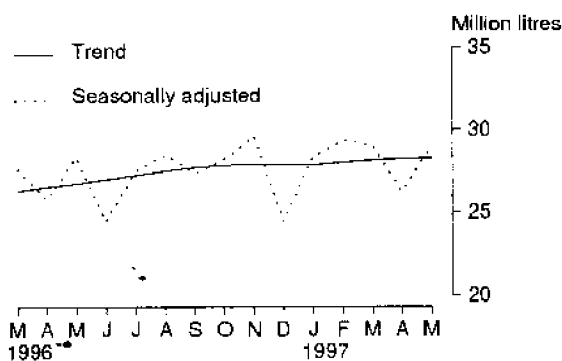


SALES OF AUSTRALIAN WINE AND BRANDY BY WINEMAKERS, MAY 1997

SUMMARY OF FINDINGS

DOMESTIC SALES OF AUSTRALIAN PRODUCED WINE



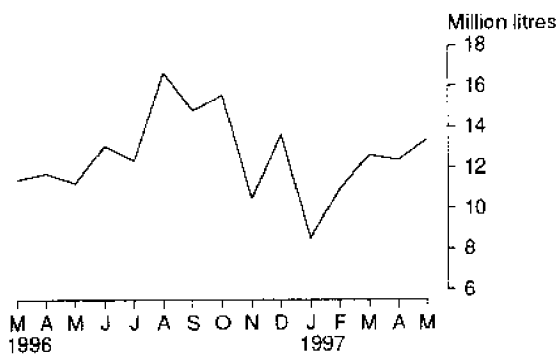
DOMESTIC SALES

The trend estimate for the total domestic sales of Australian produced wine rose by 0.2% in May. The trend shows five months of growth following a slight fall in December 1996.

The seasonally adjusted estimate for the total domestic sales of Australian produced wine was 29.0 million litres, a rise of 10.2% on the previous month. It would require a fall of over 7% in the seasonally adjusted estimate for June for the trend series to flatten out.

In original terms, there were 28.0 million litres of Australian produced wine sold domestically during May, up 12.4% on April and 0.9% on May 1996.

EXPORTS OF AUSTRALIAN PRODUCED WINE

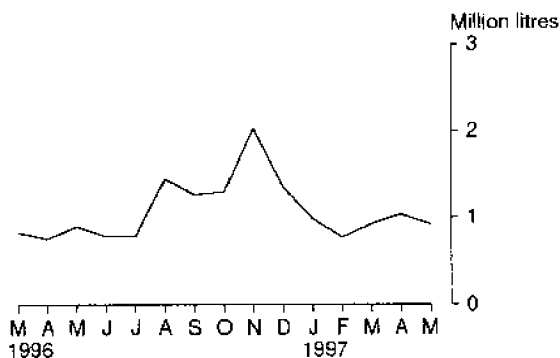


EXPORTS

A total of 13.4 million litres of Australian wine valued at \$55.5 million were exported in May. This is 8.3% more in quantity and 8.2% more in value than reported in April.

Of the May exports, the United Kingdom received 44.3%, the United States of America 16.7% and New Zealand 7.0%.

WINE IMPORTS CLEARED FOR HOME CONSUMPTION



IMPORTS CLEARED FOR HOME CONSUMPTION

Australia cleared 0.9 million litres of imported wine for home consumption in May, down 10.2% on April but up 3.1% on May 1996. The majority of these imports were for table wine (80.3%) while sparkling wine accounted for a further 14.2%.

May imports cleared for home consumption were valued at \$4.5 million, with the average value per litre being \$4.87. This compares with \$5.10 in April and \$4.52 in May 1996.

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- for more information about statistics in this publication and the availability of related unpublished statistics, contact Peter Carmalt on Adelaide (08) 8237 7632 or any ABS State Office.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 May		% change
	1996	1997	
	'000 L	'000 L	
White — bottles 1 litre and under	12 759	13 213	3.6
White — other containers	33 207	31 177	-6.1
Total white	45 966	44 389	-3.4
Red — bottles 1 litre and under	9 075	10 469	15.4
Red — other containers	7 827	10 000	27.8
Total red	16 900	20 469	21.1
Total table wine (includes Rosé)	63 965	65 946	3.1

Total sales of Australian produced table wine rose by 3.1% in the past 3 months compared with the same period 12 months ago. Red table wine sales rose by 21.1% with a 15.4% rise in bottle sales and a 27.8% rise in sales of other containers (mostly soft packs). White table wine sales fell by 3.4%, with bottle sales up 3.6% but offset by a fall of 6.1% in other containers.

