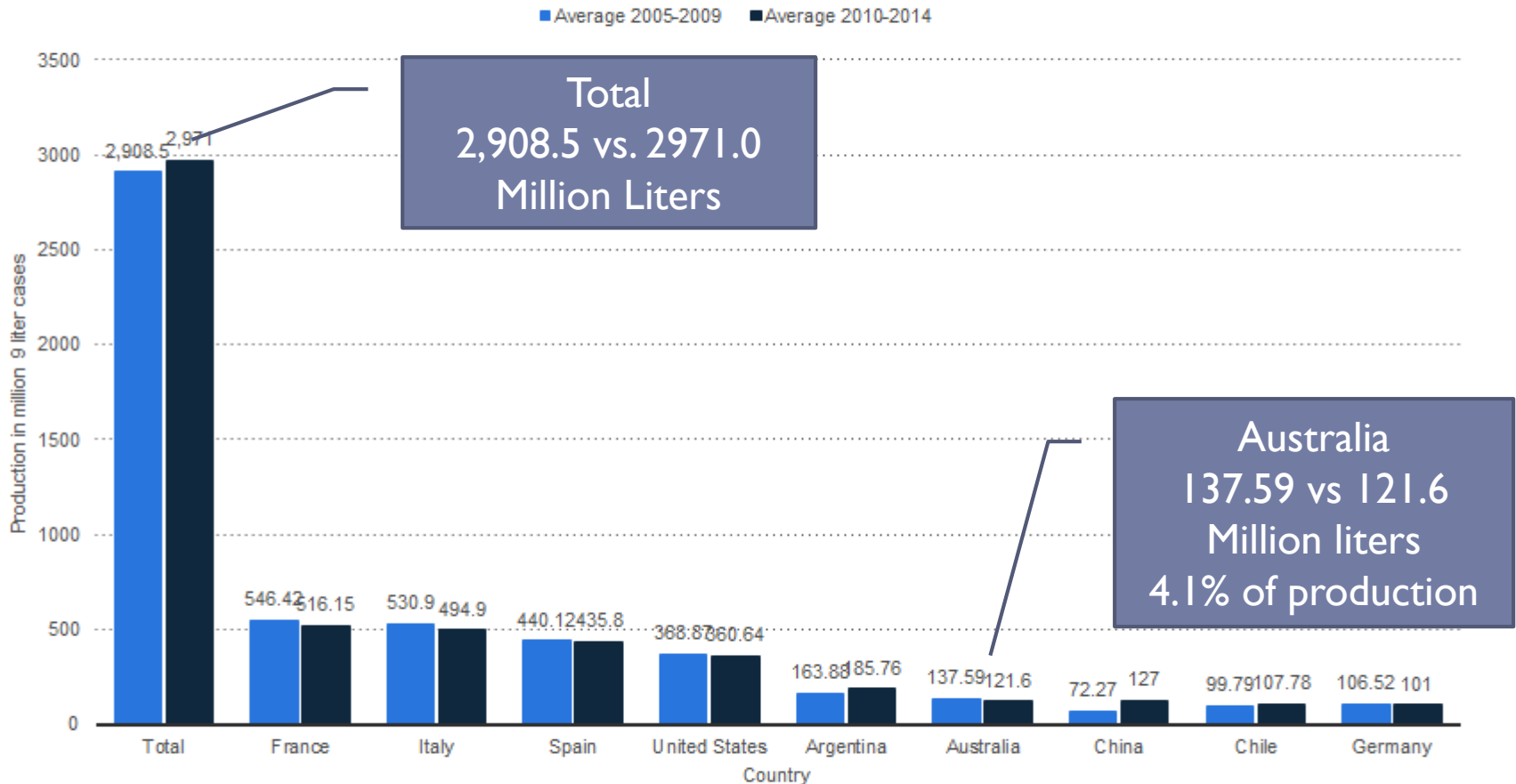
Class Schedule

- ▶ Return and Review Quiz
- ▶ Review of Retail Shop Assignment
- ▶ Lecture Objectives, New Zealand, Australia & South Africa
 - ▶ Identify fermented beverages
 - ▶ Discuss wine making methods using industry terminology
 - ▶ Explain the factors that affect the taste of fermented beverages
 - ▶ Identify geographical regions of NZ, AU, & SA



Average world wine production 2005-2009 and 2010-2014, by country

Average world wine production between the periods of 2005 to 2009 and 2010 to 2014, by country (in million 9 liter cases)



Note: Worldwide

Further information regarding this statistic can be found on [page 8](#).

Source: KHS; [ID 232909](#)

Wines of Australia: An Overview

- ▶ Harvest is March/April
- ▶ Chaptalization is illegal/acids can be added
- ▶ Use of technology in both the vineyard and the winery are common
- ▶ Corporate Giants: Southcorp, BRL Hardy, Orland Wyndham, Beringer Blass, McGuigan Simeon



Wine of Australia: Wine Laws

- ▶ Geographic indication
 - ▶ “Super-Area” Southeastern Australia
 - ▶ 85% of grape varietal on label, region specific
 - ▶ 85% of blend, list in order
 - ▶ Generic labels are not permitted
 - ▶ 95% vintage
 - ▶ Show Reserve, must win an award from a competition
 - ▶ “Wood-Matured” aged in new or young casks
 - ▶ Wine must come from place name (geographical indication)
 - ▶ Can not use other geographical information
-
- ▶ ▶ Ex: Bordeaux, Champagne, Napa

PRODUCED FROM ORGANICALLY GROWN GRAPES



Penfolds

CLARE VALLEY
CABERNET SAUVIGNON - SHIRAZ - PETIT VERDOT

Organically grown grapes from Penfolds Clare Valley Vineyard in South Australia have been vintaged to produce this full bodied red wine in the Penfolds tradition. Blending Cabernet Sauvignon, Shiraz and Petit Verdot the winemakers have produced a wine with ripe berry characters, subtle oak and an appealing lingering finish.

750 ml 13.0% alc./vol.

PRODUCED BY PENFOLDS WINES, PENFOLD ROAD, MAGILL, SOUTH AUSTRALIA, AUSTRALIA 5072.

