

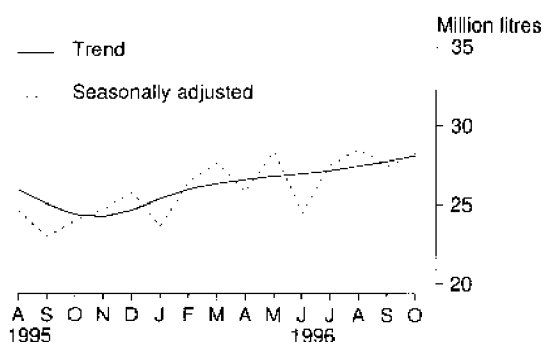
CATALOGUE NO. 8504.0

EMBARGO: 11:30 AM (CANBERRA TIME) TUES 3 DEC 1996

SALES OF AUSTRALIAN WINE AND BRANDY BY WINEMAKERS, OCTOBER 1996

SUMMARY OF FINDINGS

DOMESTIC SALES OF AUSTRALIAN PRODUCED WINE



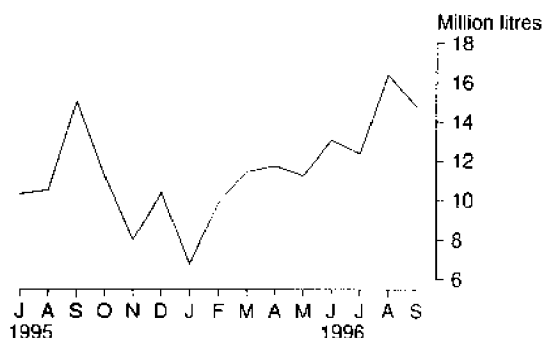
DOMESTIC SALES

The trend estimate for the total domestic sales of Australian produced wine rose by 1.2% in October. This continues a growth in the trend series since November 1995.

The seasonally adjusted estimate of total domestic sales of Australian produced wine for the month was 28.2 million litres, a rise of 3.0% on the previous month. The trend will continue to grow unless the November seasonally adjusted estimate falls by 4% or more.

In original terms, there were 28.7 million litres of Australian produced wine sold domestically during October, an increase of 5.6% on September and 16.9% more than October 1995.

EXPORTS OF AUSTRALIAN PRODUCED WINE

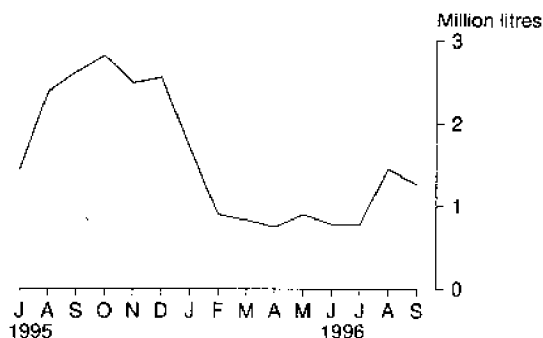


EXPORTS

A total of 14.8 million litres of Australian wine were exported in September, a decrease of 10.1% from the record high of 16.4 million litres in the previous month and a decrease of 1.8% on September 1995. The exports were valued at \$54.3 million, a decrease of 12.4% from the record high of \$62.0 million in August and an increase of 5.7% on September 1995.

Exports to Southeast Asia were a record high of 0.43 million litres of wine with Thailand receiving 31.5% and Indonesia 29.4% of these exports. Southeast Asia received 2.9% of total exports of Australian wine.

WINE IMPORTS CLEARED FOR HOME CONSUMPTION



IMPORTS CLEARED FOR HOME CONSUMPTION

Australia cleared 1.3 million litres of imported wine for home consumption in September, down 12.9% on August and 51.8% on September 1995. The value of the imports cleared was \$6.1 million, an increase of 5.6% on the previous month.

The average price per litre of wine imports cleared for home consumption was \$4.84 compared with \$3.99 in August and \$2.37 in September 1995. Sparkling wine represented 18.0% of the total quantity of imports.

INQUIRIES

- for more information about statistics in this publication and the availability of related unpublished statistics, contact Peter Carmalt on Adelaide (08) 8237 7632 or any ABS State Office.
- for information about other ABS statistics and services please refer to the back of this publication.