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

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
1996			
3 months ended May	77 995	2 494	80 489
1997			
3 months ended May	79 805	2 879	82 684

There was an increase of 2.2 million litres or 2.7% in the wine available for consumption for the 3 months to May compared with the same period a year ago. This resulted from an increase of 0.4 million litres in imported wine and an increase of 1.8 million litres in the domestic sales of Australian produced wine.

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	129 670	439 132
1996			
3 months ended May	77 995	34 426	112 421
1997			
3 months ended May	79 805	38 425	118 230

There was an increase of 5.8 million litres or 5.2% in the disposal of Australian produced wine for the 3 months to May 1997 compared with the same period a year ago. This increase is a result of a rise of 1.8 million litres (2.3%) in the domestic sales of Australian produced wine combined with a rise of 4.0 million litres (11.6%) in exports.

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	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
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—										
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	26 765	96
June	19 083	2 333	1 465	227	153	70	23 331	24 479	27 017	83
1996-97—										
July	25 043	3 070	2 014	244	238	123	30 732	27 554	27 305	109
August	22 614	2 160	2 254	199	205	71	27 503	28 495	27 550	104
September	21 690	1 872	3 059	322	152	64	27 159	27 415	27 742	66
October	22 193	2 119	3 777	335	178	86	28 688	28 237	27 872	87
November	27 834	2 357	4 618	453	215	117	35 594	29 663	27 908	104
December	25 798	2 376	5 537	512	208	121	34 551	24 454	27 906	122
January	14 677	1 297	1 570	163	179	91	17 976	28 415	27 929	54
February	21 041	1 510	1 804	286	112	81	24 833	29 387	28 050	65
March	22 674	1 630	2 171	193	136	61	26 866	29 086	28 165	64
April	20 373	2 350	1 787	183	175	59	24 928	26 283	28 238	72
May	22 899	2 538	1 983	261	210	120	28 011	28 969	28 291	71

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.

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				
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—										
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
November	130	203	493	1 432	90	9	3 421	1 197	51	66
December	129	190	457	1 497	93	10	3 853	1 683	56	65
January	94	122	306	704	65	6	1 057	512	n.p.	n.p.
February	116	129	323	873	63	5	1 316	488	30	51
March	110	155	325	968	66	6	1 635	536	29	32
April	137	200	515	1 402	89	6	1 350	437	27	32
May	167	214	489	1 552	107	9	1 300	683	53	67

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
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—										
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
November	5 522	66	11 323	281	17 192	265	n.p.	2 219	n.p.	2 509
December	5 842	61	10 294	373	16 570	332	n.p.	1 924	n.p.	2 287
January	3 189	43	5 612	432	9 276	161	8	1 217	9	1 395
February	4 699	56	8 225	128	13 108	173	n.p.	1 588	n.p.	1 777
March	4 531	47	9 285	123	13 986	177	n.p.	1 771	n.p.	1 967
April	4 079	37	7 542	86	11 743	206	n.p.	1 483	n.p.	1 710
May	4 042	55	8 845	130	13 072	178	n.p.	1 710	n.p.	1 911
	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—										
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
November	3 634	41	3 920	29	7 624	58	n.p.	443	n.p.	509
December	3 413	30	2 994	56	6 492	71	n.p.	368	n.p.	450
January	2 122	15	1 579	55	3 771	35	n.p.	195	n.p.	235
February	3 153	23	2 581	54	5 811	38	n.p.	299	n.p.	344
March	3 395	25	2 892	57	6 369	34	n.p.	312	n.p.	352
April	3 377	25	3 106	61	6 568	38	n.p.	286	n.p.	352
May	3 697	30	3 738	66	7 532	51	n.p.	328	n.p.	385