RED WINE PRODUCT OF AUSTRALIA VIN ROUGE PRODUIT D'AUSTRALIE

61% CABERNET SAUVIGNON - 31% SHIRAZ - 8% PETIT VERDOT

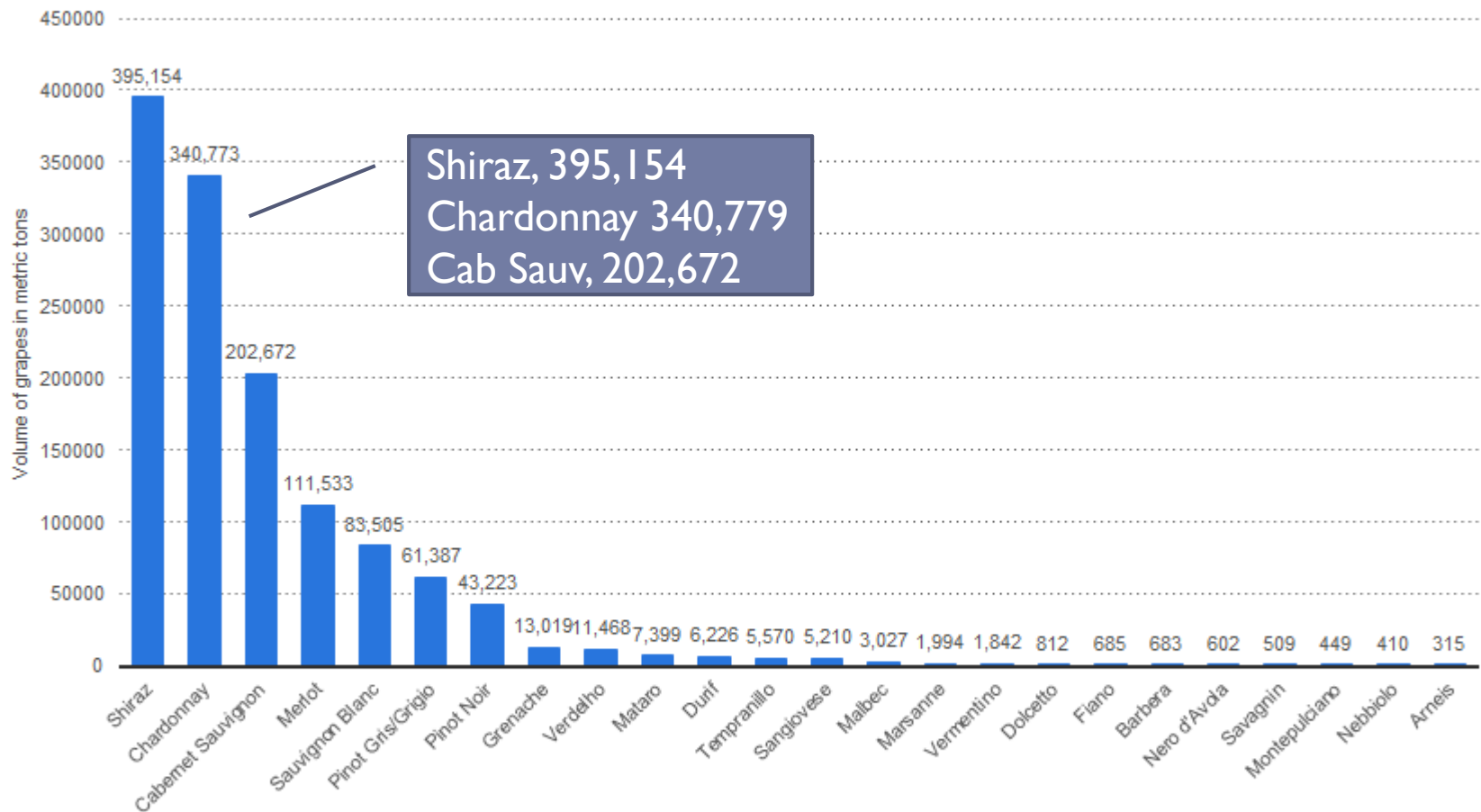
Australia: Dominant Grape Varieties

- ▶ Shiraz (Syrah of Rhone Valley)
- ▶ Chardonnay
- ▶ Cabernet Sauvignon



Amount of winemaking grapes in Australia 2015, by variety

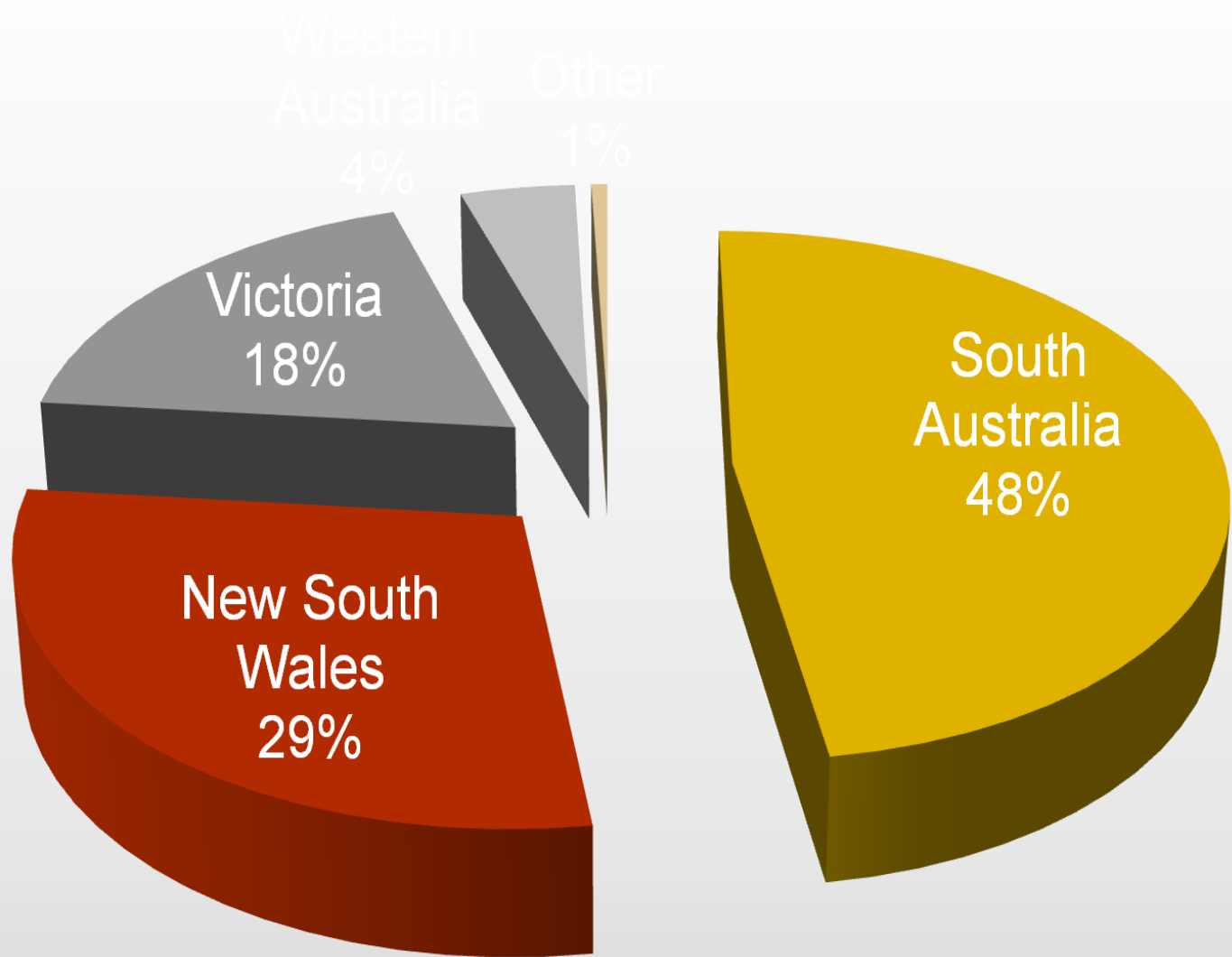
Amount of grapes used for wine production in Australia in 2015, by variety (in metric tons)



Note: Australia

Further information regarding this statistic can be found on [page 8](#)

Source: The Drinks Business; Wine Australia; [ID.502226](#)



Winegrape Production by State, 2010

Source: Wines of Australia

Trends in the Australian Wine Industry

2005

- ▶ Price per bottle
 - ▶ 66% = \$2.50-\$4.99
 - ▶ 3% = >\$10.00
- ▶ Export
 - ▶ 700 million Lt.
 - ▶ UK 17%
 - ▶ USA 7%
 - ▶ China, not noted
 - ▶ AU 41%
- ▶ Excellent Production

2010

- ▶ Price per bottle
 - ▶ 72% = \$2.50-\$4.99
 - ▶ 4% = >\$10
- ▶ Exports
 - ▶ ~800 million Lt.
 - ▶ UK 15%
 - ▶ USA 12%
 - ▶ China 3%
 - ▶ AU 26%
- ▶ Concerns of Draught



South Australia: Barossa Valley

Link To Information: <https://www.wineaustralia.com/discover-australian-wine/south-australia-wines/barossa>

- ▶ ~50% of the wine in South Australia comes from Barossa Valley
- ▶ Continental Climate: Hot and Dry with some cooling conditions from ocean breezes
- ▶ Topography: Flat Lands, Some Hill Plantings
- ▶ Grape Variety: Shiraz & Chardonnay dominate then Semillon & Riesling
- ▶ Soil: Varies with Limestone, Clay or Sand

Wines of New Zealand

▶ History:

