

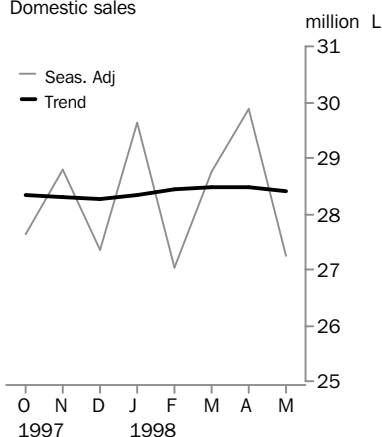


SALES OF AUSTRALIAN WINE AND BRANDY BY WINEMAKERS

EMBARGO: 11:30AM (CANBERRA TIME) FRI 3 JULY 1998

Australian produced wine

Domestic sales



MAY KEY FIGURES

TREND ESTIMATES

	May 98 '000 L	% change Apr 98 to May 98	% change May 97 to May 98
Australian produced wine			
Domestic wine sales	28 399	-0.3	1.6
White table wine sales	15 858	-0.3	4.5
Red and rosé table wine sales	7 508	0.5	1.4

SEASONALLY ADJUSTED

	May 98 '000 L	% change Apr 98 to May 98	% change May 97 to May 98
Australian produced wine			
Domestic wine sales	27 231	-8.9	-3.4
White table wine sales	14 956	-13.2	-4.7
Red and rosé table wine sales	7 214	-8.0	-5.9

MAY KEY POINTS

TREND ESTIMATES

- The trend series for total domestic sales of Australian produced wine is flat having fallen by 0.3% in May. It remains 1.6% higher than for May 1997.
- While the trend for white table wine fell by 0.3% in May, it is 4.5% higher than for May 1997.
- However, the trend for red/rosé table wines increased by 0.5% in May and was 1.4% higher than May 1997.

SEASONALLY ADJUSTED ESTIMATES

- The seasonally adjusted estimate for total domestic sales of Australian produced wine in May was 27.2 million litres, down 8.9% on April and 3.4% on May 1997.
- The seasonally adjusted estimate for white table wine fell by 13.2% in May and was 4.7% down on May 1997.
- The seasonally adjusted estimate for red/rosé table wine fell by 8.0% in May and was 5.9% down on May 1997.

ORIGINAL ESTIMATES

- In original terms, 26.6 million litres of Australian produced wine was sold domestically by winemakers during May. This is a 7.2% fall on April 1998 and 5.3% on May 1997.

- For further information about these and related statistics, contact Peter Carmalt on 08 8237 7632, or any ABS Office.

NOTES

FORTHCOMING ISSUES

ISSUE

June 1998

July 1998

August 1998

RELEASE DATE

4 August 1998

3 September 1998

2 October 1998



CHANGES IN THIS ISSUE

There are no changes in this issue.



T. J. Skinner

Acting Australian Statistician

DOMESTIC AUSTRALIAN TABLE WINE SALES: Trend

TABLE WINE, GLASS CONTAINER < 1 LITRE

The trend estimates for red/rosé table wine in bottles recorded strong growth of 14.4% since May 1997. Sales of white table wine in bottles have slowed in the last 6 months but still recorded an 8.9% increase on May 1997.

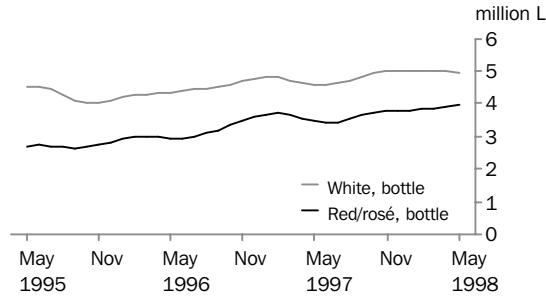
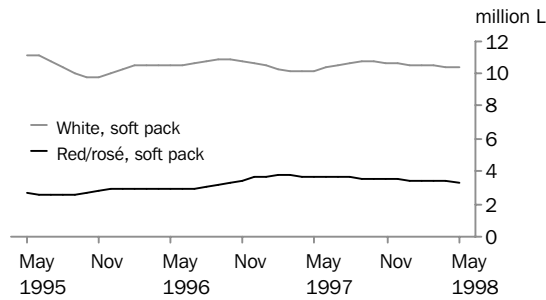


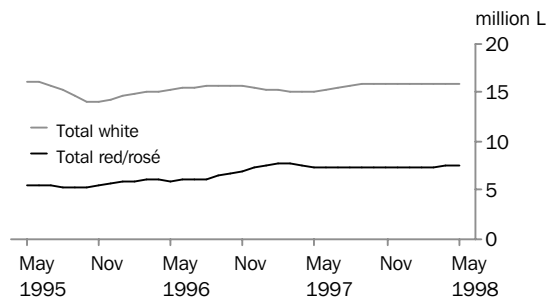
TABLE WINE, SOFT PACK CONTAINERS

The trend estimates for white table wine in soft packs registered a relatively small increase of 1.7% over the past year while red/rosé fell by 9.5%. Any imported red/rosé table wine blended with the Australian product is not recorded in these statistics and is expected to account for a large part of this fall.



