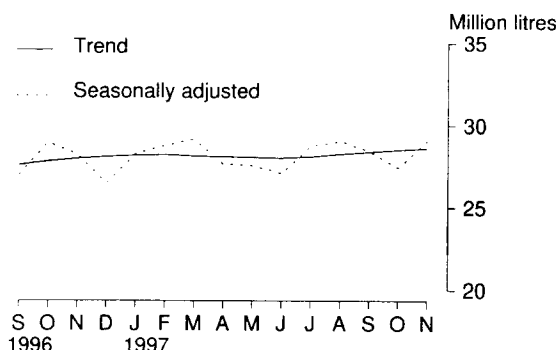


## SALES OF AUSTRALIAN WINE AND BRANDY BY WINEMAKERS, NOVEMBER 1997

### SUMMARY OF FINDINGS

#### DOMESTIC SALES OF AUSTRALIAN PRODUCED WINE



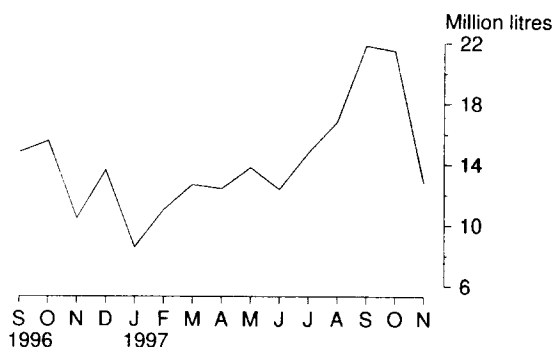
#### DOMESTIC SALES

The trend estimate for the total domestic sales of Australian produced wine rose by 0.2% in November, continuing the slow but steady growth of the last few months. The trend series will return to a decline if the seasonally adjusted estimate falls by more than 3% in December.

The seasonally adjusted estimate for the total domestic sales of Australian produced wine for November was 29.1 million litres, an increase of 5.9% on the previous month.

In original terms, there were 35.0 million litres of Australian produced wine sold domestically during November, up 20.2% on October but down 2.0% on November 1996.

#### EXPORTS OF AUSTRALIAN PRODUCED WINE



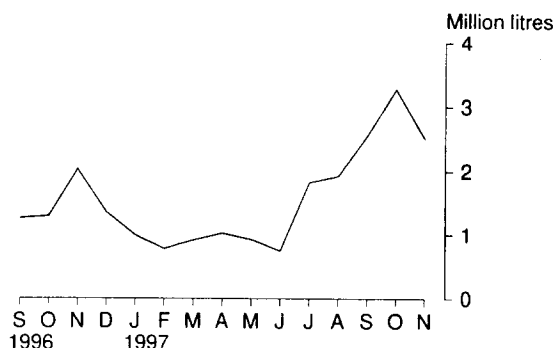
#### EXPORTS

A total of 12.8 million litres of Australian wine valued at \$57.7 million was exported in November. This is 40.4% less in quantity and 37.3% less in value than reported in October 1997.

Of the November exports, 5.4 million litres (42.2%) went to the United Kingdom while New Zealand received 2.1 million litres (16.0%) and the United States of America 1.9 million litres (15.0%).

The average price per litre of the November exports was \$4.51 compared with \$4.28 for October and \$3.94 for November 1996.

#### WINE IMPORTS CLEARED FOR HOME CONSUMPTION



#### IMPORTS CLEARED FOR HOME CONSUMPTION

Australia cleared 2.5 million litres of imported wine for home consumption in November, down 23.4% on the record October figure but up 23.1% on the quantity imported in November 1996. The majority of these imports were for table wine (79.1%) while sparkling wine accounted for a further 14.8%.