DOMESTIC SALES OF AUSTRALIAN PRODUCED TABLE WINE, ORIGINAL DATA

Table wine	3 months ended October		% change
	1995	1996	
	'000 L	'000 L	
White — bottles 1 litre and under	11 755	13 613	15.8
White — other containers	27 632	32 384	17.2
Total white	39 387	45 997	16.8
Red — bottles 1 litre and under	7 956	10 178	27.9
Red — other containers	7 384	9 209	24.7
Total red	15 340	19 387	26.4
Total table wine (includes Rosé)	55 724	66 497	19.3

Total sales of Australian produced table wine rose by 19.3% in the past 3 months compared with the same period 12 months ago. Red table wine sales rose by 26.4% with a 27.9% rise in bottle sales and a 24.7% rise in sales of other containers (mostly soft packs). White table wine sales rose by 16.8% with bottles up 15.8% and other containers up 17.2%.

The volume of wine sales reported above does not include any quantity of imported wine that may have been blended with the Australian product and this has particularly applied to wine sold in other containers.

WINE AVAILABLE FOR CONSUMPTION IN AUSTRALIA, ORIGINAL DATA

Period	Domestic sales of Australian produced wine	Imports cleared for home consumption	Available for consumption
	'000 L	'000 L	'000 L
1993-94	319 534	8 341	327 875
1994-95	313 357	14 057	327 414
1995-96	309 462	20 256	329 718
1995			
3 months ended September	79 221	6 463	85 684
1996			
3 months ended September	85 394	3 506	88 900

There was an increase of 3.2 million litres or 3.8% in the wine available for consumption for the 3 months to September compared with the same period in 1995. The increase of 6.2 million litres in the domestic sales of Australian produced wine was more than double the size of the 3.0 million litres decrease in imports.

DISPOSALS OF AUSTRALIAN PRODUCED WINE, ORIGINAL DATA

Period	Domestic sales of Australian produced wine	Exports of Australian produced wine	Total disposals
	'000 L	'000 L	'000 L
1993-94	319 534	125 464	444 998
1994-95	313 357	113 663	427 020
1995-96	309 462	129 608	439 070
1995			
3 months ended September	79 221	35 863	115 084
1996			
3 months ended September	85 394	43 523	128 917

There was an increase of 13.8 million litres or 12.0% in the disposal of Australian produced wine for the 3 months to September 1996 compared with the same period in 1995. This increase is a result of a rise of 6.2 million litres (7.8%) in the domestic sales of Australian produced wine combined with a rise of 7.7 million litres (21.4%) in exports.

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DOMESTIC SALES OF AUSTRALIAN WINE AND BRANDY BY WINEMAKERS

Period	Wine type						Total wine			
	Table	Fortified	Sparkling	Carbonated	Flavoured ¹	Vermouth	Original	Seasonally adjusted	Trend estimate ²	Brandy ³
	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L al
1993-94	254 702	27 026	30 598	3 525	2 426	1 258	319 534	1 301
1994-95	251 586	27 000	28 000	3 434	2 218	1 119	313 357	1 188
1995-96	247 274	25 865	30 148	3 089	2 087	999	309 462	1 113
1995-96—										
August	19 036	2 292	1 920	253	146	67	23 715	24 586	25 888	116
September	17 676	1 607	2 737	270	123	76	22 490	22 980	25 008	64
October	19 012	1 806	3 214	234	213	69	24 548	24 024	24 369	94
November	22 745	2 473	3 983	335	223	160	29 918	24 703	24 209	104
December	27 378	2 587	5 890	468	220	126	36 670	25 734	24 635	136
January	11 962	1 119	1 139	149	108	62	14 539	23 593	25 355	90
February	19 213	1 673	1 902	236	126	89	23 241	26 423	25 964	84
March	21 558	1 863	1 928	276	151	68	25 845	27 682	26 342	50
April	19 990	2 197	1 850	150	165	48	24 400	25 765	26 591	81
May	22 417	2 734	2 060	248	209	81	27 750	28 392	26 790	96
June	19 083	2 333	1 465	227	153	70	23 331	24 479	26 973	83
1996-97—										
July	25 043	3 070	2 014	244	238	123	30 732	27 554	27 175	109
August	22 614	2 160	2 254	199	205	71	27 503	28 495	27 460	104
September	21 690	1 872	3 059	322	152	64	27 159	27 415	27 763	66
October	22 193	2 119	3 777	335	178	86	28 688	28 237	28 101	n.y.a.