TOTAL WHITE AND RED/ROSÉ TABLE WINE

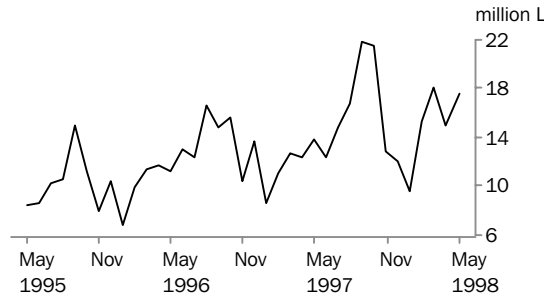
The trend estimates for the domestic sales of total white table wine is up 4.5% on May 1997, reflecting the increases in the main container types above. Red/rose table wine rose by 1.4%, with sales in bottles offsetting the fall in soft pack sales.



EXPORTS OF AUSTRALIAN PRODUCED WINE AND IMPORTS

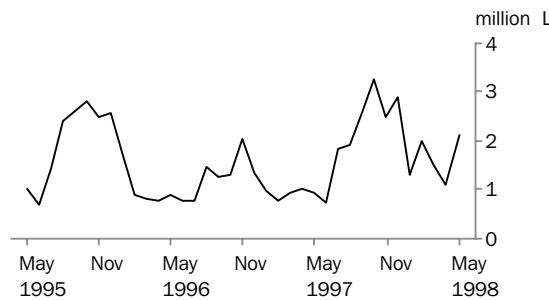
EXPORTS OF AUSTRALIAN PRODUCED WINE

Original data for May 1998 adds further to what is already a record financial year for the exports of Australian produced wine. In the 11 months to date, 175.3 million litres of wine valued at \$792.2 million has been exported.



WINE IMPORTS CLEARED FOR HOME CONSUMPTION

Original data for the first 11 months of the current financial year show 23.1 million litres of wine has been imported, exceeding the previous record of 20.3 million litres for a financial year.



DISPOSALS OF AUSTRALIAN PRODUCED WINE AND WINE AVAILABLE FOR CONSUMPTION IN AUSTRALIA

Original data for the March quarter 1998 show that the wine available for consumption in Australia increased by 1.7% on the same quarter in 1997. Total disposals of Australian wine recorded a 9.6% increase over the same period, driven by a 33.2% increase in wine exports.

	A Domestic sales of Australian produced wine	B Wine imports cleared for home consumption	A + B Wine available for consumption	C Exports of Australian produced wine	A + C Total disposals of Australian produced wine
Period	'000 L	'000 L	'000 L	'000 L	'000 L
1994-95	313 357	14 056	327 413	113 663	427 020
1995-96	309 462	20 255	329 717	129 671	439 133
1996-97	333 590	13 588	347 178	154 395	487 985
March Qtr 1997	69 851	2 685	72 536	32 278	102 129
March Qtr 1998	68 943	4 808	73 751	43 002	111 945