November imports cleared for home consumption were valued at \$11.0 million, with the average value per litre being \$4.37. This compares with an average value per litre of \$3.85 in October and \$3.97 in November 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 November		% change
	1996	1997	
	'000 L	'000 L	
White — bottles 1 litre and under	14 888	15 886	6.7
White — other containers	35 720	34 019	-4.8
<i>Total white</i>	50 608	49 905	-1.4
Red — bottles 1 litre and under	10 030	11 465	14.3
Red — other containers	9 922	10 918	10.0
<i>Total red</i>	19 953	22 382	12.2
<b>Total table wine (includes rosé)</b>	<b>71 801</b>	<b>73 389</b>	<b>2.2</b>

Total sales of Australian produced wine rose by 2.2% in the 3 months ended November 1997 compared with the same period last year. White wine sales fell by 1.4% with a 6.7% rise in bottle sales offset by a fall of 4.8% in sales of other containers (mostly soft packs). Red table wine sales rose by 12.2% with bottle and other container sales up 14.3% and 10.0% respectively.

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
<b>1994-95</b>	313 357	14 057	327 414
<b>1995-96</b>	309 462	20 256	329 718
<b>1996-97</b>	333 590	13 589	347 179
<b>1996</b>			
3 months ended November	91 667	4 602	96 269
<b>1997</b>			
3 months ended November	92 088	8 335	100 423

There was an increase of 4.2 million litres (4.3%) in the wine available for consumption for the 3 months ended November 1997 compared with the same period last year. This resulted from an increase of 3.7 million litres (81.1%) in imported wine and an increase of 0.4 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
<b>1994-95</b>	313 357	113 663	427 020
<b>1995-96</b>	309 462	129 671	439 133
<b>1996-97</b>	333 590	154 386	487 976
<b>1996</b>			
3 months ended November	91 667	40 875	132 542
<b>1997</b>			
3 months ended November	92 088	56 117	148 205

There was an increase of 15.7 million litres (11.8%) in the disposal of Australian produced wine for the 3 months to November 1997 compared with the same period last year. This increase is a result of a rise in exports of 15.2 million litres (37.3%) combined with a rise in domestic sales of Australian produced wine of 0.4 million litres.

## 1

## DOMESTIC SALES OF AUSTRALIAN WINE AND BRANDY BY WINEMAKERS

Period	Wine type						Total wine			
	Table	Fortified	Sparkling	Carbonated	Flavoured <sup>1</sup>	Vermouth	Original	Seasonally adjusted <sup>2</sup>	Trend estimate <sup>2</sup>	Brandy <sup>3</sup>
	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L at
<b>1994-95</b>	251 586	27 000	28 000	3 434	2 218	1 119	313 357	..	..	1 188
<b>1995-96</b>	247 274	25 865	30 148	3 089	2 087	999	309 462	..	..	1 113
<b>1996-97</b>	268 766	25 628	32 555	3 431	2 184	1 027	333 590	..	..	987
<b>1996-97—</b>										
September	21 718	1 872	3 107	322	152	64	27 234	26 990	27 607	66
October	22 221	2 119	3 824	335	178	86	28 764	28 990	27 821	87
November	27 862	2 357	4 666	453	215	117	35 669	28 244	27 990	104
December	25 826	2 376	5 584	512	208	121	34 627	26 507	28 137	122
January	14 700	1 297	1 604	163	179	91	18 035	28 314	28 215	54
February	21 065	1 510	1 838	286	112	81	24 892	28 857	28 242	65
March	22 698	1 630	2 205	193	136	61	26 924	29 179	28 178	64
April	20 397	2 350	1 822	183	175	59	24 986	27 675	28 123	72
May	22 923	2 538	2 017	261	210	120	28 069	27 601	28 085	71
June	21 644	2 350	1 523	280	175	32	26 004	27 068	28 061	69
<b>1997-98—</b>										
July	26 365	2 976	2 100	263	259	134	32 097	28 806	28 134	103
August	23 935	2 130	1 938	268	199	83	28 553	29 092	28 297	87
September	22 737	2 149	2 664	242	165	87	28 043	28 452	28 440	88
October	23 329	1 752	3 404	345	173	82	29 086	27 473	28 550	75
November	27 323	2 233	4 652	437	207	106	34 959	29 100	28 619	97

<sup>1</sup> Includes wine cocktails, marsala, aperitif and tonic wines.