¹ Includes wine cocktails, marsala, aperitif and tonic wines.

² Trend estimates for the most recent months are provisional and can be revised as data for additional months become available.

³ Quantities on which excise duty was paid.

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DOMESTIC SALES OF AUSTRALIAN FORTIFIED AND SPARKLING WINE AND VERMOUTH BY WINEMAKERS

Period	Fortified wine						Sparkling wine ¹		Vermouth	
	Sherry			Dessert wine			Bottle fermentation	Bulk fermentation	Dry	Sweet
	Dry	Medium	Sweet	Port	Muscat	Other ³				
	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L
1993-94	1 889	2 318	6 133	15 383	1 180	124	26 305	4 293	564	694
1994-95	1 833	2 331	5 947	15 634	1 104	151	23 629	4 371	494	624
1995-96	1 785	2 291	5 592	15 096	1 003	98	22 923	7 226	440	559
1995-96—										
August	214	257	505	1 215	92	9	1 606	314	28	39
September	115	144	322	954	64	8	2 041	696	35	42
October	140	154	419	1 003	81	8	2 454	760	30	39
November	159	224	582	1 395	102	11	3 059	923	n.p.	n.p.
December	166	211	522	1 585	92	11	4 503	1 387	n.p.	n.p.
January	79	106	286	594	47	7	810	329	24	37
February	119	151	380	947	70	6	1 325	577	38	52
March	141	151	385	1 106	73	7	1 454	474	32	37
April	143	207	466	1 289	84	7	1 359	491	22	26
May	153	212	585	1 674	101	8	1 533	527	36	44
June	137	182	489	1 441	77	6	1 108	357	30	40
1996-97—										
July	190	283	654	1 802	132	9	1 544	470	56	67
August	130	168	364	1 388	101	10	1 609	644	31	40
September	115	160	359	1 145	89	5	2 118	941	36	28
October	155	204	487	1 174	91	9	2 797	980	29	56

¹ Spritzig table wines are included with table wine.

² Includes semi-sweet and medium dry.

³ Includes madeira, tokay and white port.