DOMESTIC SALES OF TOTAL AUSTRALIAN WINE & TABLE WINE BY CONTAINER TYPE

Period	TABLE-WHITE WINE.....					TABLE-RED AND ROSÉ WINE.....			
	Total wine '000 L	Glass 1 litre & under '000 L	Soft pack(a) '000 L	Other containers(b) '000 L	Total '000 L	Glass 1 litre & under '000 L	Soft pack(a) '000 L	Other containers(b) '000 L	Total '000 L
ORIGINAL									
1994-95	313 357	51 857	129 323	4 980	186 162	30 583	33 547	1 295	65 425
1995-96	309 462	50 586	124 355	3 767	178 710	33 707	34 020	836	68 564
1996-97	333 590	55 212	126 493	3 327	185 031	41 144	41 574	1 017	83 735
1996-97									
March	26 924	4 725	11 056	189	15 970	3 436	3 204	88	6 728
April	24 986	4 302	9 025	143	13 470	3 422	3 392	115	6 927
May	28 069	4 237	10 555	207	15 000	3 755	4 066	102	7 923
June	26 004	3 518	10 288	149	13 956	3 329	4 266	93	7 687
1997-98									
July	32 097	4 975	11 058	310	16 343	4 971	4 919	133	10 022
August	28 553	4 779	10 462	270	15 511	4 124	4 198	102	8 424
September	28 043	4 588	10 235	239	15 064	3 667	3 944	62	7 674
October	29 086	5 387	10 107	395	15 888	3 831	3 537	73	7 441
November	34 559	5 911	12 576	465	18 953	4 098	3 807	66	7 970
December	34 917	6 521	12 638	478	19 638	3 668	3 156	92	6 916
January	18 719	3 652	7 495	444	11 591	2 001	1 910	42	3 955
February	22 942	4 388	9 529	525	14 442	2 758	2 414	44	5 217
March	27 282	5 041	10 741	681	16 461	3 681	2 937	54	6 673
April	28 634	5 120	10 558	418	16 096	4 211	3 494	59	7 764
May	26 568	4 552	9 833	278	14 664	4 034	3 263	73	7 370
SEASONALLY ADJUSTED									
1996-97									
March	28 666	4 696	10 705	n.a.	15 640	3 570	3 552	n.a.	7 469
April	27 310	4 432	9 745	n.a.	14 234	3 488	3 764	n.a.	7 307
May	28 197	4 755	10 207	n.a.	15 699	3 606	3 708	n.a.	7 665
June	26 455	4 008	10 071	n.a.	14 455	2 979	3 758	n.a.	6 996
1997-98									
July	28 598	4 838	10 099	n.a.	15 727	3 451	3 357	n.a.	7 008
August	29 268	4 858	11 755	n.a.	16 461	3 592	3 691	n.a.	7 382
September	28 327	4 940	10 601	n.a.	15 751	3 831	3 818	n.a.	7 539
October	27 635	5 045	10 267	n.a.	15 882	3 850	3 577	n.a.	7 488
November	28 796	4 696	10 925	n.a.	15 867	3 845	3 353	n.a.	7 444
December	27 363	4 747	10 176	n.a.	15 170	3 651	3 246	n.a.	6 246
January	29 630	5 803	11 262	n.a.	17 141	3 880	3 851	n.a.	8 080
February	27 045	4 621	10 129	n.a.	15 093	3 778	3 377	n.a.	7 148
March	28 762	4 994	10 219	n.a.	15 569	3 859	3 297	n.a.	7 355
April	29 892	5 153	10 909	n.a.	17 238	4 018	3 554	n.a.	7 841
May	27 231	4 786	10 204	n.a.	14 956	3 969	3 156	n.a.	7 214
TREND ESTIMATES									
1996-97									
March	28 109	4 744	10 194	n.a.	15 133	3 680	3 757	n.a.	7 685
April	27 999	4 634	10 163	n.a.	15 102	3 575	3 725	n.a.	7 560
May	27 947	4 562	10 221	n.a.	15 174	3 467	3 694	n.a.	7 402
June	27 964	4 568	10 348	n.a.	15 336	3 415	3 674	n.a.	7 299
1997-98									
July	28 039	4 624	10 484	n.a.	15 517	3 446	3 643	n.a.	7 254
August	28 215	4 734	10 631	n.a.	15 730	3 552	3 617	n.a.	7 279
September	28 353	4 847	10 730	n.a.	15 888	3 678	3 590	n.a.	7 304
October	28 342	4 932	10 740	n.a.	15 923	3 764	3 553	n.a.	7 294
November	28 287	4 990	10 680	n.a.	15 902	3 808	3 524	n.a.	7 283
December	28 268	5 020	10 604	n.a.	15 887	3 816	3 496	n.a.	7 282
January	28 322	5 031	10 545	n.a.	15 893	3 818	3 467	n.a.	7 302
February	28 426	5 035	10 525	n.a.	15 929	3 842	3 442	n.a.	7 357
March	28 477	5 020	10 493	n.a.	15 933	3 882	3 413	n.a.	7 421
April	28 479	4 991	10 455	n.a.	15 903	3 924	3 377	n.a.	7 469
May	28 399	4 970	10 396	n.a.	15 858	3 965	3 343	n.a.	7 508

(a) Soft pack containers include all collapsible packs, plastic or otherwise.

(b) Other containers include tankers, cans and rigid containers (plastic, steel, wood and glass over 1 litre).

DOMESTIC SALES OF AUSTRALIAN WINE AND BRANDY BY WINEMAKERS

WINE TYPE.....

