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Germany

Wine Marketing Annual

1999

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Report Highlights:

German wine must production for 1999 is expected to be about 13.0 million hectoliters (hl), up 20 percent from 10.8 million hl in 1998 and up 30 percent from the long-standing average of 10 million hl, due to perfect growing conditions. Germany imported 12.2 million hl and exported 2.5 million hl of wine in 1998, mostly quality white wines. The United States exported wines worth US$35 million to Germany in 1998, mainly red wines. U.S. exports are trending upward as Germans increasingly prefer higher-quality wines. Wine consumption grew moderately in 1998.

Includes PSD changes: No
Includes Trade Matrix: No
Annual Report
Bonn [GM1], GM

Table of Contents

Executive Summary

Due to climate and geography, annual German wine production varies greatly in quality and quantity. German must production in 1999 is estimated at 13.015 million hectoliters (hl) and increased 20.1 percent from 10.834 million hl produced in 1998 due to favorable weather conditions. The 1999 must is of superior quality, with around 56 percent belonging in the category "quality wines with special attributes." Wine consumption, which benefits from a positive image associated with health, celebrations and get-togethers, increased moderately in 1998. The good harvest and quality will likely prompt German wine producers to seek to regain domestic and international market shares.

Germany exported 2.5 million hl of wine at US$461 million in 1998, the bulk of which was quality white wines. It imported 12.2 million hl of all kinds of wines valued US$1.9 billion. The United States exported wines worth US$35 million to Germany in 1998, mainly red wines. U.S. exports are trending upward as Germans increasingly prefer higher-quality wines.

Since 1996 the German Wine Institute has been conducting marketing campaigns to promote German wines in the lucrative, medium-priced foreign wine markets in such countries as Great Britain, the United States and Japan. Some marketing activities were devoted to launching new white wines called "Profile Wines (Profilweine)." Others include contracting PR agencies in several European countries, Japan and North America. In the past, particularly in Great Britain and the United States, German wine (e.g. Liebfrauenmilch) was sold in the low priced wine segment.

Exports of U.S. wines to the EU continue to take place under an EU-U.S. wine accord which permits U.S. oenological practices otherwise not approved in the EU. A major concern for EU-wine makers is the use of geographical indications like “Burgundy” or “Champagne” by U.S. vintners.

A permanent threat and constant source of insecurity for U.S. wine exporters is the German 0.5 ppm limit for fluoride in wine. A new regulation is being discussed in the Bundesrat (upper chamber) to replace the 0.5ppm limit by the OIV standard of 3 ppm.

U.S. tolerance levels for grapes prescribe a maximum 7 ppm which translates into 3 ppm for wine during usual wine making procedures. Consequently, a change of German fluoride requirements will bring regulations more in line with U.S. wine making practices and international standards and will improve protection and security for U.S. exporters.

Note: In recent years the U.S. dollar/German mark exchange rate has been as follows:

1991: $1 = DM 1.66;	1996: $1 = DM 1.50;
1992: $1 = DM 1.52;	1997: $1 = DM 1.70;
1993: $1 = DM 1.65;	1998: $1 = DM 1.76;
1994: $1 = DM 1.61;	1999: $1 = DM 1.85.
1995: $1 = DM 1.43;	

Further exchange rates are for: Euro (i)/German mark: i 1 = DM 1.95583,
i /U.S. dollar: i 1 = $ 1.0062 (12/1/1999),
U.S. dollar/ i : US$1 = i 0.9936.

SECTION I: SITUATION AND OUTLOOK

General

Germany is the world 's northernmost wine growing country. Due to climate and geographics, annual German wine production has wide variations in quality and quantity. The country produces mainly delicate, light white wines with low alcohol and some red wines. About 80 percent of the vineyard area is planted with white grape varieties, only 20 percent in red varieties. The unique character of German wines is not only a function of grape varieties but also of soil structure and climate. German grapes grow from Lake Constance (Bodensee) in the South, along the Rhine and its tributaries, up to the Mittelrhein near Bonn in the North, and from the border with France in the West to the Elbe river in the East. The entire German wine production area is divided into thirteen specific wine-growing-regions, each of which produces wines typical for that region.

