

United States:

Leading export market for Bourgogne wines

Key figures 2014 for Bourgogne wines in the United States

The leading market in terms of value for Bourgogne wines

The leading market by volume for Bourgogne wines

Exports: 14.74 million bottles (- 10.3%/2013), for revenue of 158.9 million euros (- 1.3%/2012)



by volume

- ▶ Still white wines: 63%
- ▶ Still red wines: 30%
- ▶ Crémant de Bourgogne: 7%

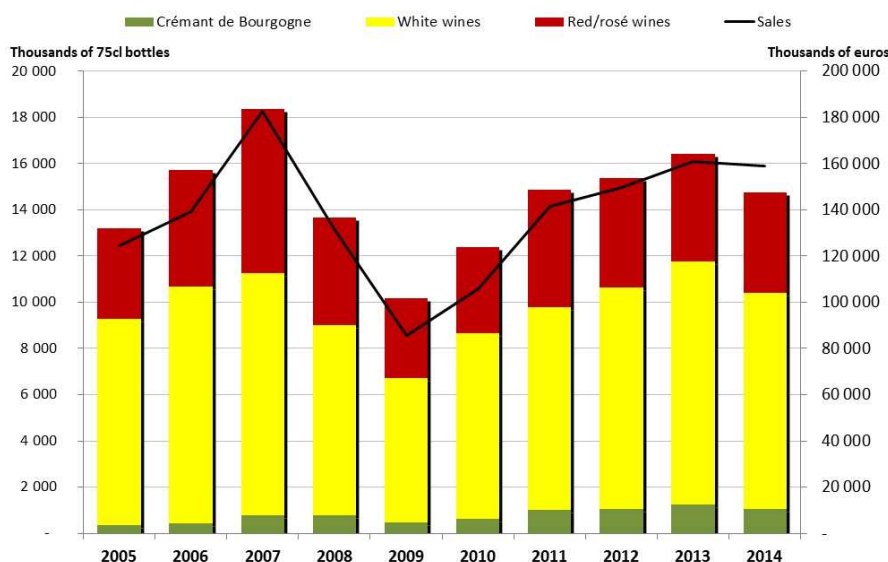
In 2014, the wines of Bourgogne accounted for 13% of the total volume of French AOC wines exported to the United States, and 17% of total revenue.

In 2014, the United States, for the first time in years, became the leading export market by volume for Bourgogne wines, just ahead of the UK (respectively 18.4% and 18.2% in 2014). Since 2011, it has been the leading importer of Bourgogne wines in terms of value (21.6% of total export revenue in 2014).

The total revenue generated by wine imports to the United States has grown steadily since 2008. It rose 2% year-on-year in 2014. In terms of volume, the market is, however, tending to level off, even registering a slight drop in 2014 (down 2%).

The impact of low yields has slowed the growth of Bourgogne wine exports to the US

Exports of Bourgogne wines to the US (by volume and value)



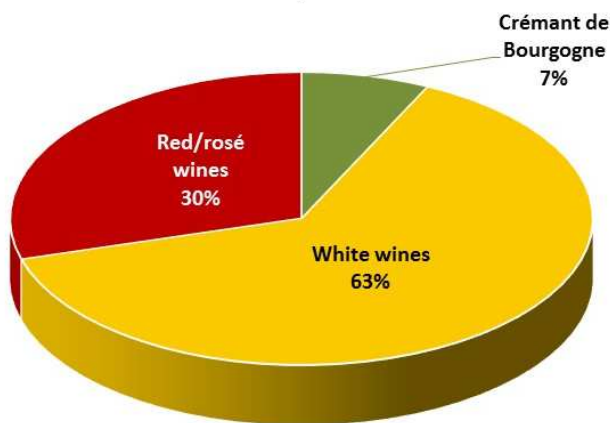
This market had not yet really been impacted by the low harvests in 2010 and 2012, but the very low harvest in 2013 and the low levels of stock are now affecting trade. For the first time since 2008, exports of Bourgogne wines to the United States showed a drop in volume in 2014 (down 10.3% over 2013).