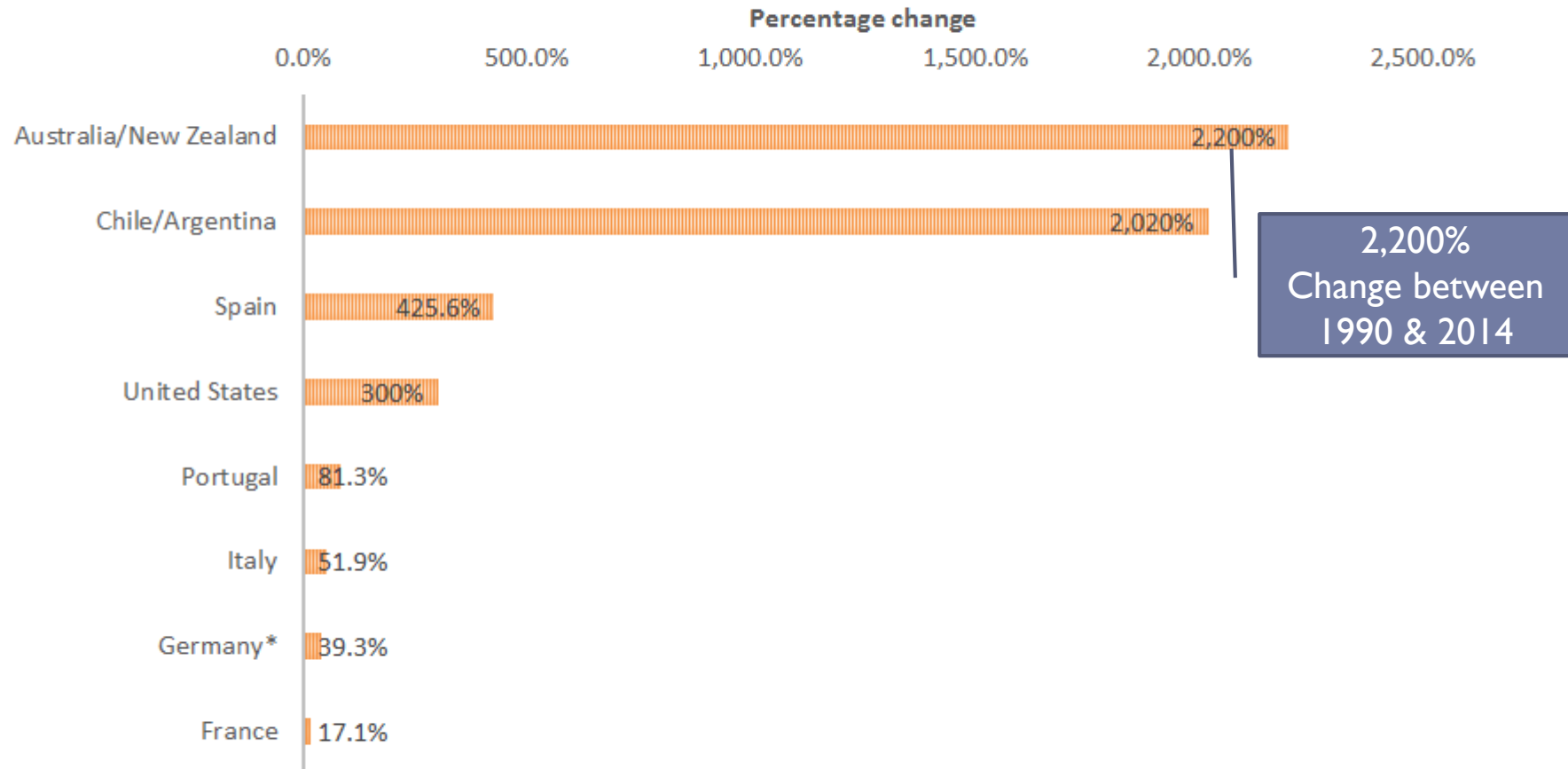
- ▶ Little Wine Consumption
- ▶ Early 1900's Prohibition + Phylloxera
- ▶ Restaurants Could Not Sell Wine Until the Late '70s

▶ Today:

- ▶ High Quality Wine/Intense Competition
- ▶ 33rd Largest Wine Producer/Export 20%
- ▶ Labels are Regulated
 - ▶ Represent 85% of Regions, Varietal and Vintage

Global wine exporting countries: change in wine exports 1990-2014

Change of wine exports of the world's leading wine exporting countries between 1990 and 2014

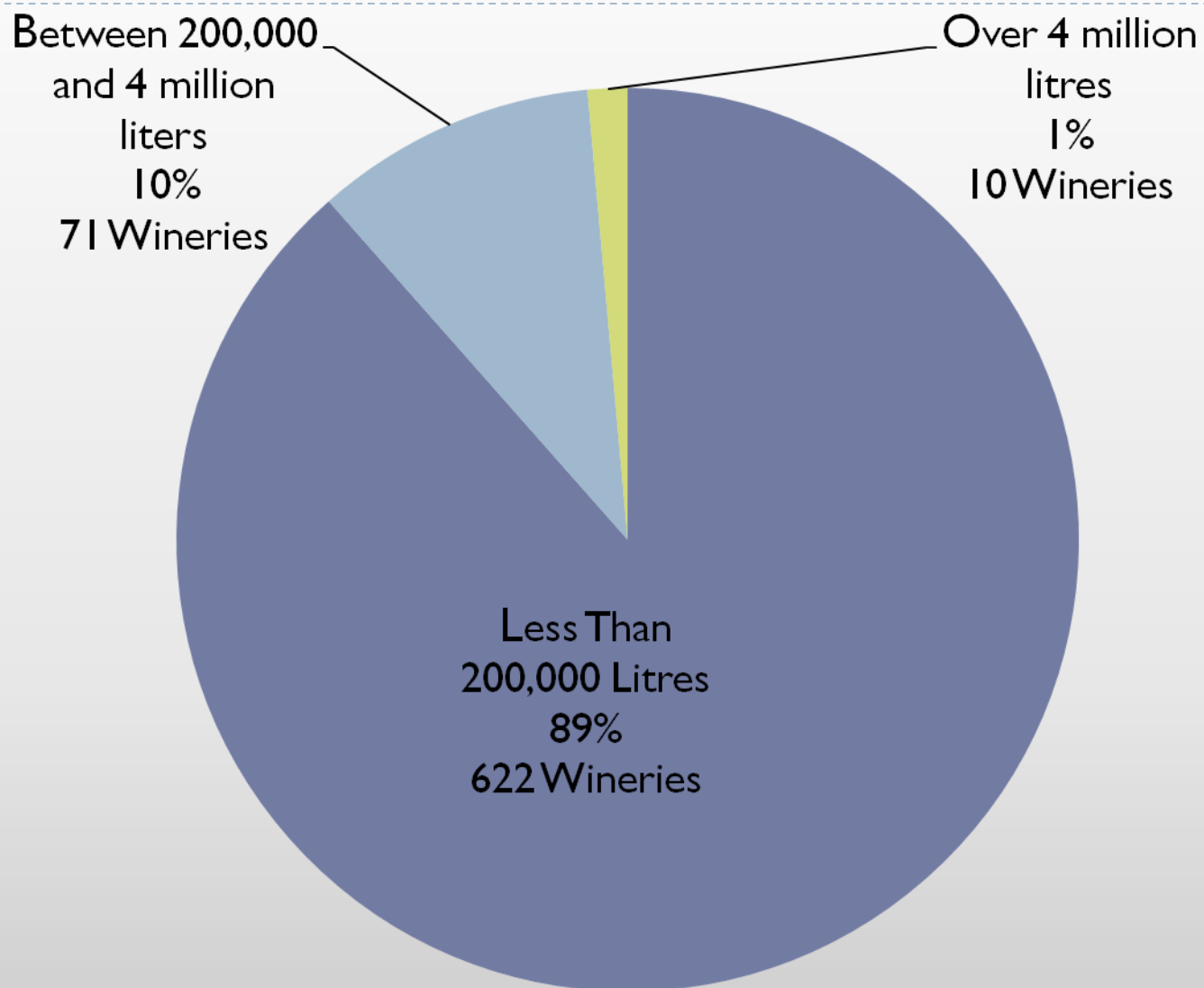


Note: Worldwide; 1990 to 2014

Further information regarding this statistic can be found on [page 8](#).

