

**Wine  
Australia**

# Export Report

12 months to 30 September 2024

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# Wine Australia

## Executive Summary

- Total export value increased by 34 per cent to \$2.39 billion.
- Total volume increased by 7 per cent to 643 million litres.
- This is the highest level of shipments in volume and value since the 12 months ended August 2021.
- The increase in exports was due to a surge in exports to mainland China between April and September 2024, after tariffs on Australian bottled wine were removed at the end of March. The value of shipments to mainland China increased by \$604 million to \$612 million, while volume increased by 58 million litres to 59 million litres.
- Exports to all other destinations were stable in value at \$1.78 billion and declined in volume by 3 per cent to 585 million litres.
- The most significant decline in volume was in exports to the United States, with nearly all the loss in volume (21 million litres) being unpackaged wine.
- Exports to the United Kingdom rebounded, driven by strong growth in unpackaged white wine exports – the average value of which rose to the highest level since 2007 and is approaching the average value of unpackaged red wine exports.

## Overview

In the 12 months ended September 2024, Australian wine exports increased by 34 per cent in value to \$2.39 billion<sup>1</sup>. Total volume also increased, by 7 per cent to 643 million litres. This is the highest level of shipments by both volume and value since the 12 months to August 2021. Average value increased by 26 per cent to \$3.72 per litre free on board (FOB)<sup>2</sup>.

The increase in exports was due to a surge in exports to mainland China between April and September 2024, after tariffs on Australian bottled wine were removed at the end of March (see Figure 1). The value of shipments to mainland China increased by \$604 million to \$612 million, while volume increased by 58 million litres to 59 million litres. Exports to all other destinations were stable in value at \$1.78 billion and declined in volume by 3 per cent to 585 million litres. The most significant decline in volume was in exports to the United States, with nearly all the loss in volume (21 million litres) being unpackaged wine.

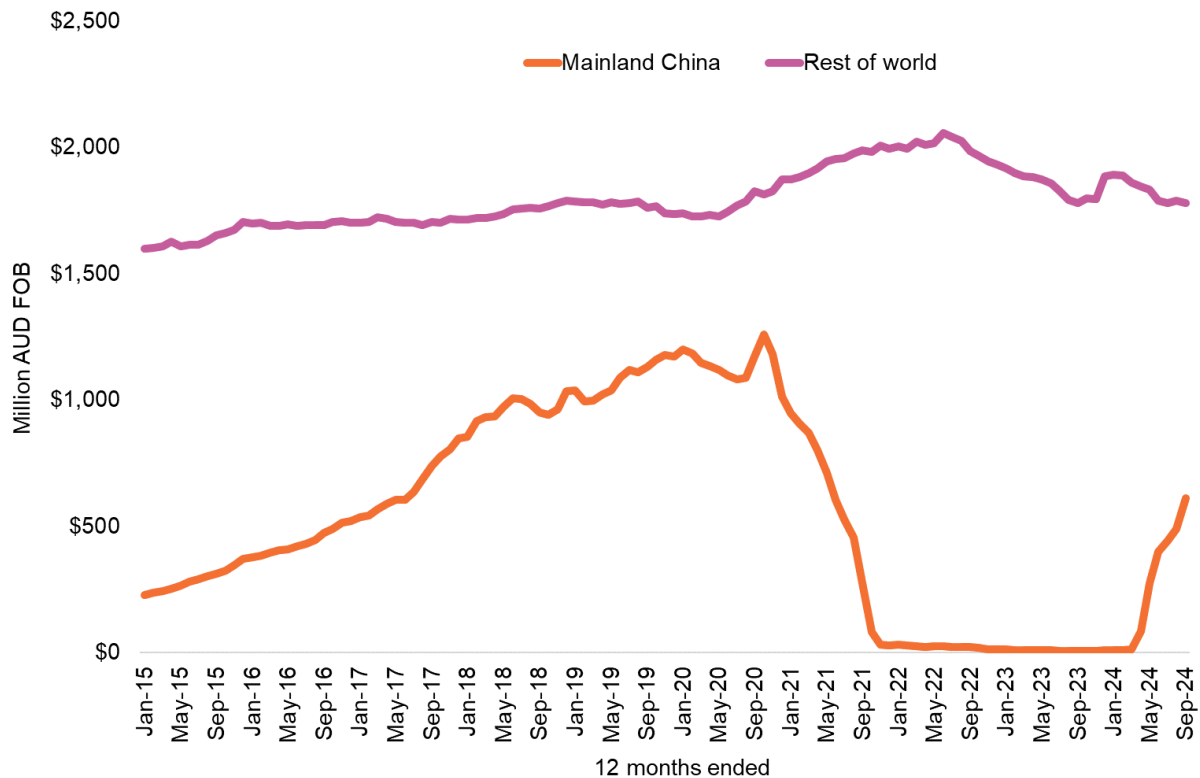
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<sup>1</sup> Unless otherwise stated all values are given in Australian dollars

<sup>2</sup> All export wine values are the 'Free on board' (FOB) value of the wine, where the point of valuation is where goods are placed on board the international carrier, at the border of the exporting country. The FOB value includes production and other costs up until placement on the international carrier but excludes international insurance and transport costs.

