



### Canada:

## Market is still growing, despite a strong euro

### Key figures 2013 for Bourgogne wines in Canada

Fourth market in terms of value for Bourgogne wines

Fifth market by volume des Bourgogne wines

**Exports: 6.24 million bottles (+1.2% over 2012), for revenue of 44.8 million euros (-0.2% over 2012)**



by volume

- ▶ still white wines: 59%
- ▶ still red wines: 38%
- ▶ Crémant de Bourgogne: 3%

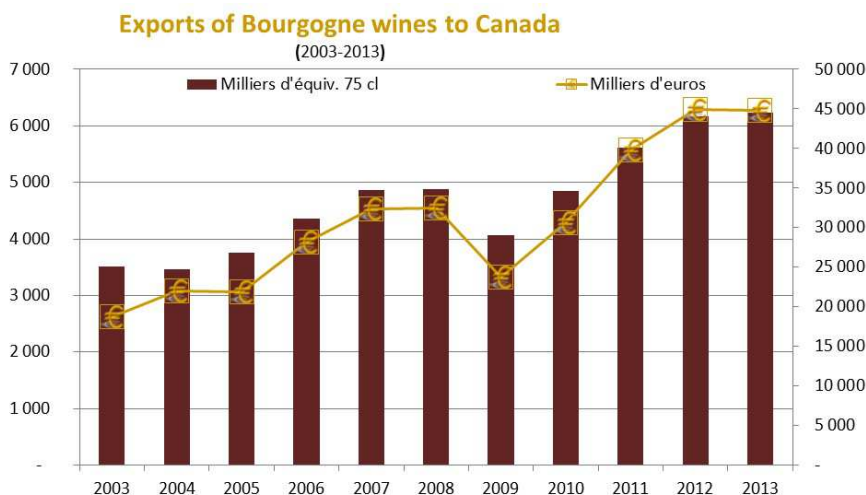
**In 2013, Bourgogne wines accounted for 14% of the volume of French AOC wines exported to Canada, worth 16% of total sales.**

Since 2011, Canada has been the fourth largest importer of Bourgogne wines by value. It retained this position in 2013, with 6.8% of total exports (in 2009, it was in seventh place). It is ranked behind the USA, UK and Japan.

Canada was fifth in terms of volume, just ahead of Sweden, despite a strong euro.

The wine market in Canada has grown continually over the past 10 years. It has grown 5% per year by volume on average.

### Significant resumption in exports of Bourgogne wines since 2010



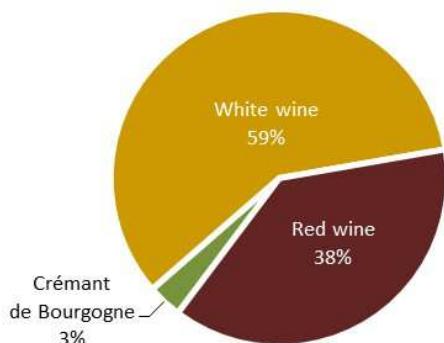
In total, exports of Bourgogne wines were up 1.2% on the latest period, to a record level of 6.24 million bottles.

This growth (March 2013/2012) was mainly achieved in Quebec (+11%), which accounts for the lion's share of sales (4.15 million bottles, or more than 70% of volumes exported to Canada).

Sales continued to slide in Ontario (-6%, some 800,000 bottles, mainly *appellations Régionales*), but picked up in British Columbia (+17%) with 200,000 bottles sold (at better prices).