Source: Deutsches Weininstitut; OIV; [ID 240853](#)

Number of wineries by amount sold, April 2012

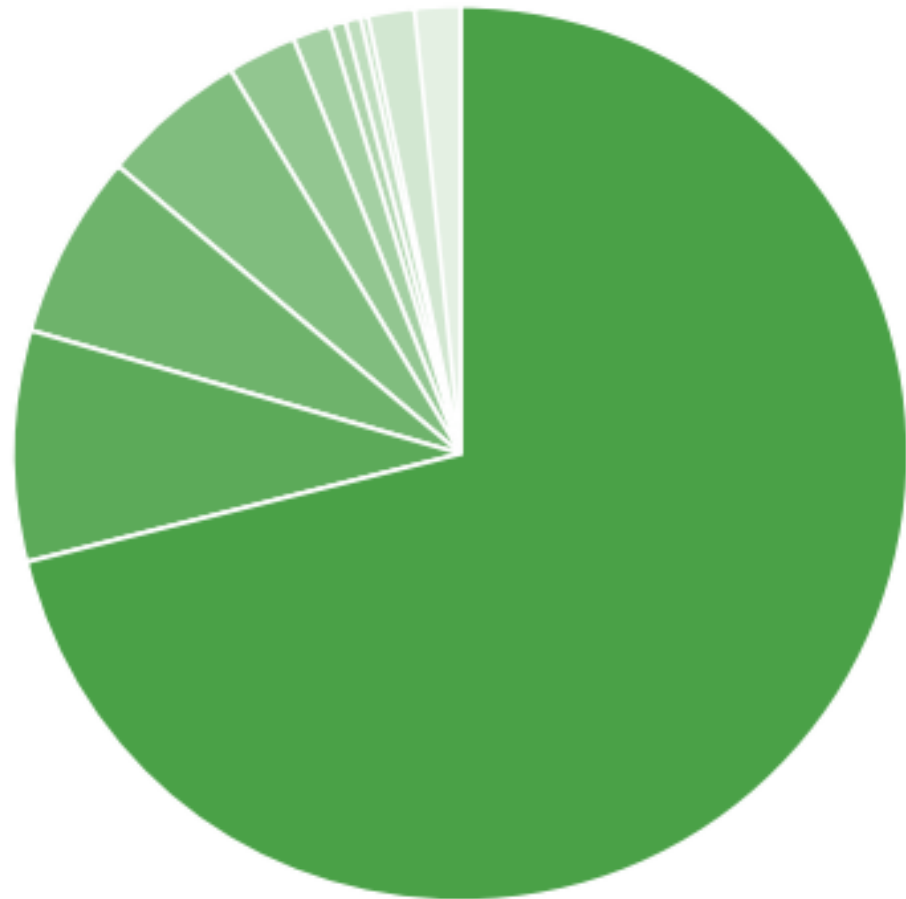


Source: http://wineinf.nzwine.com/statistics_outputs.asp?id=108&cid=6&type=n

VINTAGE 2014 (BY VARIETY)

- ▶ Learn more about NZ Sauvignon Blanc:

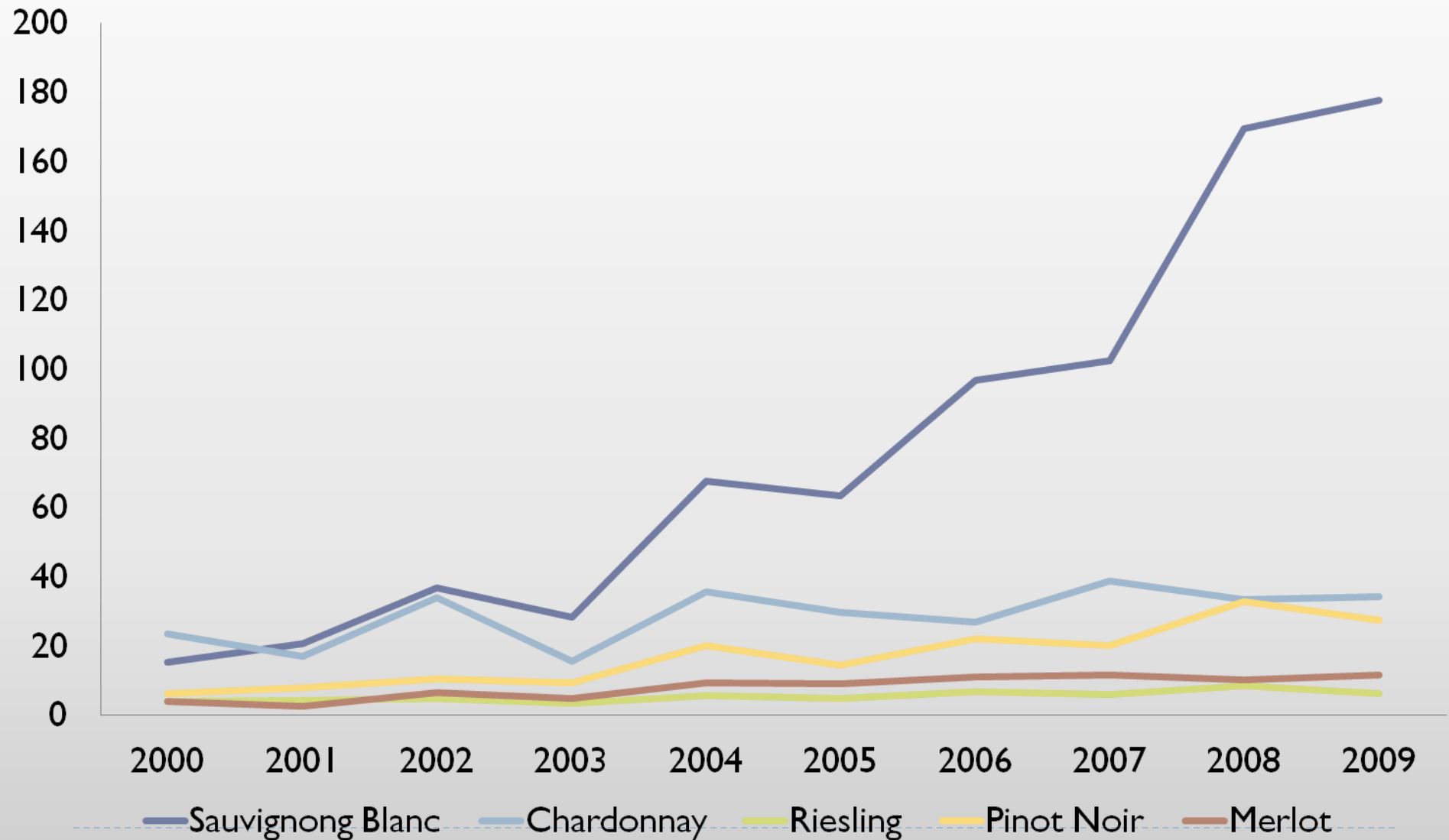
<https://www.youtube.com/watch?v=SeH97pApyaw>