German wine quality categories are determined by the degree of ripeness at harvest time. The two principle wine quality categories under the German wine law are table wines and quality wines. Table wine is made from normally ripe grapes and quality wine from ripe, very ripe or overripe grapes. Table wine types are "German simple table wine" (Deutscher Tafelwein) and higher quality "German special table wine" (Deutscher Landwein). The notion "German" indicates that only grapes grown in Germany are allowed to produce these types of wine. Other table wines may be produced from foreign must. Categories of quality wines are "quality wine of special areas" (Qualitätswein bestimmter Anbaugebiete) and "quality wine with special attributes" (German designated quality of Prädikatswein). Germany does not designate special table wine areas; however, quality wines may be marketed as table wines, e.g., if they do not meet standards for quality wines or for marketing reasons.

Due to the unique characteristics of German wine production, this country's wine industry reacts sensitively to EU wine policy changes. The 1994 EU wine market reform suggestions - e.g., prohibition of sucrose to increase alcohol content; EU wide country specific production quotas; and required distillation (removal of wine from the market to produce alcohol for industrial use) for quality wine - would have had a negative impact on German wine production. It was consequently rejected by the German wine industry.

South European wine producers enjoy the benefit of a sunny climate. This helps produce grapes with a higher sugar content which results in higher levels of alcohol after fermentation. German wine producers - as opposed to the South European producers - need to add sucrose to the grape must prior to fermentation to increase the alcohol content of certain wines and offer a competitive and tasty product. (This oenological practice is only allowed for table wines and quality wines of special areas, not for quality wines with special attributes.) German wines are marketed without any subsidies; thus, wine producers believe production quotas are unfair.

Under the 1994 reform proposal, required distillation would have addressed oversupply of wine on the EU market caused by excessive table wine production in southern Europe but would not have addressed the needs of German wine producers who produce chiefly marketable quality wines and cannot count on stable wine yields.

The 1998 suggestions for EU wine market reform did not include these proposals and were welcomed by the German wine industry. These suggestions allow the use of sucrose where this practice was traditionally used (certain wine growing areas of France, Germany, Austria, Luxembourg and the UK). Consequently, the 1999 agreement on wine reform was welcomed by German lobbyists because it left the future use of sucrose, other oenological practices, and the production quotas or required distillation of quality wines basically untouched.

Production of Wine Must

Total vineyard area was 101,623 hectares (ha) in 1999, with an average yield of 128 hl per ha. In 1998, area totaled 101,665 ha, and average yield was 106.6 hl per ha. The 1998 harvest marked the first high harvest after three consecutive years of low harvests as German wine must production increased to an estimated 10.8 million hl in 1998, from 8.5 million hl in 1997, 8.6 million hl in 1996 and 8.5 million hl in 1995 (see Table 1). (Average harvest equals around 10 million hl.) The 1999 harvest provided for a bumper crop of approximately 13.0 million hl, which will replenish stocks for some time in the future. The 1999 wine must is also of superior quality with more musts in the category of "quality wines with special attributes" (cabinet or higher quality) than in the category of “low quality table wines” or simply “quality wine of special areas.”

The low harvests of the 1995 through 1997 harvest years could not be balanced by German wine stocks resulting in lost domestic and international market shares. Some retailers delisted certain unavailable German wines. Consequently, more imports filled the growing demand of the German market while German exports decreased (see Tables 5 and 6). Because of the higher 1998 and 1999 yields and quantities harvested, German wine producers may compete more in domestic and international markets beginning in MY1998/99 (September/August), especially since they have to reenter retail outlets where German wine had been formerly delisted.

Table 1 shows German wine must production distinguished by quality between 1994 and 1999 (preliminary). It depicts that particularly white wine must production increased more strongly (+26%) than red wine must (+2%) between 1998 and 1999. Additionally, Table 2 demonstrates the amount and quality of wine which was finally produced by German wineries.

Trade

Germany imported 12.2 million hl of wine in 1998 valued at US$ 1.9 billion (DM 3.4 billion). That year imports exceeded domestic production by 1.4 million hl, indicating the importance of imports for the German wine market. Most imports originated from EU member countries with Italy, France and Spain supplying the bulk. Their collective import share in terms of value amounted to 85 percent in 1998 (see Table 5).

