

# US GAINS SHARE IN 2022

Moved to within \$8m of AUS

- California – 4<sup>th</sup> largest producer
  - 97% of wine sold domestically
  - Less than 4% global share of exports
- Australia – closest competitor
  - US exports value within \$8.2 million of Australia in 2022
  - Compared to \$160 million difference in 2021
- 2 out of Top 10 had positive growth
  - US & New Zealand

Region	Annual Exports (2022)	Global Share
1. France	\$13.1 bn	31.3%
2. Italy	\$8.6 bn	20.5%
3. Spain	\$3.3 bn	7.8%
4. Chile	\$1.9 bn	4.5%
5. Australia	\$1.5 bn	3.5%
6. US (+95% CA)	\$1.5 bn	3.5%
7. New Zealand	\$1.4 bn	3.4%

SOURCE: TRADE DATA MONITOR; US DEPT OF COMMERCE

# TOTAL US WINE EXPORT VALUE STEADY IN 2022

Held onto PY gains

(In '000s)

2021 to 2022

US WINE EXPORTS	2019	2020	2021	2022	Change	Change
Global	1,380,736	1,301,980	1,456,999	1,462,719	5,719	0.4%

- US held onto significant 2021 growth despite global slow down
- Strong dollar slowed export sales in key markets (UK in particular)
- EU27 markets grew by 8.3% in 2022
- Japan & Mexico grew by more than 25% in 2022

SOURCE: TRADE DATA MONITOR; US DEPT OF COMMERCE

# GROWTH IN HIGHER PRICE TIERS

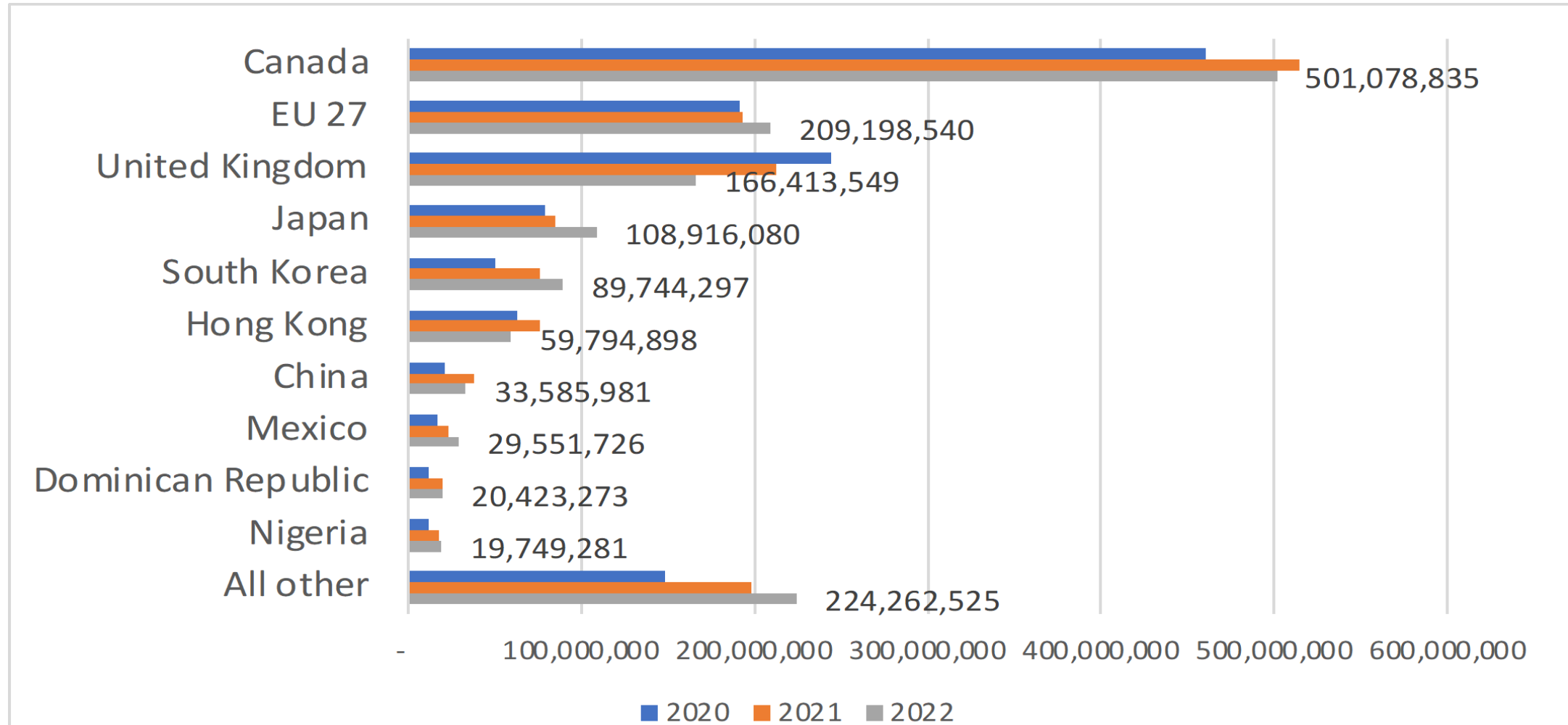
## Premium category shift continues

- Post-pandemic growth is slowing
- Led by Japan, Canada, Norway with largest share
- Premium segments make up only 11.7% of US wine exports

Price Tier	Value	% Growth 2022 v. 2021	Market Share
<b>Standard</b>	\$5.00 - \$9.49	<b>-1.28%</b>	54.8%
<b>Premium</b>	\$9.50 - \$14.99	<b>2.84%</b>	22.5%
<b>Super Premium</b>	\$15.00 - \$24.99	<b>9.69%</b>	7.8%
<b>Ultra Premium</b>	\$25.00 - \$44.99	<b>10.84%</b>	2.5%
<b>Prestige</b>	\$50.00 - \$99.99	<b>15.51%</b>	1.4%

Source: IWSR Database, May 2023

# 2022 US WINE EXPORT DATA – VALUE (USD)



SOURCE: TRADE DATA MONITOR; US DEPT OF COMMERCE

# Opportunities in the Global Marketplace

## California Wine taps into global consumer trends

- Emerging consumers less tied to region & variety
- Move towards higher value wines
- Growth in ultra premium & luxury segments
- Home-premise & ecommerce supports trial
- California leadership in sustainability aligns w/ values



*“Treating oneself at-home and exploration online are both reinforcing overall premiumisation trends” — IWSR, June 2023*

# VISION FOR CALIFORNIA WINE EXPORTS

2030 Plan to Exceed \$2.5bn

1. Build Momentum in Current Markets
2. Expand into New Markets
3. Increase Export Brands