SAUVIGNON BLANC 72.2%
PINOT NOIR 8.5%
CHARDONNAY 6.7%
PINOT GRIS 5.6%
MERLOT 2.5%

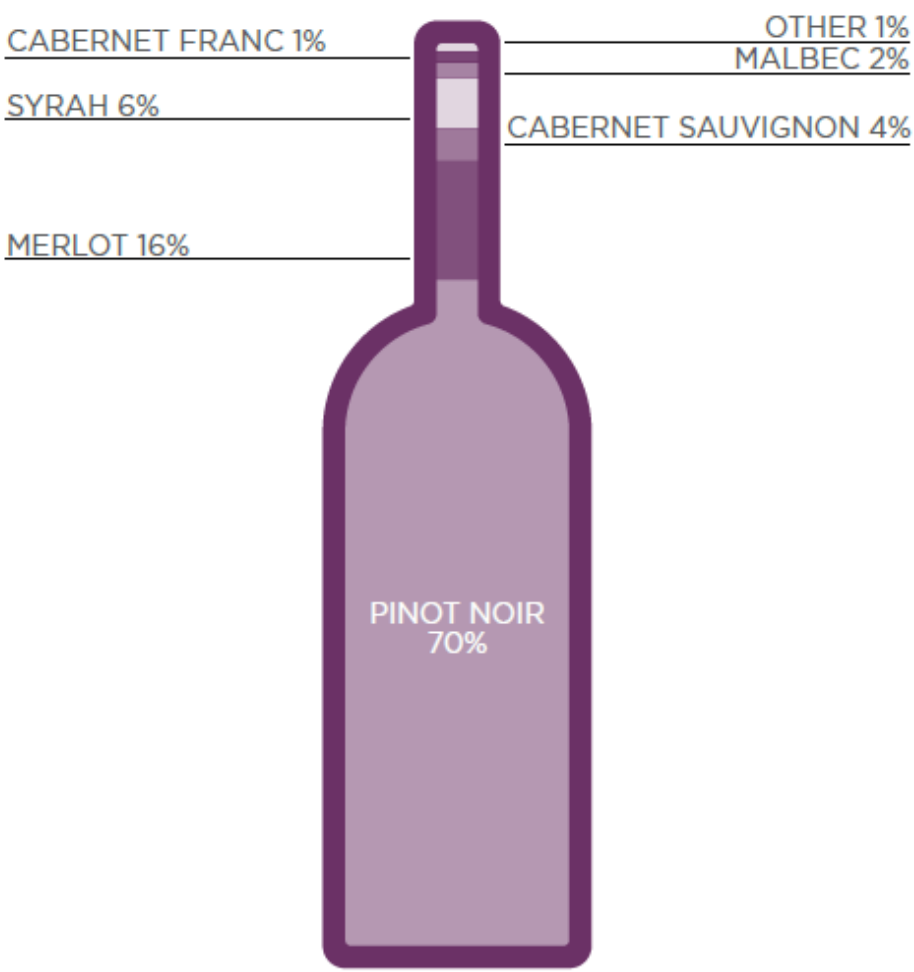
RIESLING 1.4%
SYRAH 0.5%
GEWÜRZTRAMINER 0.5%
CABERNET SAUVIGNON 0.4%
OTHER 1.6%

New Zealand Grape Varieties 2000-2009

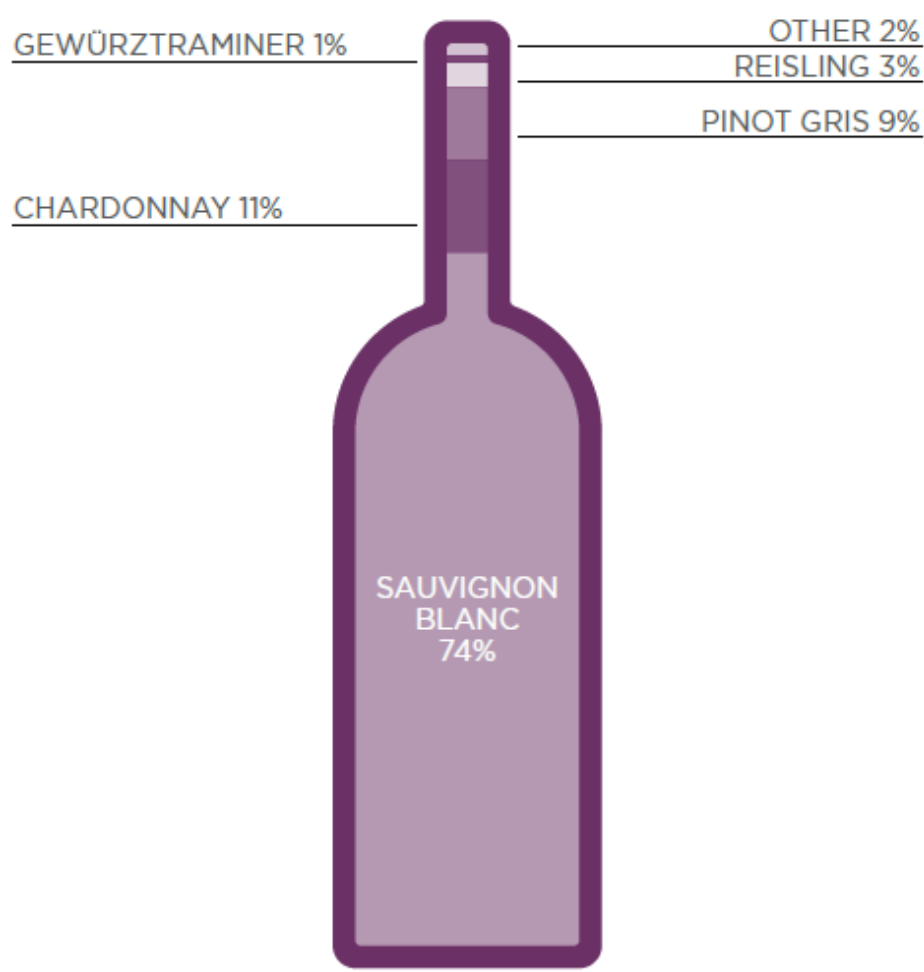


Source: Wine of NZ Annual Report 2012

TOP PRODUCING VARIETIES

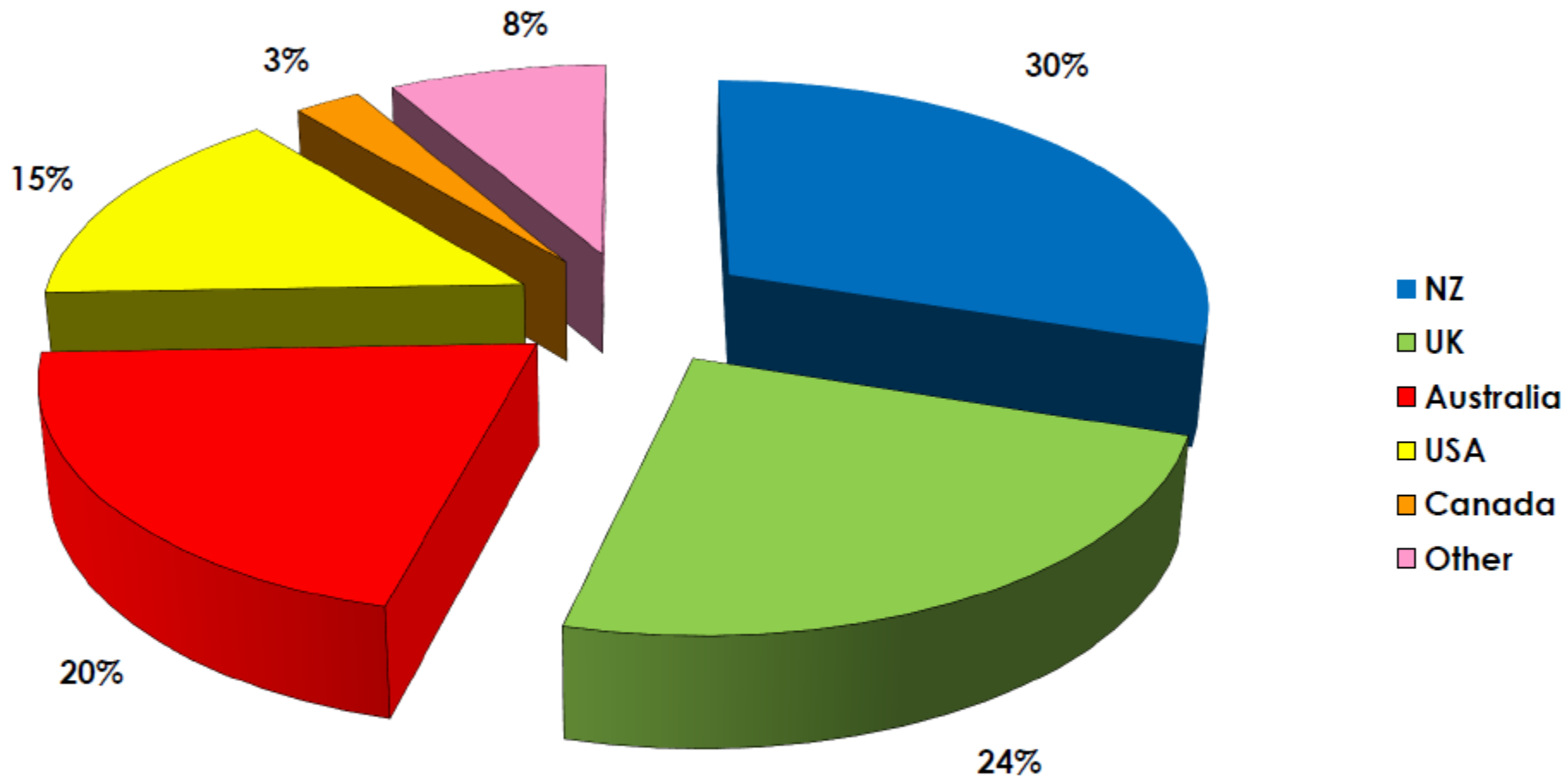


RED VARIETIES



WHITE VARIETIES

NZ Wine Sales 2011: Key Markets (% vol)



Marlborough, Plenty of Wine “Grows” There

- ▶ **66.4% of Total Wine Grape Acreage**
- ▶ **First Planted in 1973**
- ▶ **Topography**
 - ▶ Planted mostly on plains
 - ▶ Protected, Kaikoura Range (Cold Southerly Winds)
 - ▶ Protected, North Island (North Easterly Winds)
- ▶ **Soil**
 - ▶ Mostly Alluvial Freely Draining Soils (some areas mix clay & silt)
- ▶ **Climate**
 - ▶ Sunny and dry for NZ with cool climate conditions
 - ▶ Average summer temperature: 24C (75F) often divergent diurnal temperatures



Wines of South Africa

- ▶ VIP-Vine Integrity Program, replaced KWV (cooperative program)
- ▶ Wine Laws
 - ▶ 85% Varietal on Label (as of 2005)
 - ▶ 100% Place of Origin (WO)
 - ▶ 85% From Vintage on Label
 - ▶ 80 Government Recognized Estate Wines
