ROMANIAN WINE INDUSTRY

Wines of Romania
TRADITION REDEFINED
Wines of Romania, 2015

ROMANIA WINE COUNTRY

Romania, with its long established wine culture, is a renowned European producer of world-class quality wines.

Place of Romania world-wide:

• area under vine (5th position in the EU) behind Spain, France, Italy and Portugal
• grape production (5th position in the EU) behind Italy, Spain, France and Germany
• wine production (6th position in the EU), behind Italy, France, Spain, Portugal and Germany
• among the first 15 countries in the world with regard to area under vine
Romania Wine Country

Situated in the southeastern corner of Europe where the Blue Danube opens into the Black Sea, Romania has a winemaking history that dates back more than 4,000 years. Legend says that Dionysus, the Thracian god of wine, lived on these lands. Today, vineyards dot the Romanian landscape from Transylvania to the Danube delta in what has been called Europe’s last great unspoiled frontier. Indigenous grapes and international varieties flourish here at the same latitude as Europe’s finest wine regions including Bordeaux, Burgundy and Piemonte. Plantings are influenced by both the terroir and individual winemakers.
Romanian Wine Regions Map

LEGENDA
1. Dealurile Transilvaniei
2. Dealurile Moldovei
3. Dealurile Vrancei
4. Dealurile Munțenei
5. Dealurile Olteniei
6. Vile Timișului
7. Vile Carașului
8. Dealurile Zarandului
9. Dealurile Crișanei
10. Dealurile Sântmarului
11. Colinele Dobrogei
12. Tereasele Dunării

By courtesy of ONVPV
Wines of Romania, 2015
ROMANIA

AN EUROPEAN WINE COUNTRY WITH A LONG-ESTABLISHED AND DEVELOPED WINE CULTURE

Member of O.I.V. (International Organisation of Vine and Wine) since 1928
In June 2013 Romania hosted the 36th World Congress of Vine and Wine

Place of Romania within the European Union:
• area under vine (5th position) behind Spain, France, Italy and Portugal
• grape production (5th position) behind Italy, Spain, France and Germany
• wine production (6th position) behind Italy, France, Spain, Portugal and Germany

Place of Romania in the world: among the first 15 countries with regard to area under vine and wine production

Economic importance of Romanian wine industry:
• Over 1 million people make their living out of vine & wine;
• Over 5% of the arable land in Romania is under vine;
• Viticulture holds over 14% within vegetal agricultural production;
• The wine industry holds a market varying between 350-450 million Euro.
APEV ROMANIA

APEV Romania, the Wine Exporters’ and Producers’ Association of Romania, groups the most important wine exporters of the country, who hold together over 70% of the total Romanian wine export in value terms. Its members hold also a share of over 70% on the domestic market.

APEV Romania was set up in 2001 as a non-profit legal entity, meant to represent, defend and promote its members' rights and interests, both locally and internationally.

Mission

To act as a generic promotional body for all “Wines of Romania” and for Romania as a top enotourism destination in Europe.

It also provides a wide range of professional business support services that add value to member activities and thus help them become most respected members of the international wine community.

Services

Advocacy. To represent its members interests with Government departments and agencies, Parliament, European and international organisations and other relevant sectors, with a view to support through adequate policies the Romanian wine exporters and, in general, to improve their business environment.

Information. To act as an information centre by providing the most relevant news, commentary, guidance and advice among its members via its own publications.

Research. To initiate market and other needed surveys on topics of major interests to its members.

Promotion. Generic promotion of Romanian wines on the international market.

Education. The Association emphasises by all available means the advantages of a constant, moderate and responsible consumption of quality wines as a most healthy component of an anti-aging lifestyle.

Affiliations

APEV Romania is a founder member of ONIV, the National Interprofessional Vine & Wine Organisation (a value-chain organisation). Together, they participate in the decision-making process with regard to all development strategies and policies concerning the national wine industry.

