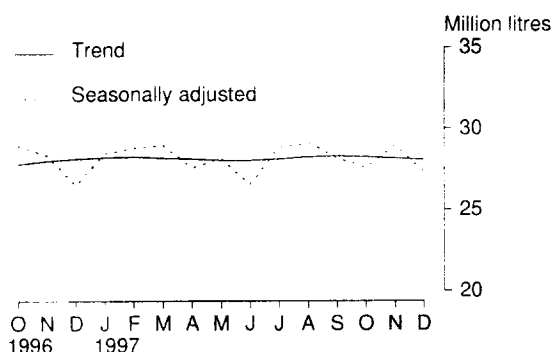


SALES OF AUSTRALIAN WINE AND BRANDY BY WINEMAKERS

EMBARGO: 11.30AM (CANBERRA TIME) TUES 3 FEB 1998

SUMMARY OF FINDINGS

DOMESTIC SALES OF AUSTRALIAN PRODUCED WINE



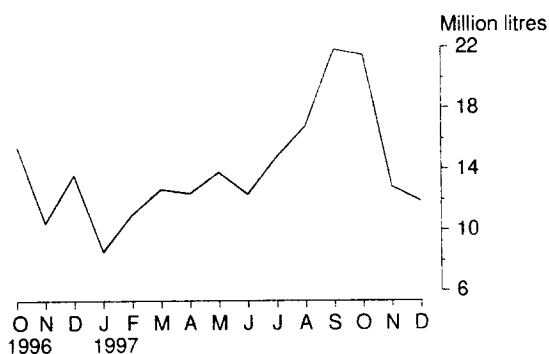
DOMESTIC SALES

The trend estimate for the total domestic sales of Australian produced wine fell by 0.3% in December. The trend series will continue to decline unless the seasonally adjusted estimate increases by more than 6% in January.

The seasonally adjusted estimate for the total domestic sales of Australian produced wine for December was 27.3 million litres, a fall of 5.6% on the previous month.

In original terms, there were 35.3 million litres of Australian produced wine sold domestically during December, up 1.1% on November 1997 and 2.0% up on December 1996. There were 337.0 million litres of Australian produced wine sold domestically in 1997, a 4.1% increase on 1996.

EXPORTS OF AUSTRALIAN PRODUCED WINE

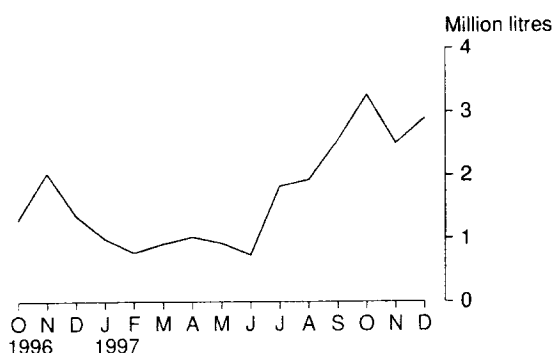


EXPORTS

A total of 11.9 million litres of Australian wine valued at \$56.0 million was exported in December. This is 7.4% less in quantity and 3.3% less in value than reported in November 1997.

In 1997, 170.6 million litres valued at \$719.0 million were exported, 15.5% more quantity and 31.0% more in value than 1996. The average values per litre of wine exported were \$4.22 in 1997, \$3.72 in 1996, \$3.58 in 1995, \$3.16 in 1994 and \$2.84 in 1993. All the major wine export regions showed growth in 1997 except Southeast Asia.

WINE IMPORTS CLEARED FOR HOME CONSUMPTION



IMPORTS CLEARED FOR HOME CONSUMPTION

Australia cleared 2.9 million litres of imported wine for home consumption in December, up 15.8% on November and 114.0% on December 1996.

In 1997, 20.4 million litres of imported wine were cleared for home consumption, 44.6% more than for 1996 but 5.6% less than the quantity imported in 1995. This increase is mostly attributed to imports of table wine which rose by 5.5 million litres or 51.3%. The average value per litre of the wine imported were \$4.11 in 1997, \$4.29 in 1996, \$3.07 in 1995 and \$5.13 in 1994.