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DOMESTIC SALES OF AUSTRALIAN TABLE WINE BY CONTAINER TYPE

Period	WHITE WINE NOT EXCEEDING 1 DEGREE BAUMÉ ¹					WHITE WINE EXCEEDING 1 DEGREE BAUMÉ ¹				
	Glass containers					Glass containers				
	1 litre and under	Over 1 litre	Soft pack ²	Bulk ³	Total	1 litre and under	Over 1 litre	Soft pack ²	Bulk ³	Total
	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L
1993-94	45 025	1 146	117 172	5 145	168 488	3 110	179	20 590	87	23 967
1994-95	49 063	964	110 435	3 730	164 192	2 794	n.p.	18 888	n.p.	21 970
1995-96	48 033	657	106 049	2 861	157 601	2 553	137	18 306	112	21 109
1995-96—										
August	3 498	56	7 498	203	11 255	200	n.p.	1 276	n.p.	1 498
September	3 537	53	7 245	233	11 068	176	n.p.	1 299	n.p.	1 492
October	4 135	62	8 016	245	12 458	209	n.p.	1 389	n.p.	1 616
November	4 811	74	9 629	284	14 796	230	n.p.	1 675	n.p.	1 927
December	5 903	71	11 606	486	18 067	351	22	1 991	14	2 378
January	2 431	32	5 400	215	8 078	153	n.p.	1 011	n.p.	1 178
February	3 927	51	8 724	280	12 982	198	n.p.	1 608	n.p.	1 825
March	4 225	50	9 435	159	13 869	158	11	1 735	8	1 912
April	3 929	46	8 607	152	12 734	229	n.p.	1 393	n.p.	1 640
May	3 997	53	9 588	161	13 799	221	9	1 771	11	2 012
June	3 307	45	7 976	173	11 500	155	n.p.	1 457	n.p.	1 630
1996-97—										
July	4 281	55	9 972	171	14 480	190	n.p.	1 672	n.p.	1 884
August	4 375	42	8 703	186	13 306	202	n.p.	1 624	n.p.	1 847
September	4 275	47	8 790	209	13 321	254	n.p.	1 559	n.p.	1 836
October	4 298	51	9 274	258	13 881	210	12	1 572	12	1 806
Period	RED					ROSE				
	Glass containers					Glass containers				
	1 litre and under	Over 1 litre	Soft pack ²	Bulk ³	Total	1 litre and under	Over 1 litre	Soft pack ²	Bulk ³	Total
	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L
1993-94	27 575	444	28 399	942	57 359	578	n.p.	4 178	n.p.	4 888
1994-95	30 013	591	29 453	576	60 633	570	116	4 094	12	4 792
1995-96	33 172	420	29 964	313	63 869	535	n.p.	4 056	n.p.	4 695
1995-96—										
August	3 038	44	2 808	46	5 937	38	n.p.	297	n.p.	347
September	2 433	50	2 284	32	4 799	37	n.p.	272	n.p.	317
October	2 485	42	2 057	21	4 604	46	n.p.	279	n.p.	334
November	2 816	39	2 740	13	5 608	n.p.	7	351	n.p.	414
December	3 019	36	3 229	46	6 330	n.p.	12	510	n.p.	603
January	1 343	18	1 093	11	2 465	28	n.p.	206	n.p.	241
February	2 365	19	1 666	17	4 067	40	n.p.	291	n.p.	339
March	2 944	29	2 443	18	5 434	37	n.p.	299	n.p.	343
April	2 992	31	2 226	18	5 266	n.p.	n.p.	307	n.p.	351
May	3 139	43	2 988	31	6 200	n.p.	7	356	n.p.	407
June	2 644	28	2 908	24	5 604	36	n.p.	307	n.p.	349
1996-97—										
July	4 281	36	3 800	29	8 146	49	n.p.	475	n.p.	533
August	3 801	39	3 214	24	7 079	37	n.p.	338	n.p.	382
September	3 170	27	2 961	39	6 196	37	n.p.	294	n.p.	337
October	3 207	30	2 842	33	6 112	43	n.p.	343	n.p.	394

¹ 1 degree baumé = 18 grams of sugar per litre.

² Soft pack containers include all collapsible packs, plastic or otherwise.

³ Bulk includes rigid containers (plastic, steel, wood), tankers and cans.

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WINE AND BRANDY: IMPORTS CLEARED FOR HOME CONSUMPTION AND EXPORTS OF AUSTRALIAN PRODUCE

Period	Wine type				Total wine		Brandy	
	Table	Fortified	Sparkling	Other	Quantity	Value	Quantity	Value
	'000 L	'000 L	'000 L	'000 L	'000 L	\$'000	'000 L al	\$'000
IMPORTS CLEARED ¹								
1993-94	4 432	152	2 301	1 456	8 341	47 637	634	8 243
1994-95	9 398	272	3 065	1 322	14 057	61 057	590	7 266
1995-96	16 649	105	2 673	830	20 256	60 478	583	7 462
1995-96—								
July	1 206	4	131	99	1 440	3 975	46	556
August	2 109	5	193	90	2 396	5 369	50	675
September	2 293	7	253	74	2 627	6 219	44	651
October	2 349	23	419	36	2 827	7 432	43	618
November	1 799	14	568	117	2 498	8 126	68	786
December	2 152	9	319	84	2 564	8 064	53	926
January	1 483	5	175	54	1 718	4 422	54	637
February	691	12	144	53	900	3 213	49	632
March	678	10	96	52	836	3 145	34	458
April	547	2	125	85	759	3 403	56	550
May	700	9	132	58	899	4 065	51	588
June	641	4	118	28	791	3 046	34	384
1996-97—								
July	566	2	127	94	789	3 715	60	703
August	1 266	10	96	80	1 452	5 796	58	727
September	917	22	228	98	1 265	6 121	50	562
EXPORTS ²								
1993-94	116 655	2 873	5 042	893	125 464	366 574	36	524
1994-95	105 542	2 475	5 109	537	113 663	385 704	36	812
1995-96	r120 984	r2 506	r5 480	638	r129 608	r471 250	23	729
1995-96—								
July	9 587	159	528	44	10 318	39 027	3	102
August	9 778	280	403	53	10 514	36 619	3	73
September	14 023	233	719	56	15 031	51 391	2	26
October	10 264	311	571	68	11 214	41 125	—	8
November	7 364	187	398	69	8 018	27 716	2	84
December	9 768	170	396	38	10 373	40 613	3	83
January	6 237	262	254	37	6 790	26 579	3	60
February	9 185	154	491	44	9 875	34 871	1	62
March	10 585	326	456	63	11 430	r42 324	1	62
April	11 176	121	390	43	11 730	41 217	—	7
May	r10 709	r139	r337	60	r11 245	r41 679	2	95
June	r12 307	164	537	63	13 071	48 091	4	67
1996-97—								
July	r11 595	174	522	51	r12 343	r45 121	—	18
August	r15 209	r387	r756	r63	r16 415	r61 986	3	79
September	13 676	268	750	72	14 765	54 309	4	89