Period	Table '000 L	Fortified Sherry '000 L	Fortified Port '000 L	Other Fortified(a) '000 L	Sparkling Bottle fermen- tation(b) '000 L	Sparkling Bulk fermen- tation(b) '000 L	Carbonated '000 L	Flavoured(c) '000 L	Vermouth '000 L	Brandy(d) '000 L
1994-95	251 586	10 111	15 634	1 255	23 629	4 371	3 434	2 218	1 119	1 188
1995-96	247 274	9 668	15 096	1 101	22 923	7 226	3 089	2 087	999	1 113
1996-97	268 766	9 012	15 454	1 162	23 372	9 183	3 431	2 184	1 027	987
1996-97										
March	22 698	590	968	72	1 669	536	193	136	61	64
April	20 397	852	1 402	95	1 384	437	183	175	59	72
May	22 923	870	1 552	116	1 334	683	261	210	120	71
June	21 644	739	1 518	93	912	611	280	175	32	69
1997-98										
July	26 365	983	1 852	140	1 545	556	263	259	134	103
August	23 935	605	1 416	109	1 365	573	268	199	83	87
September	22 737	804	1 232	114	1 918	745	242	165	87	88
October	23 329	605	1 055	91	2 745	660	345	173	82	75
November	26 923	812	1 321	100	3 422	1 230	437	207	106	97
December	26 552	719	1 273	99	3 899	1 634	446	197	99	121
January	15 545	489	704	60	1 157	379	217	125	43	55
February	19 659	460	802	69	1 130	401	167	130	123	58
March	23 134	589	1 068	87	1 417	590	219	148	30	71
April	23 861	768	1 321	103	1 485	696	188	167	44	66
May	22 034	668	1 428	118	1 170	721	195	204	31	68

(a) Includes muscat, madeira, tokay and white port.

(c) Includes wine cocktails, marsala, apertif and tonic wines.

(b) Spritzig table wines are included with table wine.

(d) Quantities on which excise duty was paid. Data before July 1997 contained brandy made from fruit other than grape.

IMPORTS CLEARED & EXPORTS OF AUSTRALIAN PRODUCED WINE & BRANDY

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 a/	\$'000
IMPORTS(a)(b)								
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								
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	653
October	2 562	7	580	135	3 284	12 610	56	649
November	1 983	19	370	135	2 507	10 961	70	903
December	2 515	19	282	86	2 903	11 174	90	1 232
January	1 005	4	197	88	1 294	5 486	31	442
February	1 742	9	218	40	2 010	6 032	40	431
March	1 324	7	100	73	1 504	5 465	44	468
April	1 026	3	57	24	1 111	3 936	46	562
May	1 865	11	168	84	2 128	6 811	48	555
EXPORTS(c)								
1994-95	105 542	2 475	5 110	537	113 663	385 706	36	812
1995-96	121 037	2 506	5 489	639	129 671	471 576	24	732
1996-97	144 894	2 490	6 046	966	154 395	603 372	17	526
1996-97								
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	12 370	52 182	1	27
1997-98								
July	14 155	99	482	54	14 790	63 435	1	38
August	15 968	239	540	73	16 820	69 176	2	20
September	20 635	304	785	134	21 859	91 214	4	102
October	19 849	415	1 099	131	21 493	92 166	2	14
November	12 198	207	422	60	12 887	58 073	3	50
December	11 447	169	336	43	11 996	56 540	4	33
January	9 177	191	159	15	9 543	44 260	2	21
February	14 571	200	559	43	15 373	73 695	5	25
March	17 447	111	450	77	18 086	80 924	2	12
April	14 142	190	568	27	14 928	71 599	—	1
May	17 023	163	319	62	17 568	91 166	—	1

(a) Due to change in the Customs Tariff codes implemented in July 1996, the wine type categories are not necessarily comparable with earlier data.

(c) Exports may include sales made by exporters other than wine makers.

(b) Imports cleared for home consumption, see Explanatory Note 4.