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

<i>Table wine</i>	1996	1997	% change
	'000 L	'000 L	
White — bottles 1 litre and under	53 104	57 201	7.7
White — other containers	131 103	128 180	-2.2
<i>Total white</i>	184 207	185 381	0.6
Red — bottles 1 litre and under	36 971	43 163	16.7
Red — other containers	33 753	41 130	21.9
<i>Total red</i>	70 724	84 293	19.2
Total table wine (includes rosé)	259 564	274 080	5.6

Total sales of Australian produced wine rose by 5.6% in 1997 compared with 1996. White wine sales rose by 0.6% with a 7.7% rise in bottle sales mostly offset by a fall of 2.2% in sales of other containers (mostly soft packs). Red table wine sales rose by 19.2% with bottle and other container sales up 16.7% and 21.9% respectively. Fortified wine sales for the same period fell 3.4% while sparkling wine sales fell by 1.8%.

The volume of wine sales reported above does not include any quantity of imported wine that may have been blended with the Australian product.

WINE AVAILABLE FOR CONSUMPTION IN AUSTRALIA, ORIGINAL DATA

<i>Period</i>	<i>Domestic sales of Australian produced wine</i>	<i>Imports cleared for — home consumption</i>	<i>Available for consumption</i>
	'000 L	'000 L	'000 L
1994–95	313 357	14 057	327 414
1995–96	309 462	20 256	329 718
1996–97	333 590	13 589	347 179
1996	323 786	14 102	337 888
1997	336 979	20 396	357 375

There was an increase of 19.5 million litres (5.8%) in the wine available for consumption in 1997 compared with 1996. This resulted from an increase of 13.2 million litres (4.1%) in the domestic sales of Australian produced wine and an increase of 6.3 million litres (44.6%) in imported wine.

DISPOSALS OF AUSTRALIAN PRODUCED WINE, ORIGINAL DATA

<i>Period</i>	<i>Domestic sales of Australian produced wine</i>	<i>Exports of Australian produced wine</i>	<i>Total disposals</i>
	'000 L	'000 L	'000 L
1994–95	313 357	113 663	427 020
1995–96	309 462	129 671	439 133
1996–97	333 590	154 386	487 976
1996	323 786	147 710	471 496
1997	336 979	170 556	507 535

There was an increase of 36.0 million litres (7.6%) in the disposal of Australian produced wine in 1997 compared with 1996. This increase is a result of a rise in exports of 22.8 million litres (15.5%) combined with a rise in domestic sales of Australian produced wine of 13.2 million litres (4.1%).

1

DOMESTIC SALES OF AUSTRALIAN WINE AND BRANDY BY WINEMAKERS

Period	Wine type						Total wine			
	Table	Fortified	Spark- ling	Carbon- ated	Flavoured ¹	Vermouth	Original	Seasonally adjusted ²	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
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
1996-97	268 766	25 628	32 555	3 431	2 184	1 027	333 590	987
1996-97—										
October	22 221	2 119	3 824	335	178	86	28 764	28 944	27 809	87
November	27 862	2 357	4 666	453	215	117	35 669	28 357	27 985	104
December	25 826	2 376	5 584	512	208	121	34 627	26 505	28 144	122
January	14 700	1 297	1 604	163	179	91	18 035	28 469	28 228	54
February	21 065	1 510	1 838	286	112	81	24 892	28 796	28 249	65
March	22 698	1 630	2 205	193	136	61	26 924	28 971	28 181	64
April	20 397	2 350	1 822	183	175	59	24 986	27 588	28 111	72
May	22 923	2 538	2 017	261	210	120	28 069	28 176	28 065	71
June	21 644	2 350	1 523	280	175	32	26 004	26 548	28 055	69
1997-98—										
July	26 365	2 976	2 100	263	259	134	32 097	28 853	28 123	103
August	23 935	2 130	1 938	268	199	83	28 553	29 130	28 254	87
September	22 737	2 149	2 664	242	165	87	28 043	28 186	28 319	88
October	23 329	1 752	3 404	345	173	82	29 086	27 587	28 275	75
November	27 323	2 233	4 652	437	207	106	34 959	28 963	28 164	97
December	26 964	2 090	5 533	446	197	99	35 329	27 337	28 080	121

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. Data before July 1997 contained brandy made from fruit other than grape.