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Figure 1: Total value of Australian wine exports – mainland China vs rest of world



Driving these results (excluding mainland China) is the ongoing decline in global wine consumption as consumers moderate their alcohol consumption due to a more active focus on their health as well as cost-of-living pressures. Shipping delays and increased shipping costs due to regional conflicts are also making it harder for wine exporters to get their products into market. According to Trade Data Monitor, total wine exports of the world's top 10 wine exporting countries dropped by 3 per cent in volume in the year ended June 2024, with Italy, Spain, France, South Africa, Germany, and New Zealand each reporting declines in wine exports.

## Price points

There was growth in value across the price spectrum in the 12 months ended September 2024 (see Figure 2), with mainland China being the most significant contributor to growth at both the high and low-price segments. Exports valued below \$5 per litre grew by 4 per cent to \$970 million, with growth to mainland China, the United Kingdom, and Japan partially offset by declining exports in this price segment to the United States, Canada, and New Zealand.

Exports with an average value of \$5 per litre and above increased by 66 per cent in value to \$1.42 billion. Nearly all this growth was driven by mainland China, but there was also an increased exports in this price segment to Hong Kong, Canada, New Zealand, United Arab Emirates, and the United Kingdom.

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Figure 2: Value of Australian exports by price segment (Million AUD)

Price segment (A\$/litre)	MAT September 2024	Value change	Growth rate
\$2.49 and under	\$458	\$11	2%
\$2.50 to \$4.99	\$512	\$28	6%
\$5.00 to \$7.49	\$196	\$21	12%
\$7.50 to \$9.99	\$113	\$10	10%
\$10.00 to \$14.99	\$143	\$15	12%
\$15.00 to \$19.99	\$54	\$6.7	14%
\$20.00 to \$29.99	\$148	\$79	112%
\$30.00 to \$49.99	\$117	\$57	94%
\$50.00 to \$99.99	\$490	\$299	157%
\$100.00 to \$199.99	\$55	\$15	36%
\$200.00 and over	\$105	\$64	159%
Total value	\$2,392	\$606	34%

## Exporters

The number of Australian wine exporting businesses grew from 1,247 to 1,671 during the 12 months to September 2024. There were 730 businesses who commenced exporting during the year and 80 per cent of the value shipped by these exporters was destined for mainland China. Overall, the number of exporters to mainland China increased from 111 to 927. Globally, of the exporters who shipped in the previous year, 496 recorded an increase in the value of exports, 445 saw export value fall, and 305 ceased exporting during the year.

## Container type

Unpackaged exports (wine shipped in bulk to be packaged in-market) increased by 4 per cent in volume to 433 million litres and 1 per cent in value to \$480 million. The average value of unpackaged wine declined by 3 per cent to \$1.11 per litre. Exports to mainland China were the main contributor to this growth, but also the United Kingdom, South Africa, Belgium, and Denmark. This growth was partially offset by declines in unpackaged exports to the United States, Canada, New Zealand, and Germany.

Packaged exports increased by 12 per cent in volume to 210 million litres and 46 per cent in value to \$1.91 billion. The average value of packaged wine grew by 30 per cent to a record \$9.09 per litre. Mainland China was the primary driver of the growth in packaged exports, but there was also a small increase in packaged exports to Canada, United Arab Emirates, New Zealand, and the United States.