The United States has a very small market share in Germany in terms of volume. However, it is a significant market player on a value basis due to shipments of wines in the premium price (above US$22 / bottle) segment (see Table 3). The United States supplied mostly high-priced white and red wines valued at US$35 million (DM 62 million) in 1998. It exported only small quantities of so-called quality wines, sparkling wines or liquors to Germany. Wine coolers represent a lucrative market of increasing importance for U.S. wines (see Table 3). Shipments of U.S. wines were significantly up in 1998 and are expected to have risen further in 1999 as German wine consumption increased moderately, and Germans turn more to medium and high priced wines. Not only the quantity but also the quality of German wine imports from the United States increased. However, although the quantity of U.S. wine exports to Germany grew by 58 percent in 1998, value increased disproportionately by 38 percent.

Germany exported 2.5 million hl of wine in 1998 valued US$461 million (DM 812 million). Great Britain represents the most important German export market, but wines sold into this market are generally in the low-priced segment. In 1998, Germany exported wines valued at US$34.1 million (DM 60 million) to the United States (see Table 6).

Marketing

Generic marketing for the German wine industry is conducted by the German Wine Institute, charged with marketing and promoting the quality of German wines within Germany and around the world. It receives most of its funds from the “German Weinfond” which collects contributions from the German wine industry through check-offs:

- Wine- growers pay DM 130 per hectare of vineyard area.
- Wine traders/producers pay DM 1,30 per hectoliter of grape and must wine.

The annual budget totals approximately US$ 11.5 million (DM 20 million), depending on annual yields. As there have been low wine yields in past years, the budget decreased which limited resources to launch new marketing activities. (Generally, there is a two year time lag between harvest and final collection of check-offs.) Consequently, the higher yields of 1998 and 1999 will only have a positive impact on the marketing actions of the German Weinfond beginning with the year 2000.

The German Wine Institute budget consists of proceeds from its own business and contributions of both the German Weinfond and individual wine producing states. The German Weinfond and the German Wine Institute coordinate the domestic and international marketing activities such as consumer information through media advertising, sales promotion, educational seminars, participation in trade fairs, organization of national and regional events, development of sales promotion material/information services and communications.

Overall German wine marketing aims to:

- Improve the image of German wine and promoting German wine in the high and medium priced segment.
- Establish and increase market shares in traditional import markets.
- Define and conquer new import markets.

With new promotional efforts the German Wine Institute wants to increase export quantities and improve the image of German wines, particularly in the lucrative medium-price segment of the wine market (between $5 and $9 a bottle), a segment in which German wines are under represented. Besides the traditional import markets in Europe, North America and Japan, new markets in Eastern Europe, South America and Asia are targeted.

The German Wine Institute also cosponsors wine promotion events with German wine exporters. For example, during several occasions, “new” wines were presented. These wines are also scheduled to be promoted in the United States and other lucrative wine-importing markets like Australia, New Zealand and South Africa. These so called "Profile Wines" were specifically developed to meet international tastes for medium-priced wines while maintaining the German character (high quality, white, dry, low alcohol content) of the wines. The marketing campaign, made up of advertising, promotion, commercials, and image campaigns, is financed by the German Wine Institute. Additional funds are derived from a check-off program paid for by the participating companies, and special funds are made available by the state of Rhineland-Palatinate. The wines seem to sell reasonably well, although the German wine industry is finding it hard to change its dominant reputation for sweet "Liebfrauenmilch"-type wines.

Marketing Events in Germany

Trade Fairs

In Germany, trade fairs play a key role in presenting new products to the trade or in finding additional buyers and importers. The major German trade fairs for foreign wine traders are:

ProWein (Each year in March)

Duesseldorfer Messegesellschaft GmbH - NOWEA	Tel: (49-211) 4560-01
Stockumer Kirchstr. 61	Fax: (49-211) 4560-668
40474 Duesseldorf, Germany	http:\\www.tradefair.de

INTERVITIS INTERFRUCTA:
(Takes place every three years, next fair in 2001)

Messe Stuttgart International	Tel: (49-711) 25 89-0
Postfach 10 32 52	Fax: (49-711) 25 89-626
70028 Stuttgart, Germany	http://www.messe-stuttgart.de

INTERVITIS INTERFRUCTA is an international trade exhibition for viticulture and enology, cultivation and processing of fruit, bottling and packaging techniques. It is organized by the German Wine Association.