 - ▶ 100% Sourced From Estate & Produced on the Estate

BB-BEE / BEE Objectives

- ▶ Black ownership
- ▶ Black representation at managerial levels
- ▶ Employment equity
- ▶ Skills development preferential procurement for black-owned enterprises
- ▶ Enterprise development and social/community development



South Africa: Label Regulation

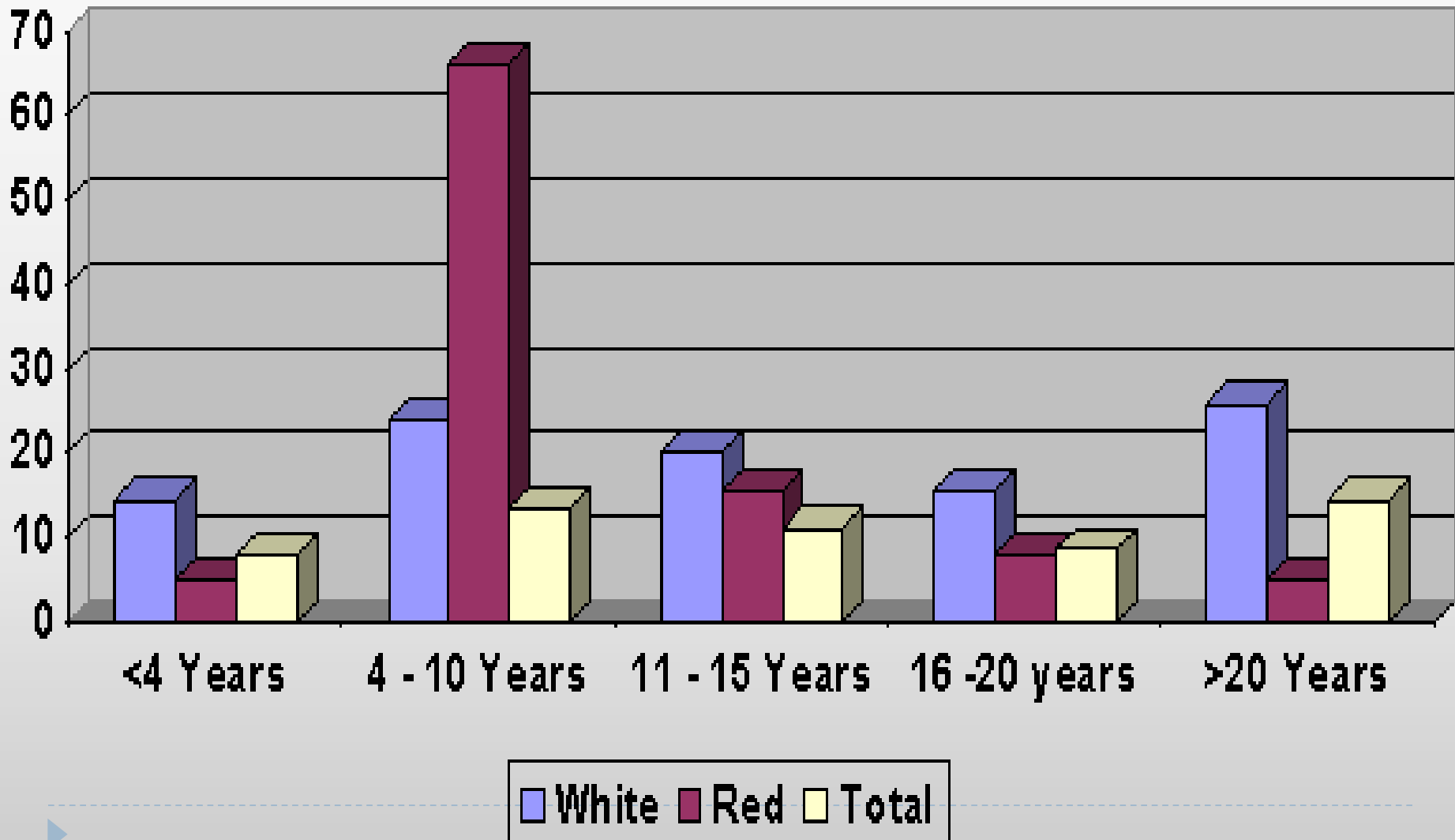
- ▶ WO = *Wyn van Oorsprong* (Wine of Origin)
- ▶ Gebottel in
- ▶ Gekweek, Gemaak en Gebottel Op
- ▶ Landgoedwyn

Grape Varieties, as percentage of total hectare retrieved

from http://www.wosa.co.za/sa/stats_sa_industry.php

	1990	2000	2007
Steen/Chenin	32	24	19
Chardonnay	2	6	9
Sauvignon Blanc	4	6	8
Viognier			0,7
TOTAL WHITE	84	64	56
Cabernet	4	9	13
Merlot	1	5	7
Pinotage	2	7	6
Shiraz	1	6	10
TOTAL RED	16	36	44

Age of SA Vines in 2007



BEE Challenges

Legacies of *Apartheid*

- ▶ Land ownership and disputes
 - ▶ Skills development
 - ▶ Education
 - ▶ Coordinating tourism
 - ▶ Enforcement
-



Black Participation in the Wine Industry and in Tourism

- ▶ Wine industry employs 275,600 (directly and indirectly), including in wine tourism
- ▶ 160,000 employed from historically disadvantaged groups
- ▶ 30 Black-owned wine brands