## Sales of appellations Régionales dominate the market for Bourgogne wines

Exports of Bourgogne wines to Canada in 2013 by color

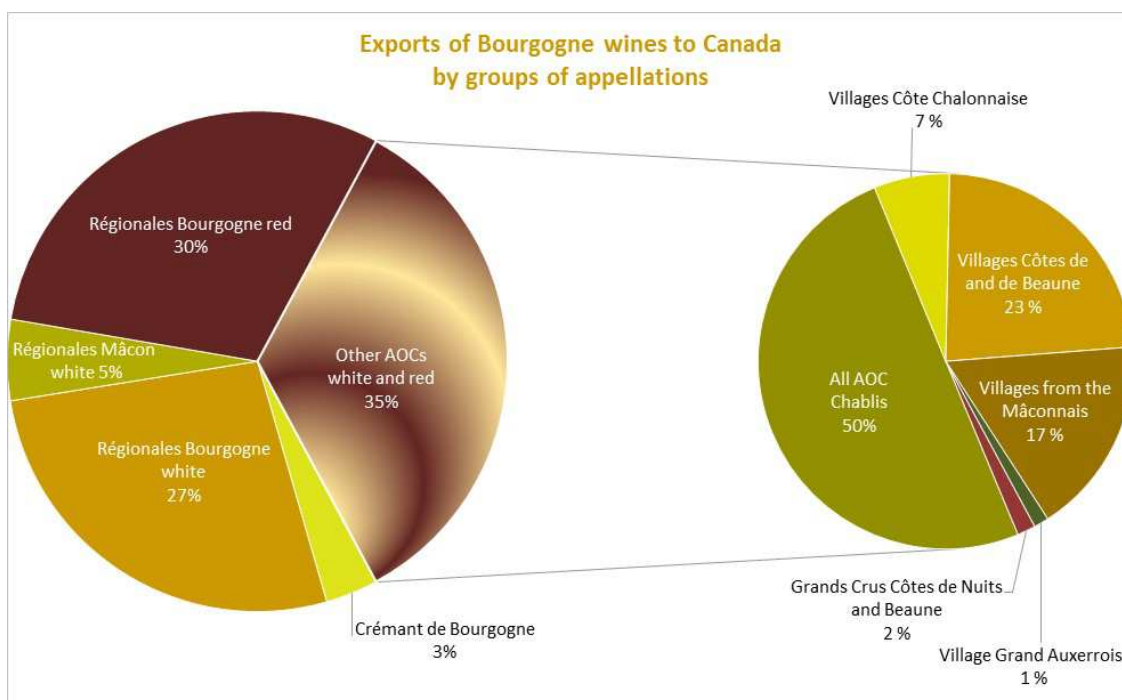


Sales were mainly driven by white wines (59% of volumes, up 5%). Red wines account for a lower proportion (38%), which varied for each province (40% of sales in Quebec, 36% in British Columbia, and 29% in Ontario).

Quebec is overall a big consumer of red wines (more than 80% of total volume), while in Ontario, consumption remains balanced between reds and whites.

White wines still account for the majority of exports, with a record both in terms of volume and value (3.65 million bottles worth almost 24 million euros). Despite a slight drop, red wines reached a near-record level of sales (2.37 million bottles for revenue of 19.6 million euros).

Exports of Bourgogne wines to Canada by groups of appellations



Exports of appellations Régionales account for the vast majority of sales, and were up for white wines (+3% by volume). Crémant de Bourgogne is gradually finding its place in the market, despite sales stagnating in 2013. Chablis accounted for half of total sales in the category of Villages, Premiers and Grands Crus, in particular thanks to the Chablis and Petit Chablis appellations, for which volumes exported leapt by 33%. By contrast, all the other appellations were stable.

## Ontario – Overall sales of Bourgogne wines

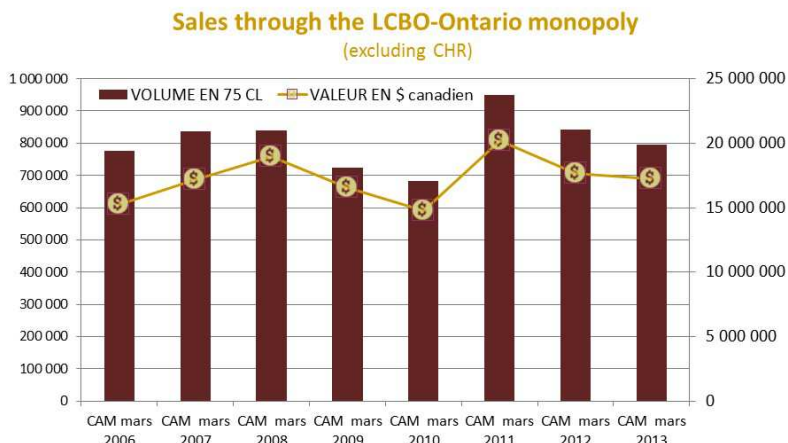
Revenues in Canadian dollars (*source: LCBO excl. CHR*) slid back 2.2% (*campaign March 2013/2012*) in Ontario (-391,400 Canadian dollars).

This slow-down is no doubt partly caused by a significant lack of supply of Bourgogne wines over the past two years: -5.7% by volume (-50,000 bottles), linked to successive low harvests.

The drop mainly hit red wines (-20% by volume, compared to -3% for whites), in comparison to 2012.

Sales of red *appellations Villages* and *Grands Crus* from the Côte de Nuits, Côte de Beaune and Chalonaise collapsed (-76.5%, with barely 7,500 bottles sold). Sales of *Régionale AOC* red wines also dropped (-12.8% by volume).

For whites, there was another significant drop in sales of *Régionale AOC* Bourgogne wines (-12%), while sales of Mâcon wines stagnated. Only sales of Chablis showed strong growth (+35%).



*This economic report was produced by the Markets and Development department of the BIVB - January 2014*  
(Sources: Customs - UBIFRANCE - BIVB - SAQ - LCBO (excl. CHR) - CB)

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