In addition, there are several key international food and beverage trade shows held in Germany (e.g., ANUGA, INTERNORGA, INTERGASTRA and IMEGA) which have special sections for beverages, including wine. U.S. exporters interested in exhibiting at a German trade show may contact the ATO in Hamburg (ATOHamburg@fas.usda.gov) for further information.

Contacts

Information on EU import requirements, as well as a list of approved certifying laboratories, is available from the Bureau of Alcohol, Tobacco and Firearms:

Bureau of Alcohol, Tobacco and Firearms (ATF)
Alcohol Import-Export Branch
650 Massachusetts Ave., NW
Washington, DC 20226

Tel: (202) 927-8110
Fax: (202) 927-8605
E-mail: alcohol/tobacco@atfhq.atf.treas.gov
http://www.atf.treas.gov

Information on EU and German market trends and opportunities for wine is available from the Wine Institute of California office in the Netherlands:

Wine Institute of California
Prins Bernhardlaan 10
Postbus 208
2400 AE Alphen a/d Rijn, Netherlands

Tel: (31-172) 471-571
Fax: (31-172) 475-545
http://www.wineinstitute.org

The German wine import trade is represented by the German Association of Wine and Spirit Importers in Wiesbaden, Germany. In addition to services for members, it also publishes sales offers by foreign suppliers in its weekly trade newsletter to members.

Bundesvereinigung Wein- und
Spirituosen e.V.
Sonnenberger Str. 46
65193 Wiesbaden, Germany

Tel: (49-611) 521-033
Fax: (49-611) 599-775

The German Wine Association represents the German wine industry (i.e., growers and wineries). It provides a good forum for political and trade contacts and is a valuable source for information on German wine production, wine law and wine labeling.

Deutscher Weinbauverband e.V.
Heussallee 26
53113 Bonn, Germany

Tel: (49-228) 221-401
Fax: (49-228) 261-683
E-mail: dwv-bonn@t-online.de

The German Wine Institute is the official wine promotion board for German wines, both in Germany and abroad. It is financed by the German Wine Fund through check-off programs and sponsored activities (e.g., sales and promotional materials). Some of its activities and materials, e.g., seminars and reports, may be of interest to U.S. exporters in gaining insights into current market trends.

Deutsches Weininstitut GmbH
Gutenbergplatz 3-5
55006 Mainz, Germany

Tel: (49-6131) 282-9-0
Fax: (49-6131) 282-920

SECTION II: STATISTICAL TABLES

Table 1: German Wine Must Production by Type and Quality (1,000 hl)

Calendar Year	1994	1995	1996	1997	1998	1999 1/
a) White Wine	8,349	6,784	6,787	6,614	8,091	10,215
- Table wine	154	116	32	40	69	40
- Quality wine	4,331	4,821	3,955	1,939	4,271	3,723
- Quality wine with special attributes	3,864	1,847	2,800	4,635	3,751	6,451
b) Red Wine	1,999	1,726	1,856	1,881	2,742	2,800
- Table wine	14	23	5	11	44	5
- Quality wine	1,426	1,504	1,394	553	1,947	1,995
- Quality wine with special attributes	559	200	457	1,316	751	800
c) Total Wine	10,348	8,510	8,642	8,494	10,834	13,015
- Table wine	168	139	36	51	114	45
- Quality wine	5,756	6,325	5,349	2,493	6,218	5,718
- Quality wine with special attributes	4,434	2,046	3,257	5,950	4,501	7,251

1/ Preliminary.
Note: Discrepancies are due to rounding.

Sources: Statistical Office Wiesbaden: Agriculture, Forestry, Fisheries: "Series 3: Growth and Yield - Grapes," various publications. FAS/Berlin estimates. German Wine Association.