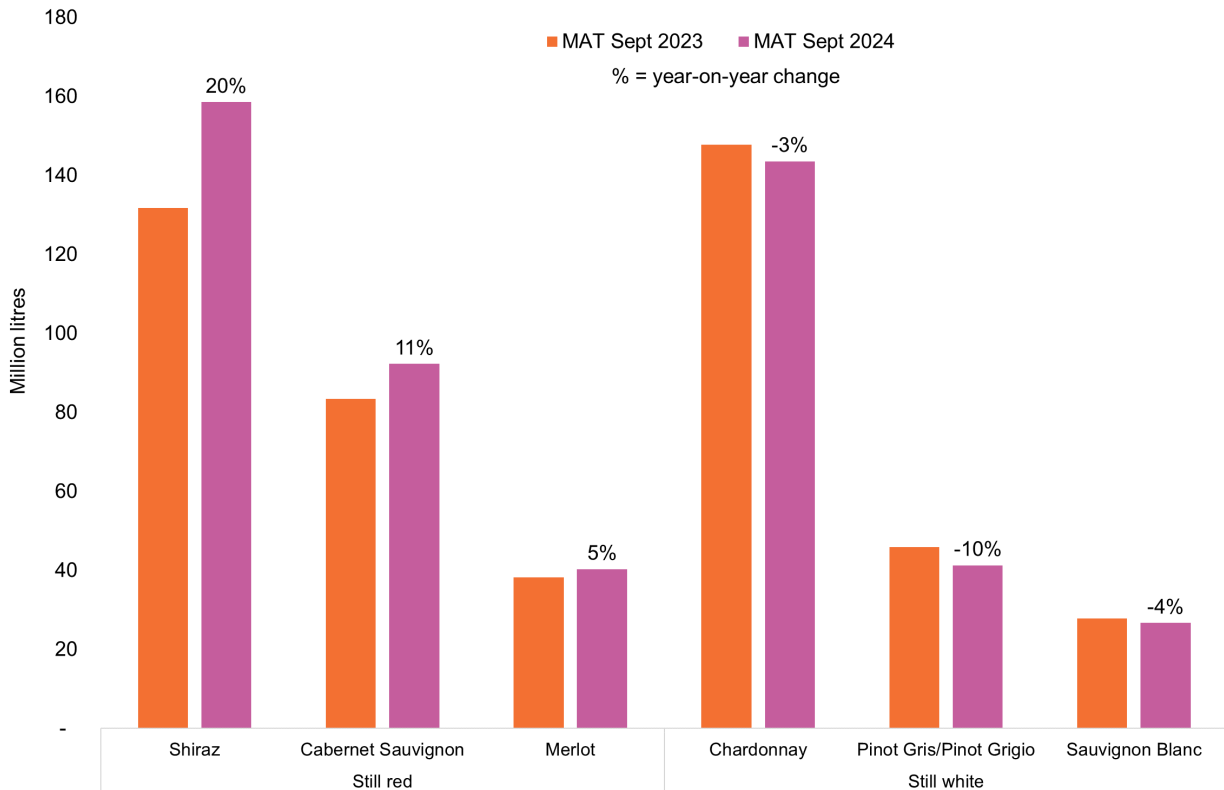
## Wine style

Still red wine exports grew by 16 per cent in volume to 356 million litres and 52 per cent in value to \$1.74 billion, due to growth in exports to mainland China. Shiraz experienced the strongest growth, up by 20 per cent in volume to 159 million litres (see Figure 3). Cabernet Sauvignon and Merlot exports also grew – up 11 and 5 per cent respectively.

Still white wine exports declined in volume by 5 per cent to 259 million litres and increased in value by 0.4 per cent to \$549 million. White wine exports to the United States, New Zealand, and Canada declined in volume but growth in exports to the United Kingdom and mainland China offset some of this decline. Chardonnay remained the number one white variety, but exports declined by 3 per cent in volume to 143 million litres. Pinot Gris/Grigio and Sauvignon Blanc also declined – by 10 and 4 per cent in volume respectively.

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Figure 3: Volume exported of top three red & white varieties



Sparkling/carbonated exports increased by 9 per cent in volume to 13 million litres and 7 per cent in value to \$71 million. This growth was mainly driven by exports to New Zealand, but also to Sweden, the Netherlands, mainland China, and Canada.

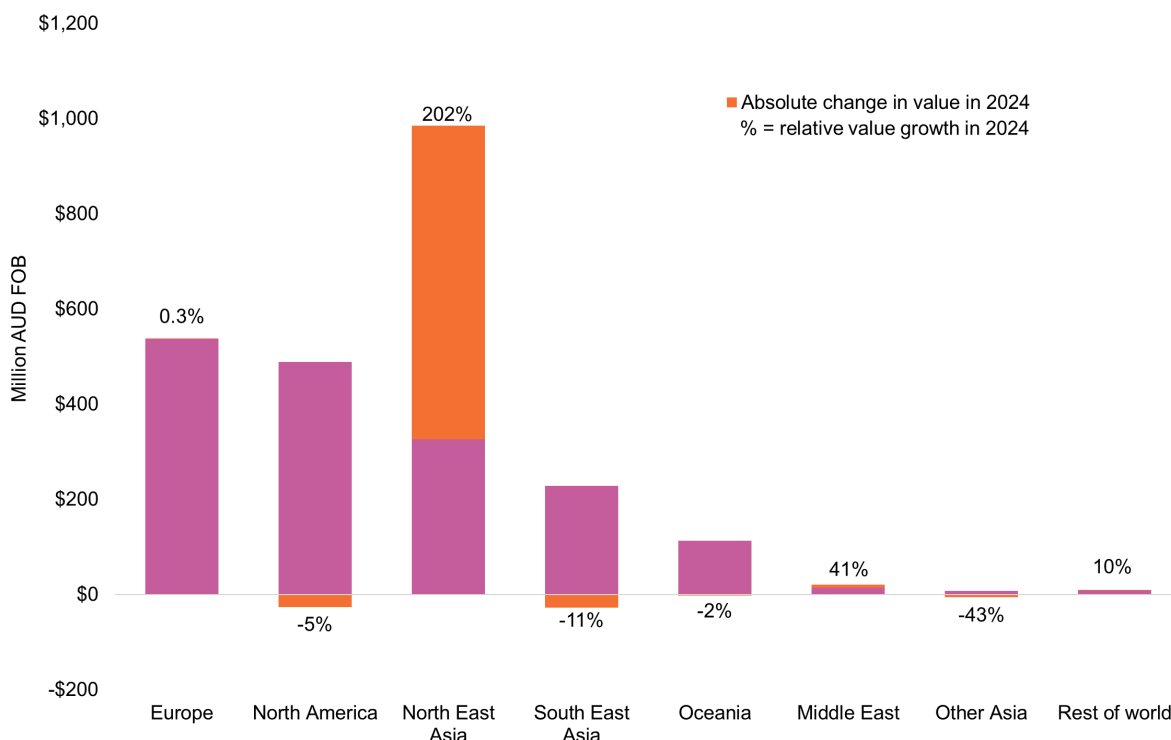
## Destinations

In the year ended September 2024, Australian wine was exported to 113 destinations worldwide. Exports increased in value to 57 of these destinations during the year.

