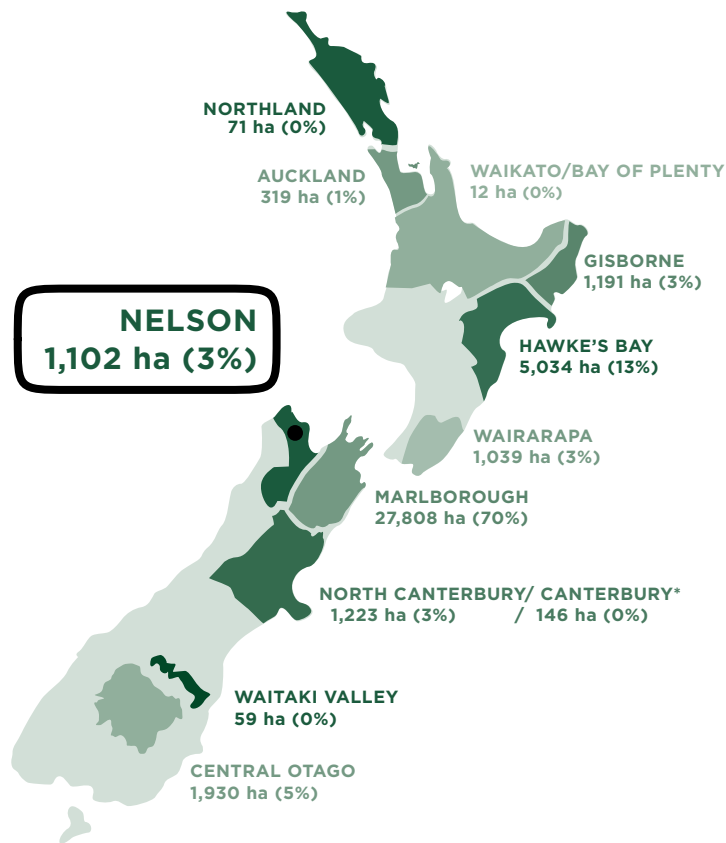


# A Snapshot 2020

## New Zealand Wine



NEW ZEALAND WINE  
PURE DISCOVERY



**TOTAL PRODUCING AREA**  
**39,935ha**

**TOTAL PRODUCING AREA BY VARIETY**

RED **7,710ha**  
WHITE **32,155ha**

**PRODUCING AREA OF SAUVIGNON BLANC**

**25,160ha**

**NUMBER OF VINEYARDS**

**2023**

**AVERAGE AREA OF VINEYARD**

**19.3ha**

**PERCENTAGE INCREASE ON PRECEDING YEAR**

**▲ 2%**

\* Since the collection of data for the 2019 - 2022 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 7,710ha

PINOT NOIR

**73%**

MERLOT

**15%**

SYRAH

**6%**

CABERNET SAUVIGNON

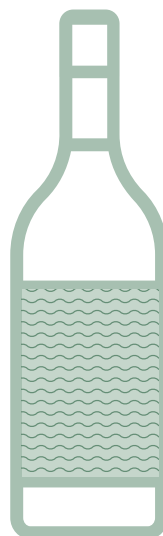
**3%**

MALBEC

**1%**

OTHER

**2%**



### White Varieties

TOTAL 32,155ha

SAUVIGNON BLANC

**78%**

CHARDONNAY

**10%**

PINOT GRIS

**8%**

RIESLING

**2%**

GEWÜRZTRAMINER

**1%**

OTHER

**1%**

\*2020 producing area is based on projections submitted in the 2019 Vineyard Register