¹ Due to a change in the Customs Tariff codes implemented in July 1996, the wine type categories are not necessarily comparable with previous data reported.

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EXPORTS OF AUSTRALIAN WINE BY COUNTRY OF DESTINATION, SEPTEMBER 1996

Country/region	Wine type				Total wine	
	Table	Fortified	Sparkling	Other	Quantity	Value
	litres	litres	litres	litres	litres	\$'000
Fiji	51 734	2 318	7 722	1 260	63 034	216
New Caledonia	46 063	—	9 108	—	55 171	119
New Zealand	1 308 156	23 813	39 759	10 845	1 382 573	3 831
<i>Total Oceania and Antarctica</i> ¹	1 435 957	27 217	61 665	12 375	1 537 214	4 359
Belgium and Luxembourg	212 815	—	450	—	213 265	690
Denmark	142 499	—	2 475	—	144 974	661
Germany, Federal Republic of	201 081	3 150	3 600	—	207 831	790
Ireland	409 803	—	12 996	738	423 537	1 307
Netherlands	135 038	—	4 320	—	139 358	561
Sweden	260 109	—	31 500	—	291 609	1 055
Switzerland	98 790	—	—	—	98 790	368
United Kingdom	7 036 378	189 308	417 741	32 787	7 676 214	25 236
<i>Total Europe and the Former USSR</i> ¹	8 732 820	192 458	475 827	33 525	9 434 630	31 498
Oman	16 975	—	495	—	17 470	24
United Arab Emirates	11 445	—	3 024	—	14 469	39
<i>Total Middle East and North Africa</i> ¹	28 420	—	3 519	—	31 939	62
Indonesia	123 525	518	2 565	—	126 608	402
Thailand	122 158	630	7 110	5 400	135 298	512
<i>Total Southeast Asia</i> ¹	391 304	3 272	17 103	18 303	429 982	2 005
Hong Kong	122 306	—	23 960	252	146 518	847
Japan	109 170	2 250	108 504	7 020	226 944	1 039
<i>Total Northeast Asia</i> ¹	243 335	2 250	132 716	7 272	385 573	1 994
Canada	362 263	18 981	8 829	—	390 073	1 671
USA	2 427 810	23 454	49 978	243	2 501 485	12 566
<i>Total Northern America</i>	2 790 073	42 435	58 807	243	2 891 558	14 237
<i>Total Other Regions</i> ²	54 117	360	108	—	54 585	155
Total all Countries	13 676 026	267 992	749 745	71 718	14 765 481	54 309

¹ Includes other countries as detailed in *Australian Standard Classification of Countries for Social Statistics* (1269.0). ² Includes ships' stores.