Table 2: German Wine Production (1,000 hl)

Calendar Year	1995	1996	1997	1998	98/97 %- changes
a) White Wine	6,552	6,749	6,481	7,936	+22.4
- Table wine	218	171	244	503	+105.7
- Quality wine	5,050	4,670	2,953	5,111	+73.0
- Quality wine with special attributes	1,283	1,907	3,282	2,323	-29.3
b) Red Wine	1,725	1,842	1,829	2,684	+46.7
- Table wine	17	8	9	26	+167.2
- Quality wine	1,646	1,693	1,422	2,436	+71.3
- Quality wine with special attributes	61	140	397	222	-44.1
c) Total Wine	8,278	8,591	8,310	10,620	27.8
- Table wine	236	179	254	529	108.1
- Quality wine	6,697	6,364	4,376	7,547	+72.5
- Quality wine with special attributes	1,344	2,047	3,680	2,545	-30.9

Sources: German Wine Statistics 1999, German Wine Institute, p.10.

Table 3: German Imports of Wine (1,000 hl, million DM)

Type	1996		1997		1998		1999 1/	
	1,000 hl	Mio DM	1,000 hl	Mio DM	1,000 hl	Mio DM	1,000 hl	Mio DM
Quality White Wine								
Total	1,040	385	1,011	410	1,054	436	601	258
Intra-EU	1,040	385	1,010	409	1,052	435	601	258
Extra-EU	0	0	0	1	2	1	0	0
-United States	0	0	0	0	1	0	0	0
Other White Wine								
Total	4,057	486	3,864	440	3,778	446	2,671	305
Intra-EU	3,708	418	3,494	353	3,377	349	2,407	243
Extra-EU	349	68	370	87	401	96	263	62
-United States	16	9	19	12	29	16	22	11
Quality Red Wine								
Total	1,750	742	1,911	874	2,188	1,068	1,395	721
Intra-EU	1,750	742	1,908	873	2,188	1,068	1,395	721
Extra-EU	0	0	3	1	0	0	0	0
-United States	0	0	0	0	0	0	0	0
Other Red Wine								
Total	2,825	443	3,154	523	3,378	629	2,249	444
Intra-EU	1,852	282	1,992	305	2,142	368	1,338	233
Extra-EU	973	161	1,161	217	1,236	261	911	211
-United States	37	22	44	30	72	43	77	47
Vermouth								
Total	582	65	476	52	437	54	230	33
Intra-EU	252	45	201	34	186	36	111	25

See next page.

Continuation Table 3: German Imports of Wine (1,000 hl, million DM)

Type	1996		1997		1998		1999 1/	
	1,000 hl	Mio DM	1,000 hl	Mio DM	1,000 hl	Mio DM	1,000 hl	Mio DM
Extra-EU	330	20	274	18	250	18	119	8
-United States	0	0	0	0	0	0	0	0
Wine Coolers								
Total	128	24	120	23	162	26	131	19
Intra-EU	115	18	105	15	146	19	124	15
Extra-EU	13	6	14	7	16	7	8	4
-United States	3	2	3	2	4	2	2	1
Liquor/Wine Spirits								
Total	264	106	154	51	137	49	97	35
Intra-EU	264	106	154	51	137	48	96	34
Extra-EU	1	0	1	1	1	1	0	0
-United States	0	0	0	0	0	0	0	0
Sparkling Wine/Base Wine for Sparkling Wine								
Total	1,084	682	1,119	735	1,088	704	872	559
Intra-EU	1,064	667	1,101	723	1,070	691	866	555
Extra-EU	20	15	17	12	18	13	6	4
-United States	0	0	0	0	0	0	0	0
Total Wine								
Total	11,736	2,933	11,813	3,108	12,220	3,411	8,246	2,374
Intra-EU	10,049	2,663	9,970	2,764	10,295	3,014	6,938	2,084
Extra-EU	1,687	271	1,842	345	1,925	397	1,308	289
-United States	57	33	67	45	106	62	101	60

1/ January-August 1999 only.
Note: Discrepancies are due to rounding. A zero means that trade took place but at quantities and values less than indicated in the header after rounding. A dash means no entry.

Source: FAS/Berlin based on trade data from the Federal Office of Statistics.