Northeast Asia became the number one region of exports by value during the year, increasing by over 200 per cent in value to \$985 million, driven by exports to mainland China and Hong Kong. The second largest destination region was Europe – with growth to the United Kingdom and Belgium offset by declines to Germany, Denmark, and Spain – resulting in a small increase overall for the region.

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Figure 4: Value of exports by destination region



Exports to North America declined by 5 per cent to \$489 million, driven almost entirely by exports to the United States as exports to Canada were stable.

The top five destinations by value were:

- Mainland China (up \$604 million to \$612 million)
- UK (up \$9 million to \$362 million)
- US (down \$25 million to \$341 million)
- Hong Kong (up \$65 million to \$270 million), and
- Canada (down \$0.08 million to \$147 million).

The top five destinations by volume were:

- UK (up 7 million litres to 222 million litres)
- US (down 21 million litres to 113 million litres)
- Canada (down 6 million litres to 68 million litres)
- Mainland China (up 58 million litres to 59 million litres), and
- New Zealand (down 5 million litres to 26 million litres).

Wine Australia’s General Manager, Marketing, Paul Turale said, “Recent reporting that most of the world’s top 10 wine producing countries have experienced declines in exports over the last year, paints a clear picture of the global market headwinds and broader geo-political and economic factors impacting wine consumption.

Notwithstanding, the September quarter has reaffirmed the opportunity for Australian wine in China. We remain optimistic that export sales will not only re-fill supply chains, but ultimately deliver sustainable volumes through renewed interest from trade and consumers, as experienced during the recent roadshow.

# Wine Australia

We also continue to see a high level of interest in emerging markets across Asia, where building knowledge and preference through education remains a priority. Significant activity is planned in the region to continue this momentum.

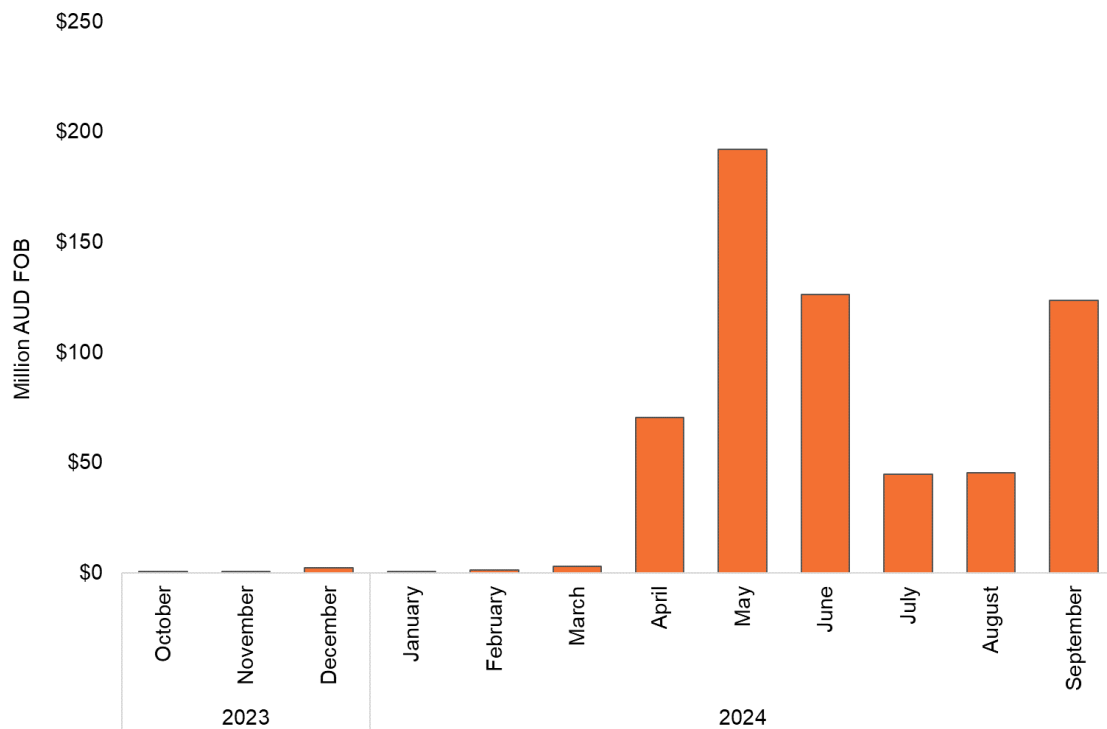
It's increasingly important that we defend our hard-earned share in the UK and keep working to build distribution and trial across North America in pursuit of market diversification."

## Asia

### Mainland China

Six months on from the removal of tariffs on Australian bottled wine, exports to mainland China continued to grow. In this period, 57 million litres, valued at \$603 million were exported to the market. This resulted in a total volume of 59 million litres and a total value of \$612 million for the year ended September 2024. While the September quarter was smaller than the June quarter in both volume and value (see Figure 5), it was still significant – totalling 27 million litres worth \$214 million.