2

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

Period	Fortified wine						Sparkling wine ¹		Vermouth	
	Sherry			Dessert wine			Bottle fermen- tation	Bulk fermen- tation	Dry	Sweet
	Dry	Medium ²	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	
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
1996-97	1 598	2 205	5 209	15 454	1 071	91	23 372	9 183	447	580
1996-97—										
October	155	204	487	1 174	91	9	2 844	980	29	56
November	130	203	493	1 432	90	9	3 469	1 197	51	66
December	129	190	457	1 497	93	10	3 901	1 683	56	65
January	94	122	306	704	65	6	1 092	512	n.p.	n.p.
February	116	129	323	873	63	5	1 350	488	30	51
March	110	155	325	968	66	6	1 669	536	29	32
April	137	200	515	1 402	89	6	1 384	437	27	32
May	167	214	489	1 552	107	9	1 334	683	53	67
June	124	177	438	1 518	85	8	912	611	n.p.	n.p.
1997-98—										
July	172	246	565	1 852	131	9	1 545	556	63	71
August	102	146	357	1 416	96	13	1 365	573	38	46
September	129	199	476	1 232	97	17	1 918	745	38	50
October	126	157	322	1 055	82	9	2 745	660	38	44
November	131	192	489	1 321	87	13	3 422	1 230	n.p.	n.p.
December	114	162	443	1 273	88	11	3 899	1 634	36	63

¹ Spritzig table wines are included with table wine.

² Includes semi-sweet and medium dry.

³ Includes madeira, tokay and white port.

3

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
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
1996-97	52 722	607	106 501	2 462	162 291	2 490	n.p.	19 992	n.p.	22 740
1996-97—										
October	4 319	51	9 274	258	13 902	210	12	1 572	12	1 806
November	5 543	66	11 323	281	17 213	265	n.p.	2 219	n.p.	2 509
December	5 863	61	10 294	373	16 591	332	n.p.	1 924	n.p.	2 287
January	3 206	43	5 612	432	9 293	161	8	1 217	9	1 395
February	4 716	56	8 225	128	13 124	173	n.p.	1 588	n.p.	1 777
March	4 548	47	9 285	123	14 003	177	n.p.	1 771	n.p.	1 967
April	4 096	37	7 542	86	11 760	206	n.p.	1 483	n.p.	1 710
May	4 059	55	8 845	130	13 089	178	n.p.	1 710	n.p.	1 911
June	3 376	45	8 636	86	12 143	142	n.p.	1 652	n.p.	1 813
1997-98—										
July	4 774	51	9 269	238	14 332	201	n.p.	1 789	n.p.	2 011
August	4 548	37	8 822	213	13 620	231	9	1 640	11	1 891
September	4 376	39	8 415	180	13 011	212	n.p.	1 820	n.p.	2 053
October	5 160	68	8 181	309	13 718	227	9	1 926	9	2 170
November	5 652	n.p.	10 477	n.p.	16 576	259	n.p.	2 099	n.p.	2 377
December	6 185	n.p.	10 488	n.p.	17 130	336	n.p.	2 150	n.p.	2 508
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
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
1996-97	40 622	348	37 524	561	79 055	522	n.p.	4 050	n.p.	4 680
1996-97—										
October	3 214	30	2 842	33	6 119	43	n.p.	343	n.p.	394
November	3 640	41	3 920	29	631	58	n.p.	443	n.p.	509
December	3 419	30	2 994	56	6 498	71	n.p.	368	n.p.	450
January	2 129	15	1 579	55	3 778	35	n.p.	195	n.p.	235
February	3 160	23	2 581	54	5 818	38	n.p.	299	n.p.	344
March	3 402	25	2 892	57	6 376	34	n.p.	312	n.p.	352
April	3 384	25	3 106	61	6 575	38	n.p.	286	n.p.	352
May	3 704	30	3 738	66	7 538	51	n.p.	328	n.p.	385
June	3 298	27	3 896	59	7 280	31	n.p.	370	n.p.	407
1997-98—										
July	4 929	41	4 554	85	9 608	42	n.p.	365	n.p.	414
August	4 088	36	3 871	58	8 053	36	n.p.	327	n.p.	371
September	3 631	30	3 631	27	7 320	36	n.p.	313	n.p.	354
October	3 786	28	3 233	39	7 085	45	n.p.	304	n.p.	356
November	4 048	27	3 869	34	7 977	50	n.p.	338	n.p.	393
December	3 606	33	3 195	50	6 884	62	n.p.	373	n.p.	444

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.