To enhance its action capacity, APEV Romania is also member of the Romanian Chamber of Commerce and Industry and, internationally, of FIVS and ITER VITIS.
Romanian Wine Exporters

Members of APEV:

1. [Agricola Stirbey](#)
2. [Alcovin - Vinuri de Macin](#)
3. [AMB Wine Co.-Liliac](#)
4. [Avincis Vinuri](#)
5. [Budureasca](#)
6. [Casa Panciu](#)
7. [Crama Ceptura](#)
8. [Crama Girboiu](#)
9. [Crama Mennini](#)
10. [Crama Oprisor](#)
11. [Crama Ratesti](#)
12. [Cramele Recas](#)
13. [Domeniile Blaga](#)
14. [Domeniul Bogdan](#)
15. [Domeniul Coroanei Segarcea](#)
16. [Domeniile Boieru](#)
17. [Domeniile Ostrov](#)
18. [Halewood Romania](#)
19. [Jidvei](#)
20. [Senator Wines](#)
21. [Viile Metamorfosis](#)
22. [Vinarte](#)
23. [Vincon Vrancea](#)
24. [Wine Princess](#)
APEV ROMANIA: WINE MAP & LOCATION OF ITS MEMBERS

By courtesy of ONVPV
ROMANIAN WINES

INTERNATIONAL VARIETIES

Reds: Pinot Noir, Merlot, Cabernet Sauvignon, Dornfelder, Syrah, Burgund
Rosé: Merlot Rosé, Burgund Rosé, Traminer Rosé
Whites: Chardonnay, Sauvignon, Muscat Ottonel, Pinot gris, Aligoté, Traminer

NATIVE VARIETIES

Reds: Feteasca Neagra, Babeasca, Mustoasa de Maderat, Negru de Dragasani
Whites: Feteasca Regala, Feteasca Alba, Galbena de Odobesti, Zghihara de Husi
Aromatic wines: Tamaioasa Romaneasca, Busuioaca de Bohotin

N.B. THE LIST IS NOT EXHAUSTIVE
ROMANIA: AREA UNDER VINE

Area under vine, 2007-2014 (‘000 ha)

Source: MADR
ROMANIA: MAIN WINE REGIONS

Area under vine, by main wine regions, 2014 (%)

- Moldova: 38%
- Muntenia & Oltenia: 29%
- Dobrogea: 9%
- Danube Terraces: 13%
- Transylvania: 4%
- Crisana-Maramures: 5%
- Banat: 2%

Source: MADR
N.B. The multi-annual average (2007-2012) is of about 4.4 million hl
Wine production by main wine regions, 2014 (%)

- Moldova: 39%
- Muntenia & Oltenia: 18%
- Dobrogea: 17%
- Crisana & Maramures: 7%
- Transylvania: 6%
- Danube Terraces: 6%
- Sands & Southern Romania: 4%
- Banat: 3%

Source: MADR
ROMANIA: WINE PRODUCTION, BY COLOUR

Wine production by colour, 2014 (%)

Whites 61%

Reds 39%

Source: MADR

N.B. By colour, the ratio between white and red wines (rose included) was 61/39 and that between DOC & IGR wines and table wines was 60/40.
ROMANIA: WINE CONSUMPTION

Wine consumption, 2014 ('000 hl)

Source: MADR
ROMANIA: DOMESTIC WINE MARKET

N.B. Five major producers: Murfatlar, Jidvei, Cotnari, Vincon and Tohani hold a share of 70%, while all others (around 50 wineries) are fighting for 30%.

Source: MADR
ROMANIA: WINE EXPORTS

Romanian wine exports, 2007-2014

(mio Euro)

('000 hl)

Source: INSSE
ROMANIA: WINE EXPORTS BY MAIN DESTINATIONS

Wine exports by main countries of destination, 2014 (%)

- UK: 27%
- China P.R.: 17%
- Germany: 11%
- Netherlands: 10%
- Italy: 9%
- Spain: 8%
- USA: 7%
- Estonia: 5%
- Canada: 4%
- Russian Fed.: 2%

In value terms
Source: APEV, based on data from INSSE
ROMANIA: WINE IMPORTS BY COUNTRIES OF ORIGIN

Romanian wine imports, 2007-2014

Source: INSSE
ROMANIA: WINE IMPORTS BY COUNTRIES OF ORIGIN

Romania: wine imports by main countries of origin, 2014 (%)

- France: 22%
- Spain: 21%
- Italy: 19%
- Moldova Rep: 11%
- Germany: 10%
- Hungary: 7%
- Bulgaria: 4%
- Makedonia: 3%
- Czech Rep: 2%
- Serbia: 1%

In value terms

Source: APEV, based on data from INSSSE
ROMANIA: WINE TRADE BALANCE


Source: APEV, based on data from INSSE
Thank You!

APEV Romania
Str. Buzesti 76-80
Premium Point Bldg., 3rd Floor
011017 Bucuresti
---
Mr. Ioan Stefan
M: +40 723 635 945
E: apev@wineromania.com
W: www.wineromania.com

APEV Romania, the generic promotional body for all “Wines of Romania” and for Romania as a top enotourism destination in Europe.