Figure 5: Value of exports to mainland China, MAT Sept 2024



While these figures are very positive, they may not represent the “new normal” in shipments to China, as shipments in these first six months are likely to be characteristic of re-stocking Australian wine after a long absence. Export levels are not equivalent to retail figures, and it will take time before it is evident how Chinese consumers are reacting to having Australian wine back in market, especially given the fact that Chinese consumers are drinking less wine overall than previously. However, according to Chinese wine import figures for the year ended August 2024, total wine imports grew by 9 per cent, driven by Australian wine. All other source countries, except the United States and New Zealand, in the top 10 declined.

There were 927 businesses exporting Australian wine to mainland China during the 12 months ended September 2024, with 867 of these businesses commencing exporting in the last 12 months. The top ten exporters by value contributed 68 per cent of the total value and 38 per cent of total volume.

Packaged exports to mainland China account for 93 per cent of the value shipped, but only 40 per cent of the volume. Meanwhile, unpackaged exports contributed 7 per cent of the value and 60 per cent of the volume.

# Wine Australia

There were differences in impact on volume and value by price segment. The volume increase was driven by growth below \$2.50 per litre – primarily unpackaged wine. This price segment grew by 34 million litres to 35 million litres during the year. Meanwhile, value growth was driven by wines in the top price segments; exports with an average value of \$10 per litre and above increased by \$512 million to \$516 million.

By wine style, exports to mainland China in the 12 months ended September 2024 were similar in profile to before the tariffs were imposed in late 2020. Over 90 per cent of the volume shipped to mainland China in the last 12 months was still red wine, followed by still white wine with a 5 per share. The top varieties exported were Shiraz (30 million litres) and Cabernet Sauvignon (14 million litres), followed by Merlot (2.4 million litres) and Chardonnay (2.3 million litres).

## Rest of Asia

There were mixed results across the rest of the Asia (excluding mainland China) with value up by 4 per cent to \$610 million and volume stable at 52 million litres for Asian markets excluding mainland China. The top two markets, Hong Kong and Singapore, are key trading hubs in the region and results can therefore be very volatile from year to year.

Exports to Thailand grew by 8 per cent in volume to 7.2 million litres but declined slightly in value by 4 per cent to \$54 million. Despite this decline in value, the long-term trend for the market is positive – growing 19 per cent on average over the last five years (see Figure 6).

Driving the growth in volume to Japan were exports with an average value between \$2.50 and \$4.99; however, the value growth from this price segment was offset by the decline in value above \$10 per litre – down 31 per cent – resulting in flat value for the market overall.

For the smaller, emerging markets in Asia, while value declined in the last 12 months, the long-term trend for the region is positive – with many markets growing on average over the last five years and the region as a whole (excluding mainland China) growing by 9 per cent in value per annum.

Figure 6: Australian wine exports to Asian destinations (excluding mainland China)

Destination market	Volume			Value		
	Million litres	Year-on-year % change	5-year CAGR	Million AUD	Year-on-year % change	5-year CAGR
Hong Kong	10.1	29%	5%	\$269.5	31%	19%
Singapore	6.2	-16%	-1%	\$104.0	-11%	3%
Thailand	7.2	8%	8%	\$54.3	-4%	19%
Japan	12.1	5%	-6%	\$45.7	0%	-2%
Malaysia	2.6	-15%	-3%	\$38.3	-13%	1%
South Korea	3.7	6%	5%	\$29.8	-7%	9%
Taiwan	2.5	-8%	3%	\$24.6	-2%	3%
Philippines	2.6	7%	5%	\$13.7	-8%	5%
Vietnam	2.0	-12%	15%	\$8.7	-8%	5%
Indonesia	0.7	-23%	-5%	\$7.4	-35%	-1%
India	1.3	-46%	-7%	\$5.4	-52%	-6%
Macao	0.1	-57%	25%	\$4.1	-62%	68%
Cambodia	0.2	-27%	-14%	\$1.2	-8%	-14%
Sri Lanka	0.2	12%	1%	\$1.1	-2%	0%
Others	0.3	-22%	-4%	\$2.2	-26%	1%
<b>Total</b>	<b>51.8</b>	<b>0%</b>	<b>0%</b>	<b>\$609.9</b>	<b>4%</b>	<b>9%</b>