Table 4: German Exports of Wine (1,000 hl, million DM)

Type	1996		1997		1998		1999 1/	
	1,000 hl	Mio DM	1,000 hl	Mio DM	1,000 hl	Mio DM	1,000 hl	Mio DM
Quality White Wine								
Total	1,778	547	1,526	499	1,485	514	910	307
Intra-EU	1,306	345	1,067	286	1,066	302	658	179
Extra-EU	470	201	456	211	418	210	251	126
-United States	107	53	100	52	98	55	64	34
Other White Wine								
Total	434	88	395	83	403	86	336	63
Intra-EU	389	78	332	68	357	73	311	57
Extra-EU	44	11	62	14	46	12	25	6
-United States	1	0	2	1	1	1	1	0
Quality Red Wine								
Total	33	28	45	36	71	47	28	29
Intra-EU	20	17	19	18	17	19	15	17
Extra-EU	12	9	25	16	51	24	12	10
-United States	2	1	2	1	2	1	1	1
Other Red Wine								
Total	114	26	131	29	141	36	88	26
Intra-EU	92	20	79	16	98	22	67	16
Extra-EU	21	6	51	13	42	13	21	9
-United States	3	1	2	1	2	1	2	1
Vermouth								
Total	163	28	286	44	147	26	89	17
Intra-EU	129	21	164	23	120	19	82	15

See next page.

Continuation Table 4: German Exports of Wine (1,000 hl, million DM)

Type	1996		1997		1998		1999 1/	
	1,000 hl	Mio DM	1,000 hl	Mio DM	1,000 hl	Mio DM	1,000 hl	Mio DM
Extra-EU	34	6	121	20	27	6	6	2
-United States	1	0	1	0	2	0	1	0
Wine Coolers								
Total	136	36	140	35	87	23	73	19
Intra-EU	85	24	77	20	61	16	60	15
Extra-EU	50	13	62	15	26	7	13	4
-United States	1	0	1	0	0	0	0	0
Liquor/Wine Spirits								
Total	7	3	6	4	9	6	8	5
Intra-EU	6	2	3	2	6	4	7	5
Extra-EU	1	0	3	1	2	1	0	0
-United States	0	0	0	0	0	0	0	0
Sparkling Wine/Base Wine for Sparkling Wine								
Total	193	70	123	67	114	74	82	66
Intra-EU	53	25	60	34	69	45	61	49
Extra-EU	138	41	61	29	43	23	20	14
-United States	4	2	4	2	3	1	2	3
Total Wine								
Total	2,862	827	2,656	796	2,458	812	1,614	534
Intra-EU	2,084	531	1,805	466	1,794	501	1,261	354
Extra-EU	772	287	844	318	656	298	348	171
-United States	119	58	113	58	109	60	71	40

1/ January-August 1999 only.

Note: Discrepancies are due to rounding. A zero means that trade took place but at quantities and values less than indicated in the header after rounding. A dash means no entry.

Source: FAS/Berlin based on Federal Office of Statistics.

Table 5: German Wine Imports - United States and Other Important Suppliers (hl, 1,000 DM)

COUNTRY	1996		1997		1998		1999 1/	
	100 KG	1,000DM	100 KG	1,000DM	100 KG	1,000DM	100 KG	1,000DM
U.S.A.	57,353	33,221	67,367	44,526	106,280	61,858	101,040	59,706
ITALY	4,805,378	1,005,346	4,917,460	1,047,384	4,614,754	1,092,054	3,688,513	857,289
FRANCE	3,440,666	1,163,400	3,039,172	1,203,027	3,167,627	1,325,553	2,018,194	817,995
SPAIN	1,325,812	359,816	1,547,784	383,376	1,977,935	448,106	826,649	313,588
MACEDONIA	358,478	31,313	420,796	38,758	437,939	39,899	319,600	30,362
CYPRUS	264,868	15,289	203,567	13,590	193,054	13,149	102,526	6,539
BULGARIA	241,477	34,751	246,671	36,241	256,272	39,577	135,857	21,053
GREECE	231,766	57,181	212,393	56,985	209,547	57,482	131,241	36,463
ROMANIA	187,678	18,753	208,314	20,814	189,620	21,919	146,103	20,156
HUNGARY	176,693	26,129	201,068	34,900	224,529	41,213	133,216	24,433
AUSTRIA	104,619	28,787	107,258	28,516	124,549	34,815	133,983	26,179
PORTUGAL	92,490	41,176	99,592	38,111	133,199	42,069	73,639	28,223
SOUTH AFRICA	65,647	24,492	75,352	31,197	77,503	31,540	60,538	23,617
CHILE	60,399	18,685	95,732	35,511	137,426	53,231	103,727	40,732
TUNISIA	52,162	5,128	76,319	8,526	57,821	7,139	57,468	7,387
CROATIA	49,718	7,068	32,345	6,280	25,071	6,826	15,018	3,706
ALGERIA	45,617	2,887	6,146	1,205	-	-	-	-
NETHERLANDS	24,176	2,928	38,355	4,397	48,025	8,233	51,819	4,143
AUSTRALIA	24,173	13,306	38,954	23,612	46,603	26,923	38,722	22,857
BEL/LUX	23,558	3,580	5,801	2,184	10,609	3,320	3,673	912
OTHER	111,043	43,602	178,963	52,212	191,334	60,465	71,571	30,595
WORLD	11,743,771	2,936,838	11,819,409	3,111,352	12,229,697	3,415,371	8,250,505	2,375,935