4

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								
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
1996-97	10 105	105	2 387	993	13 589	66 503	628	7 889
1996-97—								
October	746	19	322	214	1 301	7 152	52	716
November	1 573	8	354	100	2 036	8 073	70	905
December	954	8	320	75	1 357	8 373	85	1 059
January	719	15	234	24	991	5 168	40	678
February	605	7	156	6	775	4 092	42	516
March	612	5	173	129	919	4 347	35	411
April	820	2	121	90	1 032	5 253	45	571
May	744	4	132	47	927	4 513	46	547
June	583	3	124	34	745	3 910	46	495
1997-98—								
July	1 359	6	412	61	1 838	7 972	61	685
August	1 617	21	219	72	1 928	5 932	57	638
September	2 161	18	186	192	2 557	7 921	54	667
October	2 562	7	576	127	3 271	12 589	56	649
November	1 983	19	370	135	2 507	10 962	70	903
December	2 516	19	282	86	2 904	11 176	90	1 232
EXPORTS ²								
1994-95	105 542	2 475	5 109	537	113 663	385 704	36	812
1995-96	121 037	2 506	5 489	639	129 671	471 576	24	732
1996-97	144 885	2 490	6 046	966	154 386	603 327	17	526
1996-97—								
October	14 169	325	955	124	15 573	59 439	2	64
November	9 777	94	558	49	10 478	41 324	2	51
December	12 911	256	383	88	13 638	50 492	2	68
January	8 086	127	262	97	8 572	34 241	—	9
February	10 458	78	452	42	11 030	44 707	—	17
March	12 036	214	288	130	12 668	49 496	2	80
April	11 801	166	414	45	12 425	51 728	—	5
May	12 986	217	492	89	13 784	56 956	1	20
June	11 861	184	213	112	12 369	52 182	1	27
1997-98—								
July	14 154	99	482	54	14 789	63 426	1	38
August	15 964	239	540	73	16 816	69 167	2	20
September	20 634	304	785	134	21 858	r91 207	4	102
October	r19 834	415	r1 099	131	r21 479	r92 088	1	10
November	r12 180	r204	r422	55	r12 862	r57 881	3	50
December	11 360	169	336	40	11 905	55 961	4	33

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.

² Exports may include sales made by exporters other than winemakers.

5

EXPORTS OF AUSTRALIAN WINE BY COUNTRY OF DESTINATION, 1997

Country/region	Wine type				Total wine	
	Table	Fortified	Sparkling	Other	Quantity	Value
	'000 L	'000 L	'000 L	'000 L	'000 L	\$'000
Fiji	360	15	57	9	441	2 053
New Zealand	18 944	314	641	96	19 995	47 693
Papua New Guinea	287	35	28	—	351	1 566
<i>Total Oceania & Antarctica</i> ¹	20 378	381	777	111	21 647	53 730
Denmark	2 143	—	4	—	2 147	8 900
Germany, Federal Republic of	3 356	16	39	28	3 438	14 597
Ireland	3 811	1	43	7	3 862	16 975
Netherlands	2 023	—	7	13	2 043	9 396
Norway	2 650	—	40	—	2 690	8 784
Sweden	3 344	1	99	—	3 444	11 745
Switzerland	1 466	8	94	105	1 673	12 578
United Kingdom	73 632	942	3 592	131	78 298	312 368
<i>Total Europe & the Former USSR</i> ¹	97 205	972	3 971	311	102 459	411 950
Bahrain	137	1	14	—	152	270
United Arab Emirates	640	6	62	6	713	1 634
<i>Total Middle East and North Africa</i> ¹	947	8	84	6	1 045	2 350
Singapore	1 262	16	45	50	1 373	9 884
Thailand	646	4	13	11	674	2 535
<i>Total Southeast Asia</i> ¹	2 960	23	111	111	3 206	18 972
Hong Kong	2 472	26	130	124	2 752	14 850
Japan	2 426	129	216	85	2 856	13 980
<i>Total Northeast Asia</i> ¹	7 134	204	419	319	8 077	44 098
Canada	6 483	411	146	1	7 041	32 441
United States of America	25 840	402	245	143	26 631	153 284
<i>Total Northern America</i> ¹	32 334	813	391	145	33 682	185 791
<i>Total Other Regions</i> ²	395	14	31	1	441	2 149
Total All Countries	161 353	2 415	5 785	1 004	170 556	719 042