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

<sup>3</sup> 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									
	Sherry			Dessert wine			Sparkling wine <sup>1</sup>		Vermouth	
	Dry	Medium <sup>2</sup>	Sweet	Port	Muscat	Other <sup>3</sup>	Bottle fermentation	Bulk fermentation	Dry	Sweet
	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L
<b>1994-95</b>	1 833	2 331	5 947	15 634	1 104	151	23 629	4 371	494	624
<b>1995-96</b>	1 785	2 291	5 592	15 096	1 003	98	22 923	7 226	440	559
<b>1996-97</b>	1 598	2 205	5 209	15 454	1 071	91	23 372	9 183	447	580
<b>1996-97—</b>										
September	115	160	359	1 145	89	5	2 166	941	36	28
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.
<b>1997-98—</b>										
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.

<sup>1</sup> Spritzig table wines are included with table wine.

<sup>2</sup> Includes semi-sweet and medium dry.

<sup>3</sup> Includes madeira, tokay and white port.

## 3

## DOMESTIC SALES OF AUSTRALIAN TABLE WINE BY CONTAINER TYPE

Period	WHITE WINE NOT EXCEEDING 1 DEGREE BAUMÉ <sup>1</sup>					WHITE WINE EXCEEDING 1 DEGREE BAUMÉ <sup>1</sup>				
	Glass containers					Glass containers				
	1 litre and under	Over 1 litre	Soft pack <sup>2</sup>	Bulk <sup>3</sup>	Total	1 litre and under	Over 1 litre	Soft pack <sup>2</sup>	Bulk <sup>3</sup>	Total
	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L
<b>1994-95</b>	49 063	964	110 435	3 730	164 192	2 794	n.p.	18 888	n.p.	21 970
<b>1995-96</b>	48 033	657	106 049	2 861	157 601	2 553	137	18 306	112	21 109
<b>1996-97</b>	52 722	607	106 501	2 462	162 291	2 490	n.p.	19 992	n.p.	22 740
<b>1996-97—</b>										
September	4 297	47	8 790	209	13 342	254	n.p.	1 559	n.p.	1 836
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
<b>1997-98—</b>										
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
Period	RED					ROSE				
	Glass containers					Glass containers				
	1 litre and under	Over 1 litre	Soft pack <sup>2</sup>	Bulk <sup>3</sup>	Total	1 litre and under	Over 1 litre	Soft pack <sup>2</sup>	Bulk <sup>3</sup>	Total
	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L
<b>1994-95</b>	30 013	591	29 453	576	60 633	570	116	4 094	12	4 792
<b>1995-96</b>	33 172	420	29 964	313	63 869	535	n.p.	4 056	n.p.	4 695
<b>1996-97</b>	40 622	348	37 524	561	79 055	522	n.p.	4 050	n.p.	4 680
<b>1996-97—</b>										
September	3 176	27	2 961	39	6 203	37	n.p.	294	n.p.	337
October	3 214	30	2 842	33	6 119	43	n.p.	343	n.p.	394
November	3 640	41	3 920	29	7 631	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
<b>1997-98—</b>										
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

<sup>1</sup> 1 degree baumé = 18 grams of sugar per litre.

<sup>2</sup> Soft pack containers include all collapsible packs, plastic or otherwise.

<sup>3</sup> 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
<b>IMPORTS CLEARED<sup>1</sup></b>								
<b>1994-95</b>	9 398	272	3 065	1 322	14 057	61 057	590	7 266
<b>1995-96</b>	16 649	105	2 673	830	20 256	60 478	583	7 462
<b>1996-97</b>	10 105	105	2 387	993	13 589	66 503	628	7 889
<b>1996-97—</b>								
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	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
<b>1997-98—</b>								
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	r192	r2 557	r7 921	54	667
October	2 562	7	r576	127	r3 271	r12 589	56	649
November	1 983	19	370	135	2 507	10 962	70	903
<b>EXPORTS<sup>2</sup></b>								
<b>1994-95</b>	105 542	2 475	5 109	537	113 663	385 704	36	812
<b>1995-96</b>	121 037	2 506	5 489	639	129 671	471 576	24	732
<b>1996-97</b>	144 885	2 490	6 046	966	154 386	r603 327	17	526
<b>1996-97—</b>								
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	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	r52 182	1	27
<b>1997-98—</b>								
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	r20 634	304	785	r134	r21 858	r91 206	4	102
October	r19 818	r415	r1 098	131	r21 463	r91 923	1	10
November	12 111	203	427	55	12 796	57 659	3	50

<sup>1</sup> 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.