# Wine Australia

## Europe

### United Kingdom

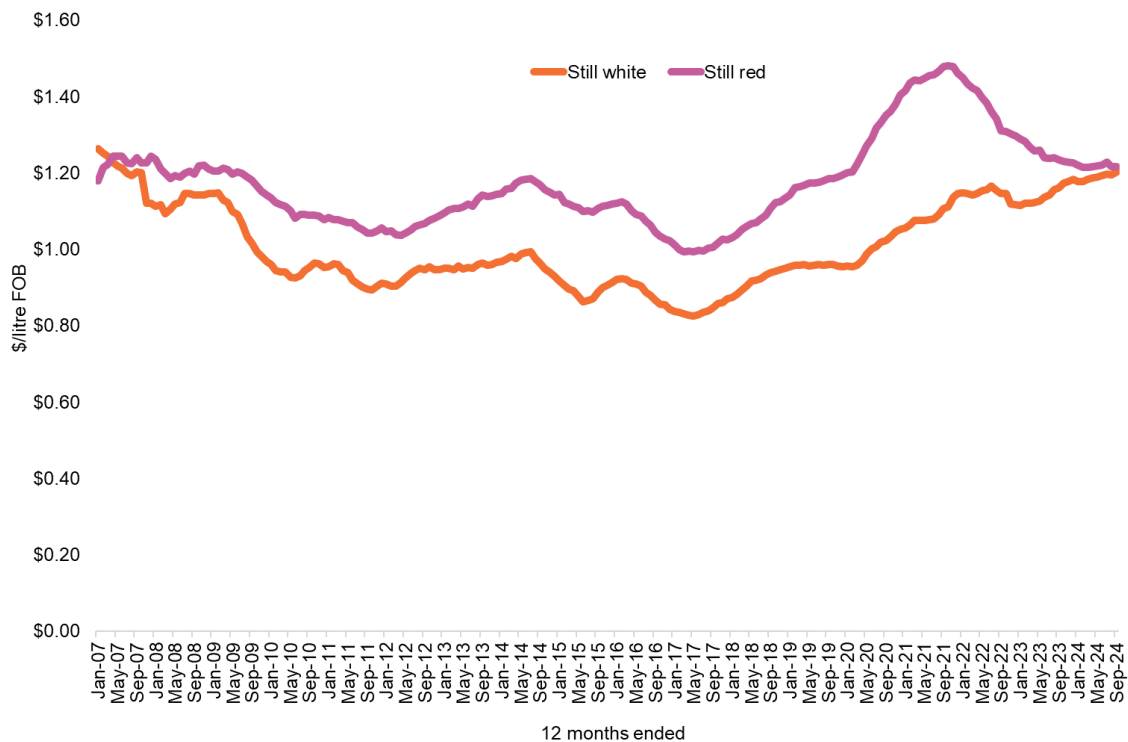
The United Kingdom (UK) is Australia's number one export market by volume and second largest by value. In the 12 months ended September 2024, Australian wine exports to the UK increased by 3 per cent in value to \$362 million and 3 per cent in volume to 222 million litres. Average value dropped by 1 per cent to \$1.63 per litre. The relatively lower average value shipped to the UK compared to other markets is due to 90 per cent of volume being shipped to the country unpackaged and then packaged in-market.

Australian wine exports to the UK are stabilising after a turbulent period post Brexit and the COVID-19 pandemic. There is no initial evidence that the new alcohol duty regime in the UK has dampened shipments to the UK from Australia. Data from Circana for the 12 months ended September 2024 shows that in the UK off-trade, Australian wine remains a clear market leader with a 23 per cent value share ahead of Italian wine with 13 per cent, France with 11 per cent and Chile with 10 per cent.

In the 12 months ended September 2024, there were 310 exporters of Australian wine to the UK, with 198 of these businesses either growing in value or commencing exporting during the year. Of the top 30 exporters by value, which account for 91 per cent of the total value, 22 grew in exports during the last 12 months.

Unpackaged wine exports to the UK grew by 4 per cent in volume to 200 million litres and 4 per cent in value to \$241 million. Average value grew slightly by 0.4 per cent to \$1.21 per litre. Still white wine exports were the largest contributor to the increase, growing by 6 per cent in volume to 88 million litres and driven by Chardonnay and Pinot Gris/Grigio. The average value of unpackaged white wine increased by 3 per cent to \$1.20 per litre, the highest level since the 12 months to October 2007, and approaching the average value of unpackaged still red wine (see Figure 7). Unpackaged still red wine exports also increased – by 2 per cent to 105 million litres, mainly driven by Shiraz. However, average value dropped by 1 per cent to \$1.22 per litre.

Figure 7: Average value of unpackaged wine exports to the UK by wine style



# Wine Australia

Packaged exports to the UK declined by 2 per cent in volume to 22 million litres and 1 per cent in value to \$122 million. Average value increased by 1 per cent to \$5.48 per litre. Both red and white still packaged exports declined in volume, by 4 and 2 per cent respectively. However, both rosé and sparkling/carbonated packaged exports increased in volume, by 73 and 7 per cent respectively.

Exports with an average value below \$5 per litre grew by 3 per cent in both volume and value, driven by unpackaged wine price below \$2.50 per litre. Shipments with an average value of \$5 and above also increased – by 6 per cent in volume and 2 per cent value – and driven by exports with an average value between \$5.00 and \$7.49 per litre.

## Rest of Europe

There were mixed results for other European destinations (see Figure 8). It is important to note that not all wine that lands in a market in Europe is consumed there. Due to the existence of packaging facilities in markets such as Belgium, Denmark and the Netherlands, there can be significant re-exporting of wines from one market to other European markets and this can impact on the results for individual markets year-on-year.

In the 12 months ended September 2024, volume increased to Denmark, Sweden, and Belgium, while Germany and the Netherlands imported less volume than the previous year. The value of exports also increased to Sweden, driven by red wine exports valued above \$7.50 per litre. There was growth across the price spectrum to Belgium with unpackaged wine exports increasing by 63 per cent in volume and packaged exports with an average value of \$5 per litre and above increasing by 32 per cent in volume.