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

² Includes ships' stores.

6

EXPORTS OF AUSTRALIAN WINE BY REGION¹

Period	Oceania and	Europe and	Middle	Southeast	Northeast	Northern	Other ²	Total all			
	Antarctica	the Former	East and						Asia	America	regions
	'000 L	USSR	North Africa						'000 L	'000 L	'000 L
1994-95	17 144	69 782	1 014	2 197	4 307	18 786	434	113 663			
1995-96	14 659	83 835	946	3 525	4 450	21 999	257	129 671			
1996-97	17 917	95 482	974	3 698	7 070	28 906	338	154 386			
1996-97—											
October	2 144	9 914	61	345	570	2 511	28	15 573			
November	1 934	5 938	95	424	448	1 617	21	10 478			
December	1 264	9 048	45	336	864	2 060	22	13 638			
January	1 243	4 705	58	229	699	1 624	13	8 572			
February	691	6 966	137	289	542	2 377	28	11 030			
March	1 614	7 773	46	241	643	2 328	22	12 668			
April	1 436	7 728	99	228	490	2 430	12	12 425			
May	1 062	8 425	139	302	1 029	2 789	38	13 784			
June	1 714	6 663	89	274	722	2 860	47	12 370			
1997-98—											
July	1 768	9 439	71	148	524	2 765	73	14 789			
August	2 338	9 510	58	264	701	3 939	6	16 816			
September	2 322	14 401	39	302	696	4 021	76	21 858			
October	3 608	13 568	115	271	606	3 252	59	21 479			
November	2 255	6 850	125	442	783	2 366	41	12 862			
December	1 595	6 430	66	214	641	2 931	27	11 905			

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

² Includes ships' stores.

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 (02) 6252 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

For more information . . .

The ABS publishes a wide range of statistics and other information on Australia's economic and social conditions. Details of what is available in various publications and other products can be found in the ABS Catalogue of Publications and Products available from all ABS Offices.

ABS Products and Services

Many standard products are available from ABS bookshops located in each State and Territory. In addition to these products, information tailored to the needs of clients can be obtained on a wide range of media by contacting your nearest ABS Office. The ABS also provides a Subscription Service for standard products and some tailored information services.

National Dial-a-Statistic Line

0055 86 400

Steadycom P/L: premium rate 25c/20 secs.

This number gives 24-hour access, 365 days a year, for a range of important economic statistics including the CPI.

Internet

<http://www.abs.gov.au>

A wide range of ABS information is available via the Internet, with basic statistics available for each State, Territory and Australia. We also have Key National Indicators, ABS product release details and other information of general interest.

Sales and Inquiries

client.services@abs.gov.au

National Mail Order Service	(02) 6252 5249
Subscription Service	1300 366 323

	Information Inquiries	Bookshop Sales
CANBERRA	(02) 6252 6627	(02) 6207 0326
SYDNEY	(02) 9268 4611	(02) 9268 4620
MELBOURNE	(03) 9615 7755	(03) 9615 7755
BRISBANE	(07) 3222 6351	(07) 3222 6350
PERTH	(08) 9360 5140	(08) 9360 5307
ADELAIDE	(08) 8237 7100	(08) 8237 7582
HOBART	(03) 6222 5800	(03) 6222 5800
DARWIN	(08) 8943 2111	(08) 8943 2111



Client Services, ABS, PO Box 10, Belconnen ACT 2616

Produced by the Australian Bureau of Statistics
© Commonwealth of Australia 1998

Recommended retail price: \$15.00



2850400012978

ISSN 0312-925X