<sup>2</sup> Exports may include sales made by exporters other than winemakers.

## 5

## EXPORTS OF AUSTRALIAN WINE BY COUNTRY OF DESTINATION, NOVEMBER 1997

Country/region	Wine type				Total wine	
	Table	Fortified	Sparkling	Other	Quantity	Value
	L	L	L	L	L	\$'000
Fiji	44 503	1 799	8 028	5 808	60 138	318
New Zealand	1 933 393	47 640	67 015	3 677	2 051 725	5 994
Papua New Guinea	51 757	2 310	9 915	54	64 036	225
<i>Total Oceania &amp; Antarctica</i> <sup>1</sup>	2 101 590	52 587	89 208	10 073	2 253 458	6 769
Belgium and Luxembourg	197 013	—	4 773	—	201 786	690
Denmark	92 907	—	—	—	92 907	563
Germany, Federal Republic of	160 652	—	450	144	161 246	675
Iceland	105 471	—	—	—	105 471	396
Ireland	190 174	—	189	—	190 363	969
Norway	155 640	—	—	—	155 640	380
Sweden	192 818	—	—	—	192 818	355
United Kingdom	5 042 295	89 536	270 041	747	5 402 619	23 769
<i>Total Europe &amp; the Former USSR</i> <sup>1</sup>	6 462 900	89 536	282 738	891	6 836 065	29 256
Bahrain	15 430	—	1 620	—	17 050	28
United Arab Emirates	69 968	1 600	5 040	—	76 608	165
<i>Total Middle East and North Africa</i> <sup>1</sup>	85 398	1 600	6 660	60	93 718	200
Indonesia	114 073	—	954	—	115 027	425
Singapore	152 764	1 440	6 442	4 340	164 986	1 164
<i>Total Southeast Asia</i> <sup>1</sup>	413 733	1 868	9 464	9 191	434 256	2 392
Hong Kong	215 799	6 865	8 397	19 762	250 823	1 281
Japan	268 545	1 076	2 633	11 095	283 349	1 530
<i>Total Northeast Asia</i> <sup>1</sup>	718 682	8 391	20 930	34 552	782 555	4 423
Canada	420 828	10 480	5 090	—	436 398	2 212
United States of America	1 872 011	37 614	7 981	461	1 918 067	12 220
<i>Total Northern America</i> <sup>1</sup>	2 292 839	48 094	13 071	461	2 354 465	14 431
<i>Total Other Regions</i> <sup>2</sup>	35 713	900	4 635	153	41 401	189
<b>Total All Countries</b>	<b>12 110 855</b>	<b>202 976</b>	<b>426 706</b>	<b>55 381</b>	<b>12 795 918</b>	<b>57 659</b>

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

<sup>2</sup> Includes ships' stores.

## 6

EXPORTS OF AUSTRALIAN WINE BY REGION<sup>1</sup>

Period	Oceania and Antarctica	Europe and the Former USSR	Middle East and North Africa	Southeast Asia	Northeast Asia	Northern America	Other <sup>2</sup>	Total all regions
	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L
	<b>1994-95</b>	17 144	69 782	1 014	2 197	4 307	18 786	434
<b>1995-96</b>	14 659	83 835	946	3 525	4 450	21 999	257	129 671
<b>1996-97</b>	17 917	95 482	974	3 698	7 070	28 906	338	154 386
<b>1996-97—</b>								
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	5 938	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
<b>1997-98—</b>								
July	1 768	9 439	71	148	524	2 765	73	14 789
August	r2 338	9 510	58	264	701	3 939	6	16 816
September	r2 322	r14 401	39	302	r696	4 021	76	r21 858
October	r3 608	r13 566	115	271	r606	r3 237	59	r21 463
November	2 253	6 836	94	434	783	2 354	41	12 796

<sup>1</sup> Exports may include sales made by exporters other than winemakers.

<sup>2</sup> 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 . . .

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