Wine Tourism and the Wine Industry in South Africa

Wine Industry

- Agriculture
- Production
- Bottling
- Marketing
- Service & Sales

Tourism Industry

- Nature & wildlife
- Culture & heritage
- Leisure, food & wine

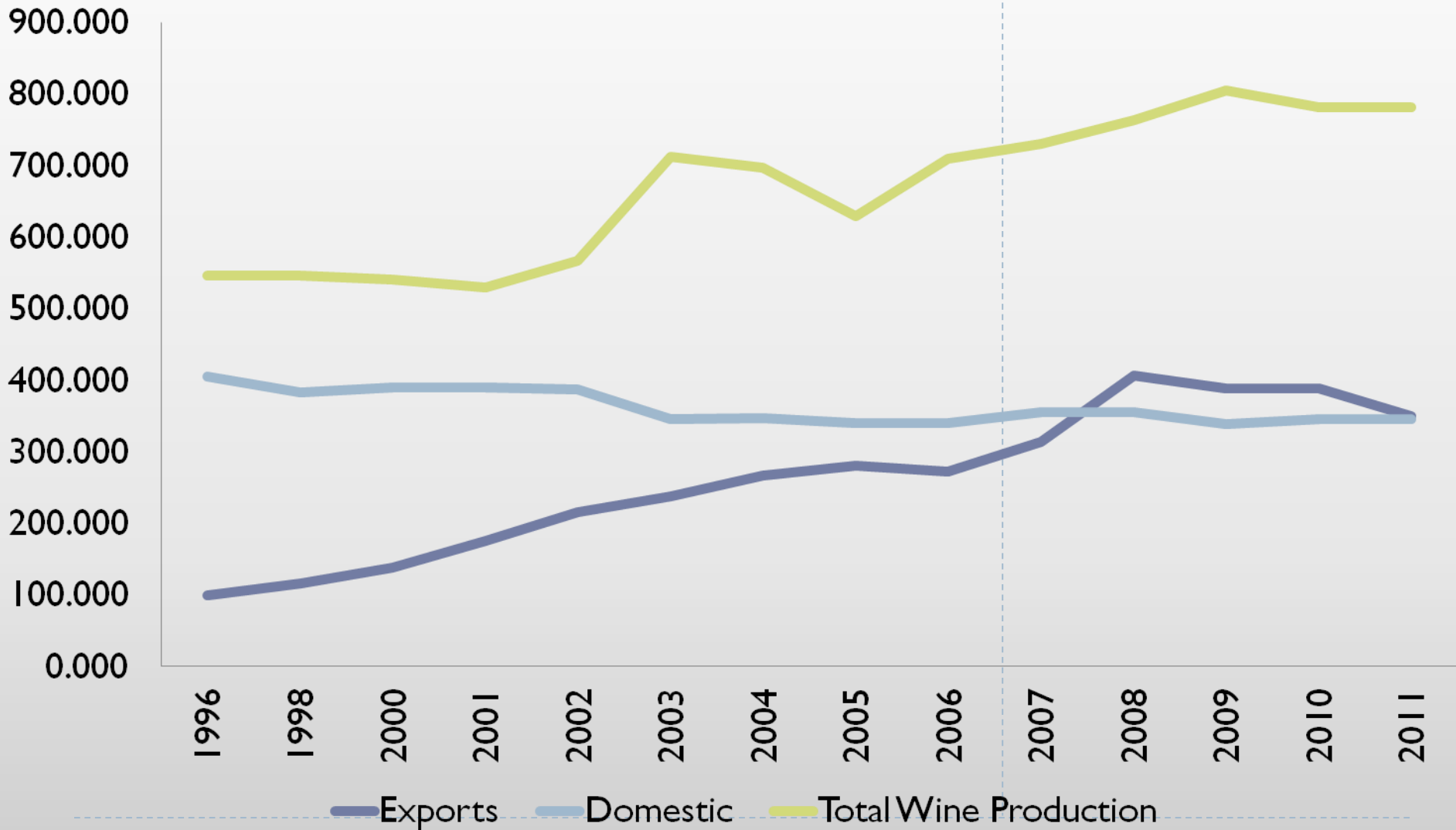
Wine Tourism

The diagram consists of two overlapping circles. The left circle is labeled 'Wine Industry' and contains a list of five items: Agriculture, Production, Bottling, Marketing, and Service & Sales. The right circle is labeled 'Tourism Industry' and contains a list of three items: Nature & wildlife, Culture & heritage, and Leisure, food & wine. The overlapping area between the two circles is shaded darker. A blue rectangular box with the text 'Wine Tourism' is positioned below the intersection, with a thin line pointing to the overlapping area. A dashed horizontal line is present above and below the diagram, with a small blue triangle pointing right at the bottom left.

Why Wine?

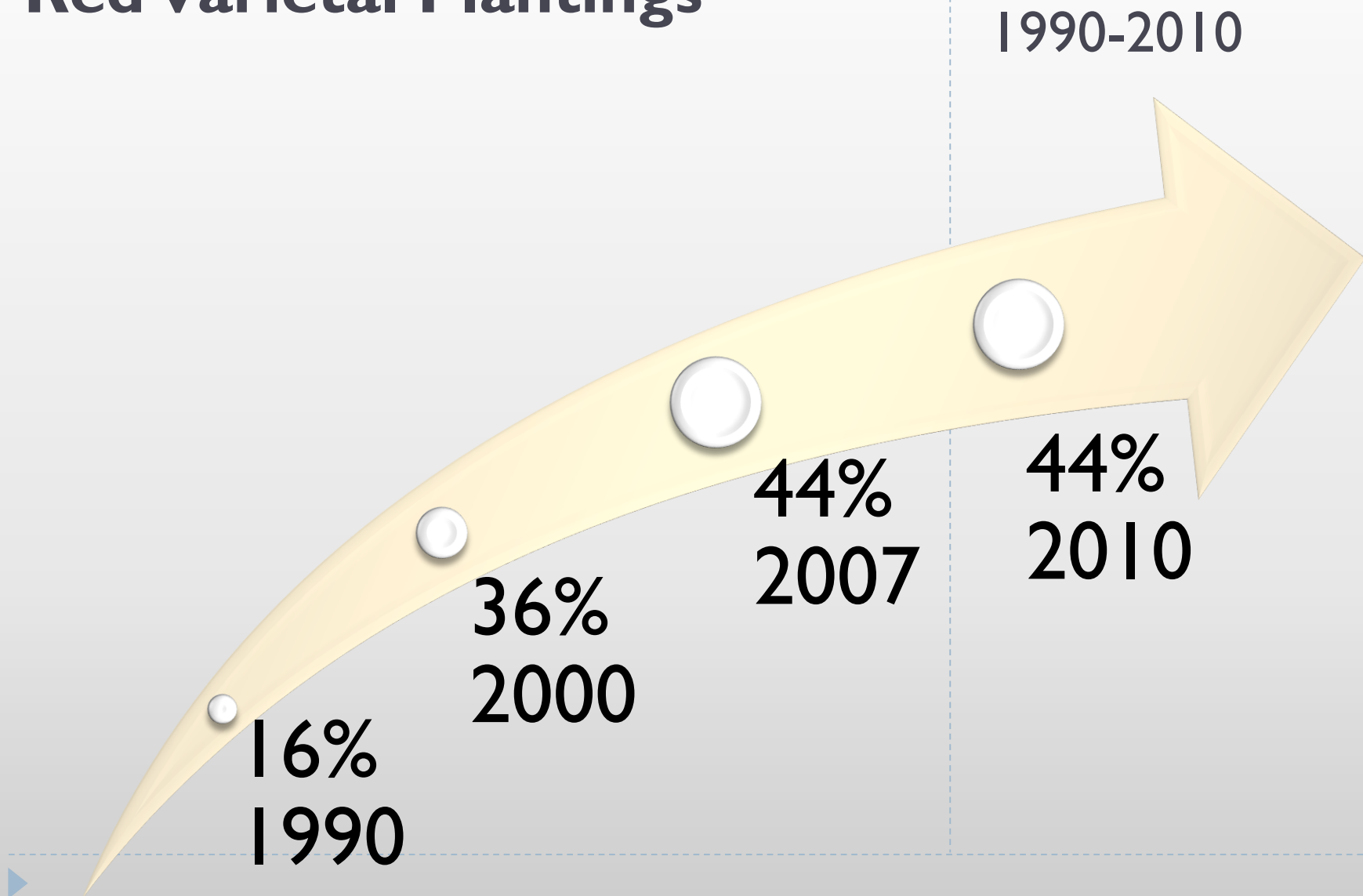
- ▶ As of 2008, wine industry supports 2.2% of total labor force
 - ▶ Employment in The Western Cape represents 8.8%
 - ▶ 275,606 people in 2008, up from 159,952 in 2000
- ▶ Labor costs exceed all other production costs at 40%
 - ▶ 58% unskilled, 29% semi-skilled and 13% skilled
- ▶ Corporate structure
 - ▶ Two large corporations numerous small and growing companies
- ▶ 20 Wine Routes