Figure 8: Australian wine exports to European destinations (excluding the United Kingdom)

Destination market	Volume			Value		
	Million litres	Year-on-year % change	5-year CAGR	Million AUD	Year-on-year % change	5-year CAGR
Germany	24.3	-13%	-6%	\$29.2	-11%	-10%
Denmark	18.3	7%	7%	\$27.7	-10%	1%
Netherlands	7.2	-2%	-18%	\$23.5	0%	-12%
Sweden	5.9	1%	1%	\$21.0	3%	-1%
Belgium	12.4	49%	5%	\$18.7	40%	1%
France	8.3	-5%	8%	\$13.4	-5%	7%
Finland	4.9	-7%	-2%	\$9.6	-3%	-6%
Ireland	1.9	-12%	-5%	\$8.3	-2%	-1%
Norway	1.3	-28%	-8%	\$5.4	-17%	-3%
Switzerland	2.0	149%	12%	\$5.1	23%	1%
Poland	1.9	42%	7%	\$4.4	2%	2%
Latvia	0.6	-10%	13%	\$3.7	19%	19%
Czech Republic	0.3	164%	-3%	\$1.2	162%	-8%
Others	0.8	-65%	-25%	\$4.9	-58%	-17%
<b>Total</b>	<b>90.0</b>	<b>0%</b>	<b>-3%</b>	<b>\$175.9</b>	<b>-4%</b>	<b>-5%</b>

Wine Australia's Regional General Manager EMEA, Laura Jewell MW said, "Despite the bad weather over the summer months, the UK is seeing some improvement in consumer confidence, with the concerns around inflation and fuel costs of a year ago generally reduced. The big wine brands are still driving growth through the major retailers, with five of the top ten by volume being Australian. White and rosé continue to dominate the total market, now accounting for 60% share, and this is reflected in the increase in white unpackaged shipments from Australia.

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There have been some changes in retailer shares in the last year, with Tesco still ahead in first place, but the largest growth in still wine value and volume coming from J Sainsbury, Aldi and Lidl. Aldi has also overtaken Asda to take third place. Looking ahead to the all-important Christmas sales period, there will be more pressure on promotional space and retailers are looking to provide value for money options across the classics, particularly in the premium own label space. The trade continues to have concerns around the potential new duty rules due to come into force in February of next year, and in Scotland we are waiting to see the impact of the recent increase in minimum unit pricing. The first Chancellors budget from the new government at the end of October will have a major impact on consumer behaviour over the next six months.

During our recent events in the Nordics, the three monopolies reiterated their focus on sustainable packaging and certified organic wines, where Australia underperforms. In Denmark there is still a strong demand for alternative varieties, organic and minimal intervention style wines among the gastronomy, particularly in Copenhagen. There have also been some recent changes in the destination markets for unpackaged wines reflecting the movements to different bottlers by brands and the large retailers and monopolies, which has an impact on the figures in the table above.”

## North America

### *United States*

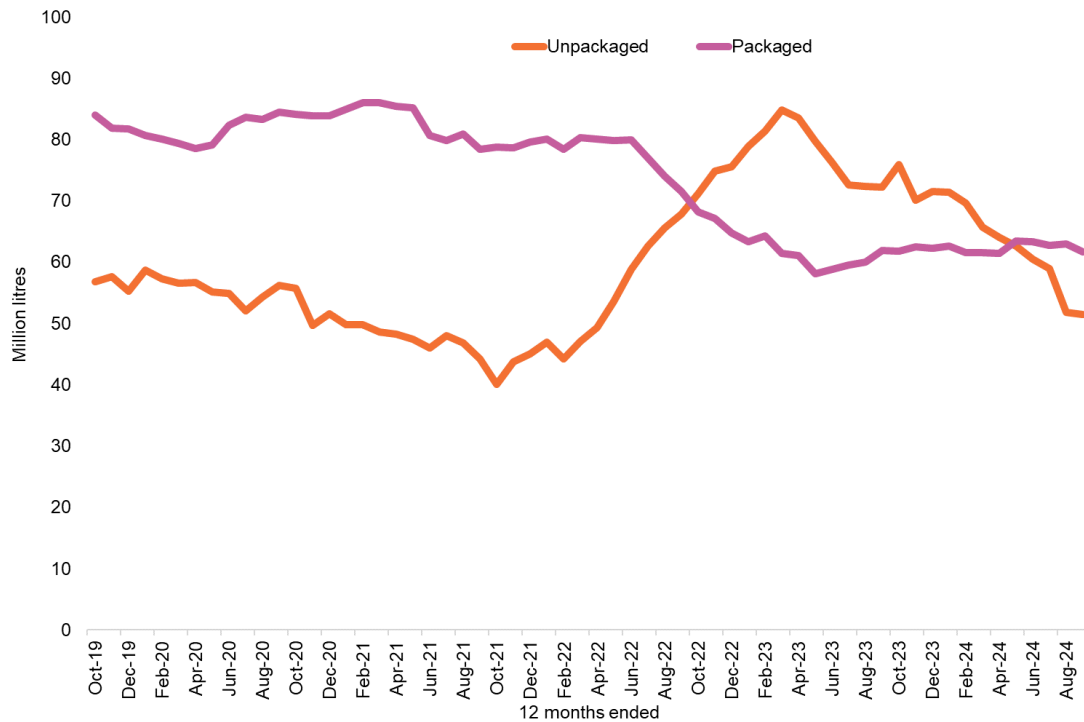
In the year ended September 2024, Australian wine exports to the United States (US) declined by 7 per cent in value to \$341 million and 16 per cent in volume to 113 million litres, the lowest volume shipped to the market in over two decades. Average value increased by 10 per cent to \$3.01 per litre.