1/ January-August 1999 only.
Note: "Other" includes all countries not listed.
1996 was used as reference year to rank the countries.

Source: FAS/Berlin based on Federal Office of Statistics.

Table 6: German Wine Exports - United States and Other Important Destinations (hl, 1,000 DM)

COUNTRY	1996		1997		1998		1999 1/	
	100 KG	1,000 DM	100 KG	1,000 DM	100 KG	1,000 DM	100 KG	1,000 DM
U.S.A.	118,728	58,046	113,154	57,749	109,332	60,311	70,828	39,813
GREAT BRITAIN	1,074,748	268,983	942,821	245,819	988,312	271,347	653,272	168,286
NETHERLANDS	338,539	92,828	293,034	77,981	294,211	84,168	217,331	61,908
FRANCE	170,625	45,932	108,024	29,395	70,600	24,131	63,326	21,669
DENMARK	169,421	31,698	116,022	21,840	100,275	21,163	67,351	13,372
JAPAN	152,207	82,402	159,423	91,293	195,669	109,777	104,667	62,007
BEL/LUX	120,511	28,619	141,029	29,885	130,931	33,332	69,150	25,193
RUSSIA	116,941	25,437	105,272	27,726	50,419	18,881	-	-
SWEDEN	105,817	33,687	91,324	28,522	92,672	28,779	72,387	23,593
BRAZIL	81,387	21,236	49,309	12,704	31,284	9,318	14,279	4,136
NORWAY	52,828	15,330	48,781	15,795	41,150	14,126	35,594	12,168
CANADA	50,879	20,089	45,652	18,784	48,679	20,431	30,656	13,354
AUSTRIA	36,627	10,317	49,178	12,504	55,063	18,634	51,356	20,370
SWITZERLAND	32,166	12,875	46,089	17,389	15,097	10,657	8,490	8,154
FINLAND	25,318	7,130	28,491	8,336	24,836	8,425	19,562	6,772
UKRAINE	22,169	4,353	20,800	4,255	-	-	-	-
ITALY	15,863	4,443	18,497	6,341	20,692	5,621	14,224	3,325
IRELAND	15,723	4,740	13,030	4,188	15,019	4,997	20,638	5,273
KAZAKHSTAN	14,971	3,136	51,187	9,269	14,621	3,136	-	-
SOUTH KOREA	11,126	4,362	13,257	4,493	-	-	4,738	1,739
OTHER	135,592	51,567	202,054	71,719	161,307	66,228	97,307	43,401
WORLD	2,862,186	827,210	2,656,428	795,987	2,460,171	813,461	1,615,140	534,518

1/ January-August 1999 only.
Note: "Other" includes all countries not listed.
1996 was used as reference year to rank the countries.

Source: FAS/Berlin based on Federal Office of Statistics.

Table 7: Average Import Prices for Wine (DM/hl)

Year	1994	1995	1996	1997	1998	1999 1/
Quality White Wine	283	318	370	418	413	429
Other White Wine	98	108	120	115	118	114
Quality Red Wine	364	389	424	464	488	517
Other Red Wine	144	149	156	170	186	198
Vermouth and its Base Wines	76	84	111	110	124	143
Wine Coolers	265	187	185	187	159	143
Liquor/Wine Spirits	351	345	399	333	357	358
Sparkling Wine and Base Wines for Sparkling Wine	512	575	628	656	647	641
Total	210	232	250	268	279	288

1/ 1999 includes January-August 1999 only.