Wine Production & Sales 1996-2011



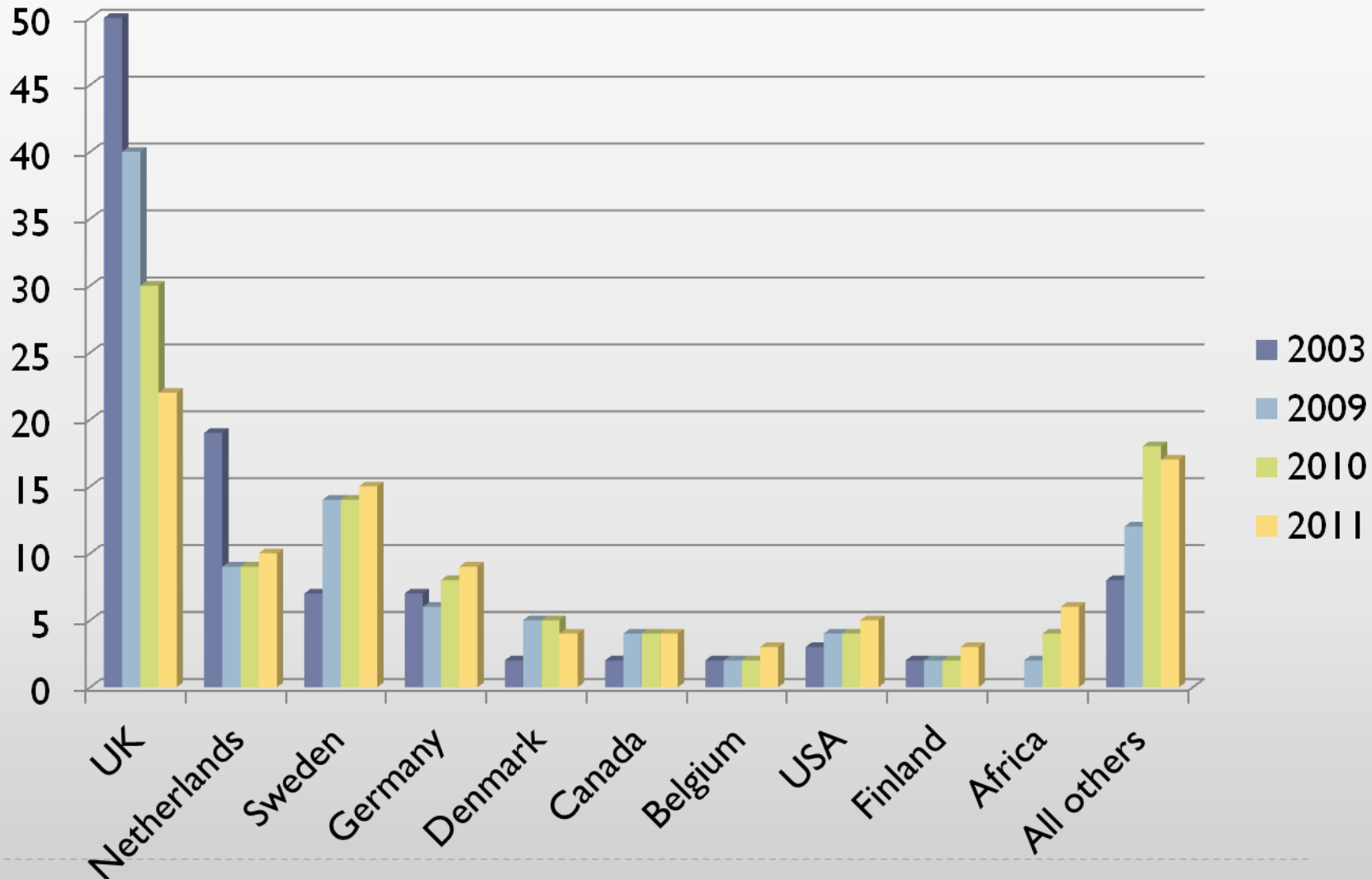
Source: South African Wine Industry Information and Systems

Increase in Red Varietal Plantings

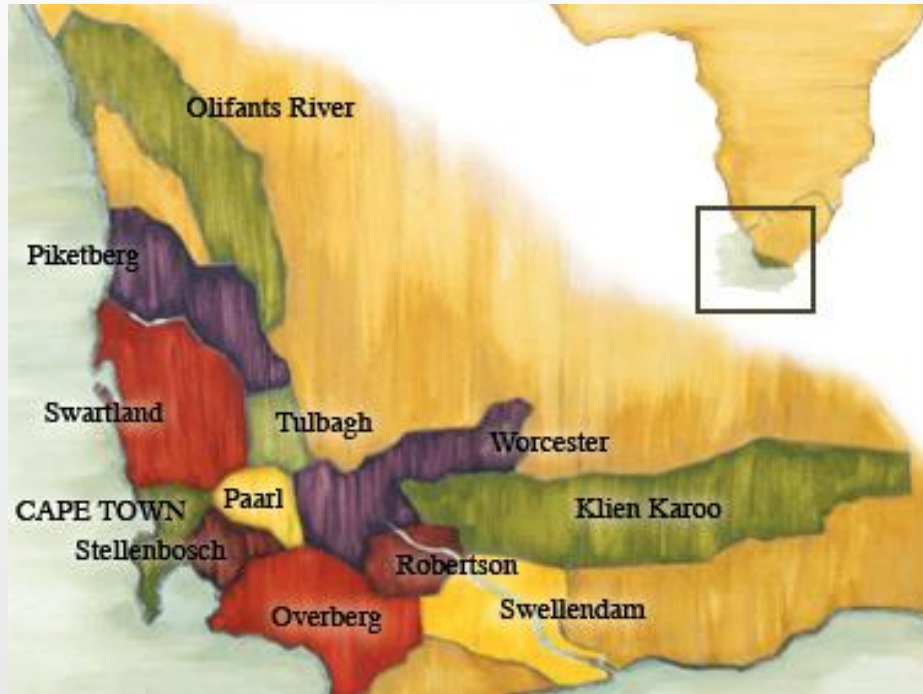


Source: Wines of South Africa

Wine Exports by Country



Source: South African Wine Industry Information and Systems



Little Karoo	3%
Orange River	5%
Worcester	9%
Olifants River	10%
Breedekloof	13%
Robertson	14%
Paarl	16%
Stellenbosch	17%

South African Wine Regions by Percent of Harvest 2011

BEE Wine Industry Programs

- ▶ Fair Trade Wine 
- ▶ Wine Industry Ethical Trade Association (WIETA) 
- ▶ Sustainable Wine South Africa (SWSA) 
- ▶ Nedbank Cape Winemakers Guild
Development Trust and *Protégé Programme*
- ▶ FUNDI 