The decline was driven entirely by unpackaged wine, which declined by 29 per cent in volume to 51 million litres (a 45 per cent volume share). In 2022 and 2023, there was a surge of unpackaged wine exports to the US as Australian wine was competitively priced, and now volumes are returning to more normal levels (see Figure 9). This decline is also resulting in an increase in the overall average value of exports to the market as unpackaged wine does not include packaging costs. The decline in unpackaged wine was almost entirely in white wine, which declined by 41 per cent to 31 million litres and driven by Chardonnay and Pinot Gris/Grigio. Unpackaged red wine increased by 4 per cent in volume to 21 million litres, driven by Cabernet Sauvignon and Merlot.

Packaged exports increase in value by 1 per cent to \$281 million and declined by 0.4 per cent in volume to 62 million litres (a 55 per cent volume share). The increase in packaged value was driven by white wine, up 4 per cent to \$131 million.

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Figure 9: Volume of exports to the US by packaging type



Exports with an average value below \$2.50 per litre declined in line with the unpackaged export figures, while the price segment showing the most growth was exports valued between \$2.50 and \$4.99 per litre, which increased by 1 per cent in volume and 4 per cent in value. Exports above \$10 per litre declined by 16 per cent in volume and 10 per cent in value, driven by a drop in the number of smaller exporters in this segment of the market. In comparison, 19 of the top 25 largest exporters shipping in this price segment to US grew value during the last 12 months.

The broader consumer trends impacting on the wine market in the US are having an impact on Australian wine export performances. A post-COVID-19 inventory overhang in the market remains a factor, meaning that there is less demand for wine from distributors. Health and wellness concerns mean that Americans are not drinking as much alcohol as previously, with younger generations more likely to drink less per occasion and vary their alcoholic beverage of choice more widely than older generations. According to off-trade wine sales data from Circana, the US off-trade market declined in volume by 6 per cent in the 12 months ended June 2024, with every price segment in decline. All source countries, except New Zealand, saw sales decline during the year.

Wine Australia’s Regional General Manager Americas, Aaron Ridgway said, “Most Americans await the outcome of the election, and depending on the result there will be immediate and near-term economic effects. Simply put, it is challenging for all wine in comparative terms, even if wine priced over \$20 per bottle is doing much better than wine priced at \$11 per bottle and below. Looking past some of today’s current headwinds, which include inflation, moderation and distributor destocking, imported wine is expected to continue to take share from domestic wine, and may reach 30 percent of total wine sales by 2030. Younger drinkers are more interested in imported wine than older drinkers, so every effort should be made to produce wines and develop stories that resonate with this group.”

## Canada

After declining for about 18 months, the value of exports to Canada stabilised in the 12 months ended September 2024. Total value remained at \$147 million, while volume declined by 8 per cent to 68 million litres. As volume declined and value remained steady, the average value of exports grew by 9 per cent to \$2.18 per litre.

# Wine Australia

Unpackaged wine was the driver of the volume decline, decreasing by 12 per cent in volume to 51 million litres. Like the US, there was a surge of unpackaged wine to Canada during 2022 and 2023 and that is now starting to return to more normal levels. About two-thirds of the decline in unpackaged wine was red, while the rest was white wine.

Packaged wine exports increased by 6 per cent in value to \$109 million and 3 per cent in volume to 17 million litres. This increase was driven by shipments valued at \$7.50 per litre and above, which increased by 38 per cent in volume and 28 per cent in value. The growth in this price segment was driven by multiple varieties, including Shiraz, Moscato, Cabernet Sauvignon, and Chardonnay.

## Rest of world

In the 12 months to September 2024, there were mostly positive results to other major destinations around the world.

- New Zealand, down 3 per cent to \$98 million,
- United Arab Emirates, up 35 per cent to \$17 million,
- Fiji, up 11 per cent to \$5.6 million,
- Papua New Guinea, up 11 per cent to \$4.4 million,
- South Africa, up 149 per cent to \$2.6 million,
- Qatar, up 152 per cent to \$2.5 million,
- Brazil, down 8 per cent to \$1.8 million, and
- Vanuatu, down 8 per cent to \$1.7 million.

For more detailed data, please visit the [Export Dashboard](#).

## About Wine Australia

Wine Australia empowers the success of the Australian wine sector through Research, Innovation and Adoption to enhance global competitiveness and meet the challenges of tomorrow, today; Market Development to increase the demand and premium paid for Australian wine; and Regulatory Services to safeguard Australian wine's integrity and uphold the sector's reputation.

Wine Australia is funded by the sector, for the sector, through grapegrower, winemaker and exporter levies and user-pays charges, with matching funds from the Australian Government for research and innovation. Established under the Wine Australia Act 2013, it is a Commonwealth Government statutory authority.

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