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EXPORTS OF AUSTRALIAN WINE BY REGION¹

Period	Oceania and Antarctica	Europe and the Former USSR	Middle East and North Africa	Southeast Asia	Northeast Asia	Northern America	Other	Total all regions
	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L
1993-94	24 968	73 334	952	2 134	5 268	18 463	346	125 464
1994-95	17 144	69 782	1 014	2 197	4 307	18 786	434	113 663
1995-96	14 649	83 825	946	3 517	4 430	r21 990	r251	r129 608
1995-96—								
July	1 210	6 428	92	227	544	1 807	10	10 318
August	1 387	6 568	—	157	219	2 163	19	10 514
September	1 803	10 334	157	246	330	2 154	7	15 031
October	821	7 931	20	194	448	1 758	43	11 214
November	1 993	4 016	94	417	392	1 092	14	8 018
December	707	6 686	61	335	371	2 208	4	10 373
January	441	4 582	46	376	238	1 081	25	6 790
February	1 779	5 821	119	327	410	1 402	16	9 875
March	1 399	6 816	99	339	421	2 319	36	11 430
April	1 238	7 599	100	416	321	2 023	33	11 730
May	937	7 484	125	249	333	r2 086	30	r11 245
June	934	9 560	33	234	402	1 897	12	13 071
1996-97—								
July	r1 698	r7 522	117	r313	277	2 377	38	r12 343
August	r1 541	r11 092	r55	296	r395	r3 019	15	r16 415
September	1 537	9 435	32	430	386	2 892	55	14 765

¹ Exports may include sales made by exporters other than winemakers.

EXPLANATORY NOTES

INTRODUCTION

1 The information shown in this publication for the domestic sales of Australian produced wine is obtained directly from winemakers by means of a mail collection. The brandy sales figures shown represent quantities on which excise duty was paid, i.e. the quantity of brandy released for sale. Statistics relating to import clearances and exports are based on information provided to the Australian Customs Service by importers, exporters and their agents.

SCOPE AND COVERAGE

2 The information on domestic sales of Australian produced wine is obtained from winemaking enterprises with sales of 250,000 litres or more in the previous financial year. These account for approximately 95% of total wine sales. All sales data are collected on an Australia-wide basis only and State figures are therefore not available.

3 Tables 1–3 include all sales by winemakers (within the scope of the collection) with the exception of exports, sales for ships' stores, sales of imported wine and brandy and inter-winery sales, the last exclusion being necessary to avoid duplication in the published figures. Figures relating to foreign trade in wine and brandy are presented in table 4 to provide a basis for assessing the overall Australian wine market.

4 Imports cleared for home consumption comprise those goods entered for home consumption, together with goods cleared from Customs warehouses. Exports of Australian produce are defined as exports of goods, materials or articles which have been produced, manufactured or partly manufactured in Australia.

SEASONALLY ADJUSTED AND TREND ESTIMATES

5 Seasonal adjustment is a means of removing the estimated effects of normal seasonal variation from the series so that the effects of other influences can be more clearly recognised. Seasonal adjustment does not remove from the series the effect of irregular influences (e.g. abnormal weather and industrial disputes).

6 The smoothing of seasonally adjusted series to create trend estimates is a means of reducing the impact of the irregular component of the series. The trend estimates of wine sales have been derived by applying a 13-term Henderson weighted moving average to the seasonally adjusted series.

7 For further information, see *A Guide to Interpreting Time Series — Monitoring Trends, an Overview* (1348.0) or contact the Assistant Director, Time Series Analysis on (06) 252 6345.

RELATED PUBLICATIONS

8 Another ABS publication which may be of interest is the *Australian Wine and Grape Industry* (1329.0) which contains production and stocks of Australian wine and brandy held by winemakers, final viticulture data and a comprehensive range of industry related data, including world comparisons.

9 Current publications produced by the ABS are listed in the *Catalogue of Publications and Products Australia* (1101.0). The ABS also issues, on Tuesdays and Fridays, a *Release Advice* (1105.0) which lists publications to be released in the next few days. The Catalogue and Release Advice are available from any ABS office.

ROUNDING

10 Where figures have been rounded, discrepancies may occur between sums of the component items and totals.

SYMBOLS AND OTHER USAGES

—	nil or rounded to zero
n.p.	not available for separate publication (but included in totals where applicable)
n.y.a.	not yet available
r	figure or series revised since previous issue
..	not applicable

W. McLennan
Australian Statistician

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