EXPORTS OF AUSTRALIAN WINE BY COUNTRY OF DESTINATION, May 1998

Country/Region	WINE TYPE.....				TOTAL WINE.....	
	Table	Fortified	Sparkling	Other	Quantity	Value
	L	L	L	L	L	\$'000
New Caledonia	25 378	—	125	420	25 923	46
New Zealand	1 082 280	10 782	27 666	2 649	1 123 377	3 752
Vanuatu	29 336	—	450	—	29 786	69
Total Oceania and Antarctica(a)	1 182 720	14 377	37 229	3 069	1 237 394	4 093
Denmark	165 190	—	—	—	165 190	773
France	170 365	—	—	—	170 365	540
Germany, Federal Republic of	309 521	1 476	450	—	311 447	1 510
Ireland	499 523	135	1 530	1 728	502 916	2 681
Sweden	309 490	—	8 100	—	317 590	1 234
United Kingdom	8 788 124	48 731	151 619	9 491	8 997 965	44 453
Total European Union	10 605 253	51 017	175 559	11 219	10 843 048	53 081
Iceland	230 661	—	—	—	230 661	949
Norway	138 660	—	9 000	—	147 660	613
Total Europe and the Former USSR(a)	11 084 895	51 827	206 132	15 197	11 358 051	55 513
Oman	19 388	—	189	—	19 577	27
United Arab Emirates	245 479	—	14 742	—	260 221	563
Total Middle East and North Africa(a)	274 587	—	14 931	—	289 518	664
Malaysia	54 262	—	945	4 998	60 205	350
Singapore	108 313	2 970	4 191	235	115 709	879
Total Southeast Asia(a)	227 692	2 970	8 268	5 233	244 163	1 480
Hong Kong	164 857	4 334	4 689	2 565	176 445	1 232
Japan	736 775	4 590	635	8 584	750 584	3 804
Total Northeast Asia(a)	1 018 103	8 996	5 684	38 149	1 070 932	5 788
Canada	672 813	59 423	1 053	485	733 774	4 076
United States of America	2 535 892	15 239	43 510	10	2 594 651	19 400
Total Northern America(a)	3 208 705	74 662	44 563	495	3 328 425	23 477
Total Other Regions(b)	26 660	10 050	2 250	90	39 050	151
Total All Countries	17 023 361	162 882	319 057	62 233	17 567 532	91 166

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

EXPORTS OF AUSTRALIAN WINE BY REGION(a)

	<i>Oceania & Antarctica</i>	<i>Europe & the Former USSR</i>	<i>Middle East & North Africa</i>	<i>Southeast Asia</i>	<i>Northeast Asia</i>	<i>Northern America</i>	<i>Other(b)</i>	<i>Total all regions</i>
<i>Period</i>	'000 L	'000 L	'000 L	'000 L	'000 L	'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	95 491	974	3 698	7 070	28 906	338	154 395
1996-97								
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	1 770	9 439	71	148	524	2 765	73	14 790
August	2 342	9 510	58	264	701	3 939	6	16 820
September	2 323	14 401	39	302	696	4 021	76	21 859
October	3 611	13 580	115	271	606	3 252	59	21 493
November	2 259	6 858	125	447	786	2 371	41	12 887
December	1 605	6 446	66	217	674	2 959	27	11 996
January	1 077	5 624	148	124	556	1 996	18	9 543
February	1 526	7 947	95	200	904	4 673	29	15 373
March	2 793	9 798	87	209	1 000	4 166	32	18 086
April	1 359	10 020	92	170	910	2 348	27	14 928
May	1 237	11 358	290	244	1 071	3 328	39	17 568

(a) Exports may include sales made by exporters other than winemakers.

(b) 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 1–2 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 international trade in wine and brandy are presented in table 3 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 seasonally adjusted estimates in this publication have been produced using a concurrent methodology whereby the seasonal factors are revised each month to take into account the seasonality exhibited by the latest observation. A more detailed review is conducted annually.

7 The overall degree of revision to the seasonally adjusted estimates is expected to be less on average than would be the case with annual reanalysis only. However, the nature of the seasonal adjustment process is such that the magnitude of some revisions resulting from each adjustment may be quite significant, especially towards the end of the series. For this reason additional care should be exercised when interpreting movements in seasonally adjusted data for recent months.

8 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.

9 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.

ACKNOWLEDGMENT

10 ABS publications draw extensively on information provided freely by individuals, businesses, governments and other organisations. Their continued cooperation is very much appreciated: without it, the wide range of statistics published by the ABS would not be available. Information received by the ABS is treated in strict confidence as required by the *Census and Statistics Act 1905*.

EXPLANATORY NOTES

RELATED PUBLICATIONS

11 Another ABS publication which may be of interest is the *Australian Wine and Grape Industry* (1329.0). This is a statistical compendium of Australia's wine and grape industries containing information on: area of vines and production of grapes by region; wine production and grapes crushed by region; structure of the wine manufacturing industries; stocks of wine held by winemakers at 30 June; domestic wine sales; exports and imports of wine; price indexes of grapes and wine; consumption of wine and world comparisons.

12 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

13 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
- L litres
- L al litres of alcohol
- n.a. not available
- n.p. not available for separate publication (but included in totals where applicable)
- r figure or series revised since previous issue

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