



### Norway

## Bourgogne wine sales continue to grow

### Key figures for 2018 in Norway

Sales through the VINMONOPOLET monopoly

**2.74 million bottles (up 7.4% on 2017), for 56 million euros (up 13.8% on 2017, 559 million kroner)**

by volume

▶ Still white wines	56%
▶ Still red/rosé wines	15%
▶ Crémant de Bourgogne	29%

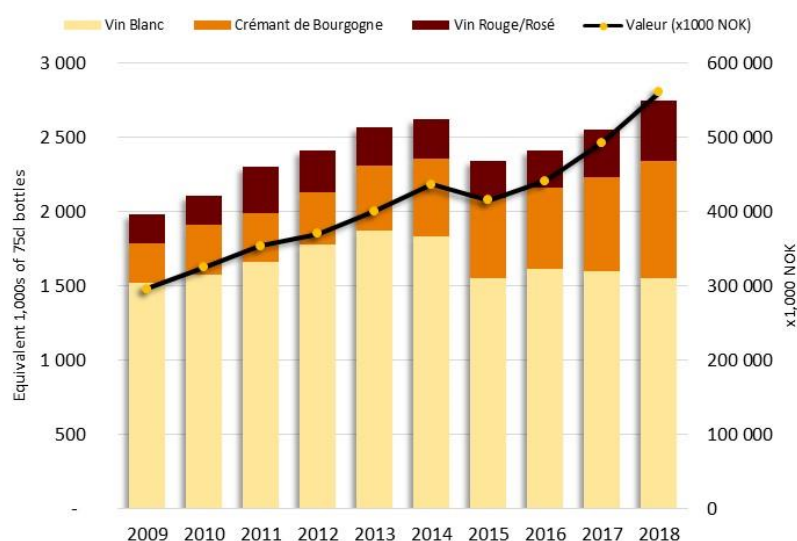
Among the 50 top-selling French references, which account for 56% of the volume of French wine sold through the monopoly, seven were Bourgogne wines (1 Chablis, 1 Petit Chablis, 1 Mâcon Villages, 1 Bourgogne white, and 3 Crémant de Bourgogne wines).

Imports of wine into Norway were up by volume in 2018 (up 2% on 2017). A rise in prices of 5% along with the increased volumes meant overall revenues increased by 8%.

### New record by volume and revenue

#### Change in sales of Bourgogne wines by VINMONOPOLET

(sources: Vinmonopolet and BIVB)



VINMONOPOLET handles the bulk of sales of Bourgogne wines in Norway, the remainder mainly going through restaurants.

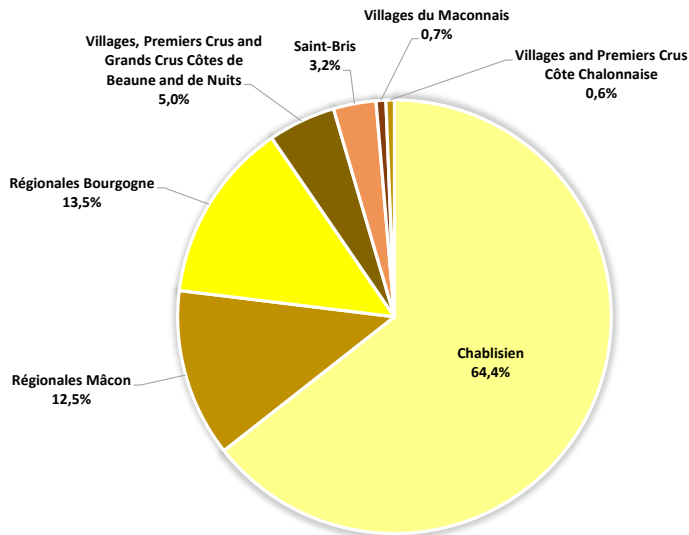
After a fall in 2015, sales of Bourgogne wines have shown steady growth, and were up 7.4% by volume in 2018, the equivalent of 2.74 million bottles, and up 13.8% in terms of revenue, for 559 million Norwegian kroner.

Crémant de Bourgogne set a new record, up 24.5% (795,000 bottles), as did red wines, up 25.3% (400,000 bottles).

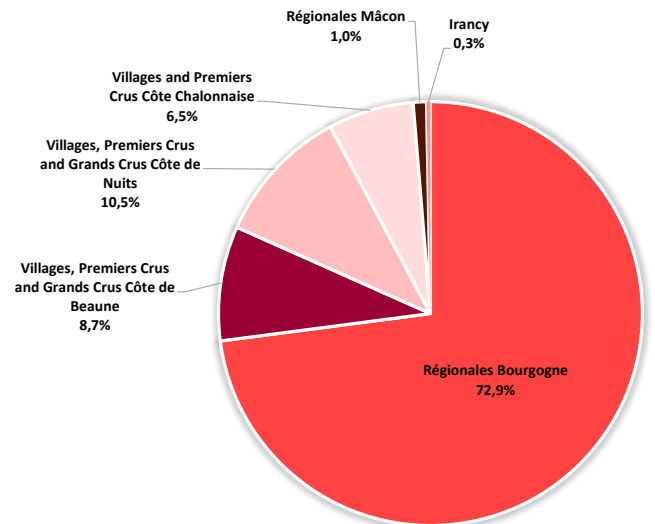
White wines once again lost ground, down 3% by volume (1.545 million bottles), impacted by the lack of available volume for the Chablis appellations.

## Sales of Bourgogne wines continue to grow, despite low availability of Chablis

Sales of **white** Bourgogne wines by the monopole (2018)



Sales of **red** Bourgogne wines by the monopole (2018)



Chablis wines still account for two-thirds of Bourgogne white wine sales to Norway. However, they still lost market share to the Bourgogne and Mâcon *Régionale* appellations.

Volumes of red wines mainly involved Bourgogne *Régionale* wines (73%), which showed strong growth year-on-year, gaining six points in market share. The proportion of sales of *Village* appellations from the Côte de Beaune and Côte de Nuits was up, while that of the Côte Chalonnaise was down.

Bag-in-box last year accounted for 20% of total Bourgogne sales (down from 24% in 2017), and 28% of still wines. Sales of Bourgogne wine in boxes are almost exclusively white wines, accounting for 35% of total white wine sales, compared to just 1% for red wines.

The fall in sales of Bourgogne white wines only affected the box format (- 10%).

The Chablis, Petit Chablis and Crémant de Bourgogne appellations remain the main references sold through the monopoly. Only four red wine references appear in the top 25 (three Bourgogne wines and one Coteaux Bourguignons).

*Economic report produced by the Markets and Development department of the BIVB - February 2019*  
(Sources: VINMONOPOLET - BIVB)

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