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								
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--								
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	1 265	10	96	80	1 451	5 790	58	727
September	917	22	228	98	1 265	6 118	50	562
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	613	5	173	129	920	4 348	35	411
April	820	2	121	90	1 032	5 261	45	571
May	744	4	132	47	927	4 513	46	547
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	r121 037	2 506	r5 489	639	r129 670	r471 573	24	r732
1995-96--								
March	10 594	326	456	63	11 439	42 363	1	r63
April	11 177	121	390	43	11 731	41 229	—	7
May	r10 718	139	r338	61	r11 256	r41 764	2	95
June	12 312	164	537	63	13 076	48 124	4	68
1996-97--								
July	11 604	174	522	51	12 351	45 136	—	18
August	15 465	387	756	66	16 674	62 700	3	79
September	13 733	269	751	72	14 824	54 926	4	89
October	14 169	325	955	124	15 573	59 439	2	64
November	r9 778	94	r558	49	r10 479	r41 328	2	51
December	12 911	256	383	88	13 638	50 492	2	68
January	8 085	127	262	r97	r8 571	r34 237	—	9
February	10 395	78	r447	42	r10 963	r44 399	—	17
March	r12 001	214	287	130	r12 632	r49 298	2	80
April	r11 751	r166	r412	r57	r12 385	r51 322	—	5
May	12 607	216	488	96	13 408	55 517	1	20

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, MAY 1997

Country/region	Wine type				Total wine	
	Table	Fortified	Sparkling	Other	Quantity	Value
	litres	litres	litres	litres	litres	\$'000
Fiji	27 288	315	3 058	—	30 659	151
New Zealand	863 018	26 116	26 842	17 360	933 336	3 214
Papua New Guinea	30 676	3 413	2 628	—	36 717	236
Total Oceania & Antarctica¹	971 610	30 037	34 083	17 540	1 053 270	3 769
Belgium and Luxembourg	253 461	—	108	—	253 569	599
Denmark	158 389	—	149	—	158 538	702
Germany, Federal Republic of	140 125	—	1 413	990	142 528	787
Ireland	343 412	1 440	1 260	—	346 112	1 430
Norway	374 778	—	—	—	374 778	1 020
Sweden	477 233	—	16 236	—	493 469	1 486
Switzerland	195 854	—	667	—	196 521	895
United Kingdom	5 443 680	123 867	352 953	19 567	5 940 067	21 886
Total Europe & The Former USSR¹	7 610 615	125 391	375 036	20 557	8 131 599	29 939
Bahrain	25 385	—	2 835	—	28 220	50
United Arab Emirates	103 466	—	5 382	300	109 148	219
Total Middle East and North Africa¹	128 851	—	8 217	300	137 368	270
Philippines	32 586	—	—	5 395	37 981	182
Singapore	160 906	2 106	6 672	17 274	186 958	992
Total Southeast Asia¹	255 824	2 106	12 587	30 292	300 809	1 617
China (excluding Taiwan Province)	298 347	—	405	540	299 292	1 420
Hong Kong	249 384	—	6 480	11 712	267 576	1 390
Total Northeast Asia¹⁻²	953 973	4 761	38 153	26 688	1 023 575	5 531
Canada	447 789	32 286	9 027	54	489 156	2 530
United States of America	2 206 842	19 113	8 397	639	2 234 991	11 687
Total Northern America¹	2 654 631	51 399	17 424	693	2 724 147	14 217
Total Other Regions²	31 596	2 805	2 916	54	37 371	173
Total All Countries	12 607 100	216 499	488 416	96 124	13 408 139	55 517

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 regions
	Antarctica	the Former	East and	Asia	Asia	America		
	'000 L	USSR	North Africa	'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	14 659	83 835	946	3 525	r4 450	21 999	r257	r129 670
1995-96—								
March	1 400	6 816	99	340	421	2 327	36	11 439
April	1 239	7 599	100	416	321	2 023	33	11 731
May	938	7 484	125	249	r337	2 086	r36	r11 255
June	934	9 560	33	238	402	1 897	12	13 076
1996-97—								
July	1 704	7 522	117	313	278	2 377	38	12 351
August	1 548	11 330	55	296	395	3 033	15	16 674
September	1 564	9 467	32	419	389	2 900	55	14 824
October	2 144	9 914	61	345	570	2 511	28	15 573
November	1 934	5 939	95	424	r448	1 617	21	r10 479
December	1 264	9 048	45	336	864	2 060	22	13 638
January	1 243	4 705	58	229	r699	1 624	13	r8 571
February	693	6 944	126	288	r542	2 342	28	r10 963
March	r1 614	7 767	45	r241	643	2 299	22	r12 632
April	r1 436	r7 717	91	r221	r490	2 417	12	r12 385
May	1 053	8 132	137	301	1 024	2 724	37	13 408

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 (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

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 (06) 252 5249
as from 18 August 1997 (02) 6252 5249
Subscription Service 1800 02 0608

	Information Inquiries	Bookshop Sales
CANBERRA	(06) 252 6627	(06) 207 0326
as from 18 August 1997	(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

