



WINEGB

WINES OF GREAT BRITAIN

GRAPE VARIETIES

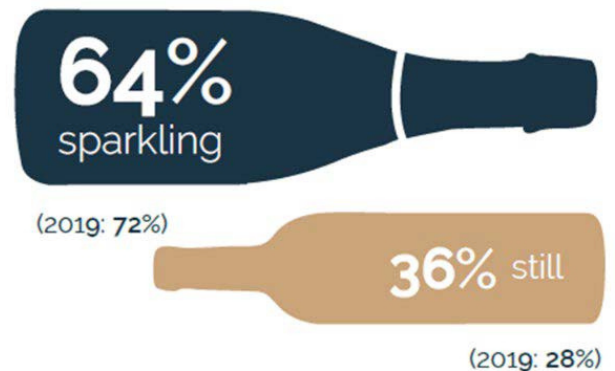
The majority of plantings are the three traditional varieties (Chardonnay, Pinot Noir, Pinot Meunier) – primarily for sparkling wine production, although an increasing number are now producing still wines from these too (red, white, rosé). These three varieties account for some 75% of hectareage planted.

PRODUCTION

Late frosts last year plus the warm conditions early in the season lead to lower bunch weights, smaller berries and lower production volumes. A total of 8.7m bottles were produced in 2020, compared to 10.5m in 2019. In 2020, there was a greater shift towards still wine production: 64% of wine produced was sparkling and 36% was still wine.

2020 VINTAGE

- Hectareage now stands at approximately 3,800ha under vine.
- This figure includes estimated plantings in 2021 of 1.4m vines.
- Some 8.7m vines have been planted in the last five years (2017-2021).
- Hectareage has more than doubled in just eight years (2012 = 1,438ha). There has been a 70% increase in hectareage in the last five years alone.
- Just over 98% of hectareage planted is in England, with 1.5% in Wales, and the remainder includes Scotland and the Channel Islands.



800

VINEYARDS (approx)