After good sales in January 2014, trade slowed in February and this continued throughout the year.

The weakness of the euro compared to the dollar, and the forthcoming arrival of the excellent 2014 vintage with its greater volumes, allow certain optimism for renewed growth in 2015.

Sales of regional appellations dominate the Bourgogne wine market

Volume of exports of Bourgogne wines to the US by color in 2014

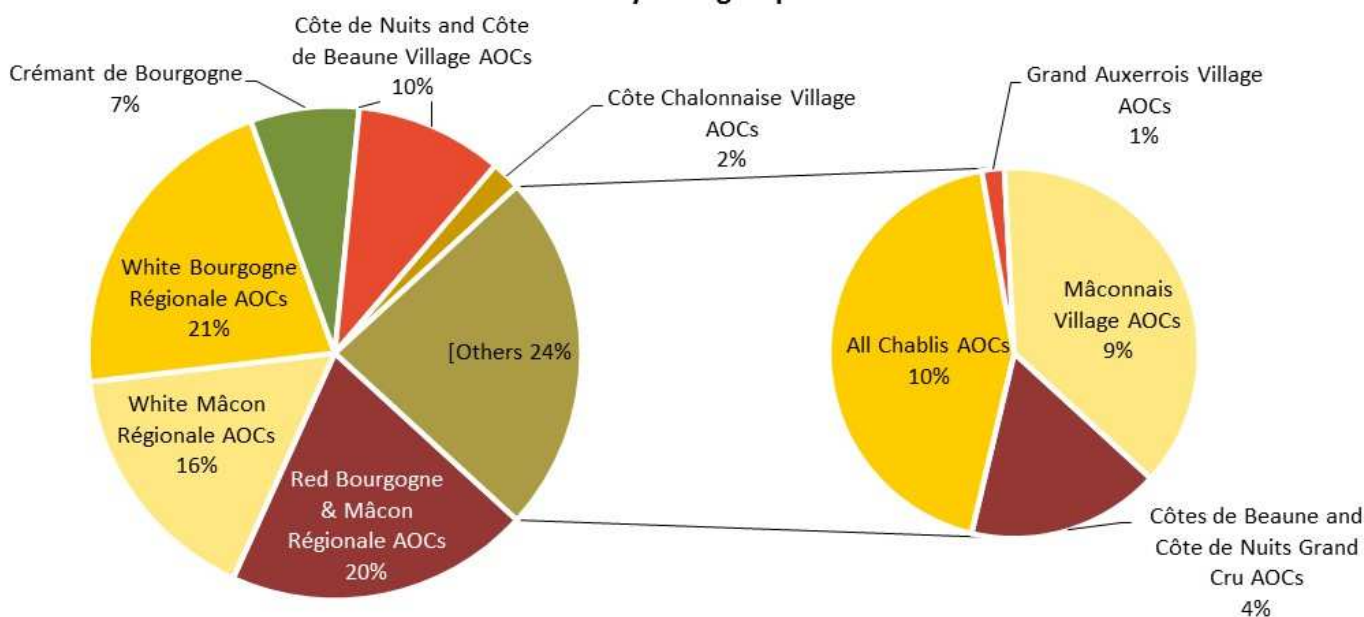


Sales of Bourgogne wines to the US were mainly driven by white wines, which account for 63% of export volumes.

Regional AOCs account for the majority, with 65% of volumes shipped, and have maintained their market share since 2007.

Village AOCs and Premier Cru wines have suffered more from the lack of availability of Bourgogne, falling from 32% volumes exported in 2007 to 29% in 2014. Between 5-6% of **Grand Cru wines** are exported to the US, which underlines the appetite in this market the most famous Bourgogne appellations, which only account for 1.4% of overall production.

Volume of exports of Bourgogne wines to the US by AOC groups in 2014



This economic report was produced by the Markets and Development department of the BIVB – March 2015
 (Sources: Customs - UBIFRANCE - BIVB - MIBD market)