Source: FAS/Berlin based on Federal Office of Statistics.

Table 8: Average U.S. Import Price for Wine (DM/hl)

Year	1994	1995	1996	1997	1998	1999 1/
Quality White Wine	633	819	1,154	703	428	6,000
Other White Wine	570	545	556	624	558	511
Quality Red Wine	1,184	708	500	461	762	3,250
Other Red Wine	653	612	598	682	598	613
Vermouth and its Base Wines	0	40	413	889	490	461
Wine Coolers	379	491	450	537	437	556
Liquor/Wine Spirits	944	1,400	1,444	1,655	3,026	2,893
Sparkling Wine and Base Wines for Sparkling Wine	1,095	777	856	1,360	806	1,322
Total	615	574	579	661	582	591

1/ 1999 includes January-August 1999 only.

Source: FAS/Berlin based on Federal Office of Statistics.

Table 9: EU Wine Tariff Rates (in Euro per hl)

CN Code	Description	07/98-06/99	07/99-06/2000	07/2000
2204;1011:1099	Sparkling wine $8.5% vol	34.7	33.3	32.0
	In containers #2 liters			
2204;2110	Wine	34.7	33.3	32.0
2204;2111:2180	Quality wine #13% vol	14.2	13.6	13.1
2204;2181:2184	Quality wine >13 but #15% vol	16.4	15.6	15.4
	>15 but # 18% vol			
2204;2187:2188	Marsala/Samos/Muscat de Lemnos	20.2	19.4	18.6
2204;2189:2193	Port/Madeira/Tokay/Sherry	16.0	15.4	14.8
2204;2194	Other wine	20.2	19.4	18.6
	>18 but #22% vol			
2204;2195	Port	17.1	16.4	15.8
2204;2196	Madeira/Sherry/Setubal muscatel	17.1	16.4	15.8
2204;2197	Tokay	17.1	16.4	15.8
2204;2198	Other	22.6	21.7	20.9
2204;2199	Wine >22% vol	1.90 Euro/ % vol/hl	1.8 Euro/ % vol/hl	1.75 Euro/ % vol/hl
	In containers >2 liters			
2204;2910	Wine	34.7	33.3	32.0
2204;2912:2975	Quality wine #13% vol	10.7	10.3	9.9
2204;2981:2984	Quality wine>13 but #15% vol	13.1	12.6	12.1
	>15 but # 18% vol			
2204;2987:2988	Marsala/Samos/Muscat de Lemnos	16.7	16.0	15.4
2204;2989	Port	13.1	12.6	12.1
2204;2991:2992	Madeira/Sebutal muscatel/Sherry	13.1	12.6	12.1
2204;2993	Tokay	14.2	13.6	13.1
2204;2994	Other	16.7	15.9	15.4

See next page.

Continuation of Table 9: EU Wine tariff rates (in Euro per hl)

	>18 but #22% vol			
2204;2995	Port	14.2	13.6	13.1
2204;2996	Madeira/Sherry/Setubal muscatel	14.2	13.6	3.1
2204;2997	Tokay	15.4	14.8	14.2
2204;2998	Other	22.6	21.7	20.9
2204;2999	Wine >22% vol	1.90 Euro/ % vol/hl	1.8 Euro/ % vol/hl	1.75 Euro/ % vol/hl
2204;3010	Other grape must in fermentation	34.7%	33.3%	32%
2204;3092:3098	Grape must not in fermentation	(1)	(1)	22.4%+131 Euro/hl +206 Euro/hl
2205;1010	Vermouth #18% vol, #2 liters	12.9	11.9	10.9
2205;1090	Vermouth >18% vol, #2 liters	1.1 Euro/% vol/hl+7.6	1.0 Euro/% vol/hl + 7.0	0.9 Euro/% vol/hl + 6.4
2205;9010	Vermouth #18% vol, >2 liters	10.7	9.8	9.0
2205;9090	Vermouth >18% vol, >2 liters	1.1 Euro/ % vol/hl	1.0 Euro/ % vol/hl	0.9 Euro/ % vol/hl

(1) Varies according to entry price per hl.

Source: FAS/Berlin based on Official Journal of the European Communities, L312 and FAS calculation.