178

WINERIES

1.4M

VINES PLANTED IN 2020

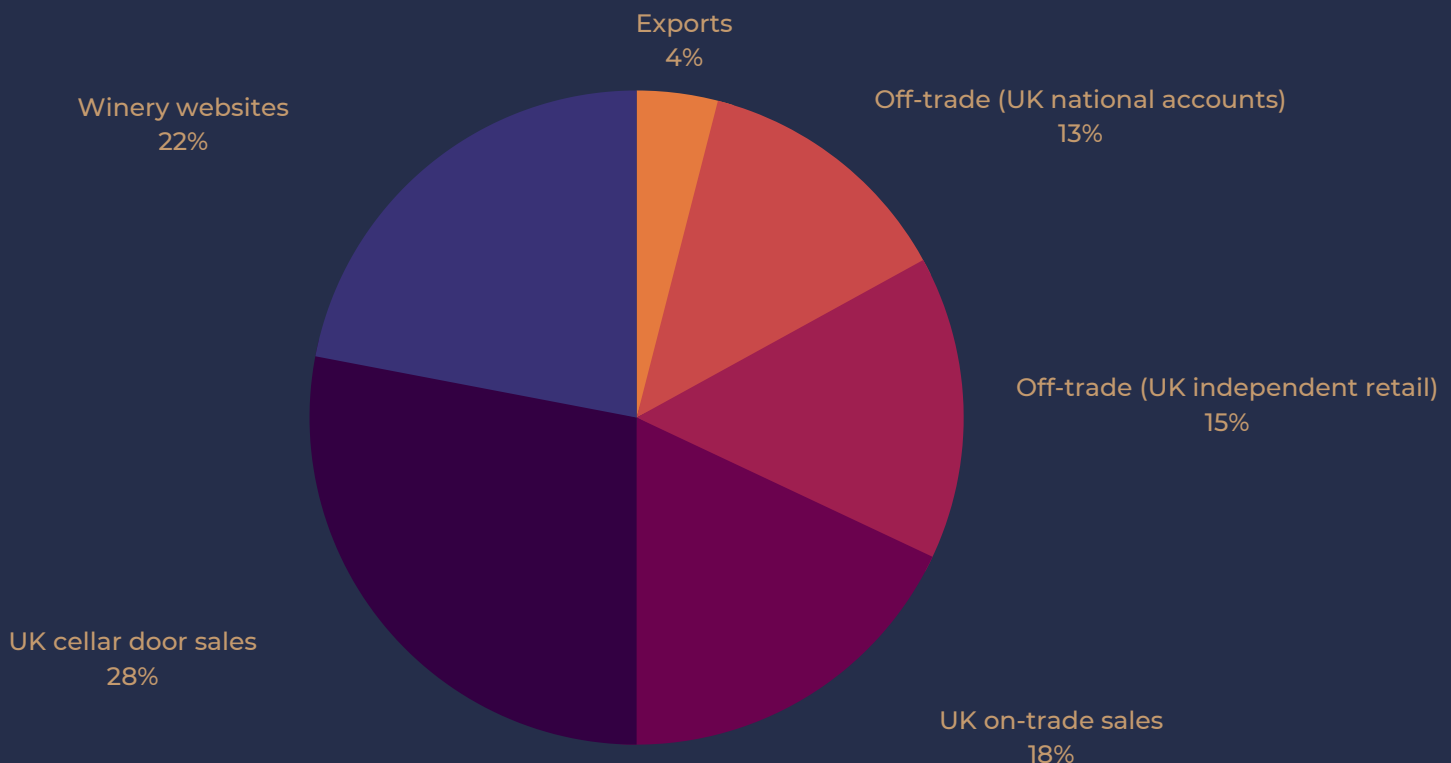
+70%

INCREASE IN
HECTAREAGE IN THE LAST
FIVE YEARS ALONE



SALES

- Sales in 2020 rose by 30% to reach 7.1m bottles.
- There was strong growth in direct-to-consumer sales in particular: 50% of wine is now sold through winery websites and via the cellar door.



EXPORTS

- Despite the challenges and disruption brought about by Covid-19, exports have risen by 51% in the last 12 months.
- Sparkling wine exports have risen by 33%, while there was a 501% growth in shipments of still wine. Still wine now represents 17% of total exports.
- Over the past 12 months, key market growth has come from Scandinavia, which now represents 63% of all exports.
- British wine is shipped to 30 export markets, but the top 10 represent 92% of total shipments.



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TOURISM

- Visits to vineyards and wineries rose on average by 57% last year. This reflects the fact that cellar door sales now account for the highest percentage of volume sales.
- Domestic wine tourism has increased, with UK residents accounting for 92% of vineyard and winery visits last year.
- Due to travel disruption, the percentage of overseas visitors has fallen from 27% to 8%.



EMPLOYMENT

- Approximately 5,000 people are now working within the GB wine sector.



SUSTAINABILITY

- There are now 61 members of the SWGB Scheme, which account for some 33% of the area under vine in the UK.
- 23 vineyards and nine wineries have now achieved SWGB certification. This means that an additional 12 vineyards and six wineries have successfully passed their audit since August 2020.
- Ten wines from four producers have received SWGB certification and have the right to have the newly approved SWGB Trade Mark on their labels.

Data sourced from: Wine Intelligence, Stephen Skelton MW, Wine Standards Branch (Food Standards Agency) and WineGB.

WINES OF GREAT BRITAIN

STRATEGIC PLAN OVERVIEW

2021 TO 2025

Mission: To establish Great Britain as a sustainable wine region of world renown, recognised and celebrated for the quality of its wines and visitor experiences

The Five Strategic Pillars

Wine Excellence

- R&D
- CPD support
 - Training
 - Education
- Career opportunities

Sustainability

- Environmental
 - Social
 - Economic
- Continual improvement

Leadership

- Market growth
 - Reputation
 - Insights
 - Diversity
- Partnerships

Export

- Excellence
- Collaboration
 - Growth
 - Awareness
- Producer community

Tourism

- Regional collaboration
 - Opportunity
 - Best practice
 - Funding
- Visitor experience