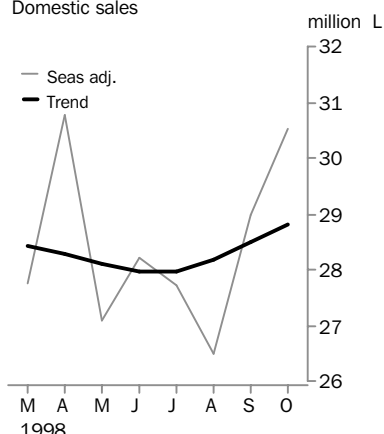


SALES OF AUSTRALIAN WINE AND BRANDY BY WINEMAKERS

EMBARGO: 11:30AM (CANBERRA TIME) THURS 3 DEC 1998

Australian produced wine

Domestic sales



OCTOBER KEY FIGURES

TREND ESTIMATES

	Oct 98 '000 L	% change Sep 98 to Oct 98	% change Oct 97 to Oct 98
Australian produced wine			
Domestic wine sales	28 817	1.2	1.9
White table wine sales	16 245	1.5	2.2
Red and rosé table wine sales	7 440	1.4	0.0

SEASONALLY ADJUSTED

	Oct 98 '000 L	% change Sep 98 to Oct 98	% change Oct 97 to Oct 98
Australian produced wine			
Domestic wine sales	30 536	5.3	9.9
White table wine sales	17 113	1.3	8.8
Red and rosé table wine sales	7 786	0.5	5.4

OCTOBER KEY POINTS

TREND ESTIMATES

- The trend series for total domestic sales of Australian produced wine rose by 1.2% to a record level of 28.8 million litres in October. Over the past 2 years this series has maintained relatively high levels with 19 of the past 24 months recording the highest ever trend estimates.
- The trend estimate for white table wine rose by 1.5% in October while the estimate for red/rosé table wine rose by 1.4%.

SEASONALLY ADJUSTED ESTIMATES

- The seasonally adjusted estimate for the total domestic sales of Australian produced wine for October was 30.5 million litres, up 5.3% on September and up 9.9% on October 1997.
- The seasonally adjusted estimate for white table wine increased 1.3% in October while the estimate for red/rosé was up 0.5%.

ORIGINAL ESTIMATES

- In original terms, 32.0 million litres of Australian produced wine was sold domestically by wine making businesses during October, up 12.2% on September and 9.9% on October 1997.

- For further information about these and related statistics, contact Peter Carmalt on Adelaide 08 8237 7632 or any ABS office shown on the back cover of this publication.

NOTES

FORTHCOMING ISSUES

ISSUE

RELEASE DATE

November 1998

8 January 1999

December 1998

3 February 1999

January 1999

3 March 1999

February 1999

1 April 1999

March 1999

3 May 1999

April 1999

3 June 1999

.....

CHANGES IN THIS ISSUE

There are no changes in this issue.

.....

W. McLennan

Australian Statistician

DOMESTIC AUSTRALIAN TABLE WINE SALES: Trend

TABLE WINE, GLASS CONTAINER < 2 LITRES

The October trend estimate for white table wine in glass containers less than 2 litres was up 9.9% on October 1997 and up 45.0% on October 1995. The trend estimate for red/rosé table wine increased 6.4% on October 1997 and 55.9% on October 1995.

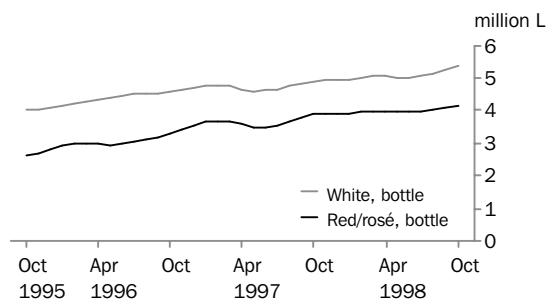
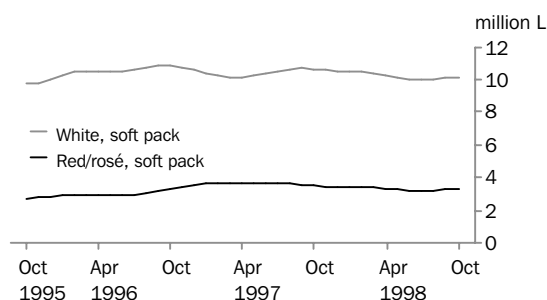


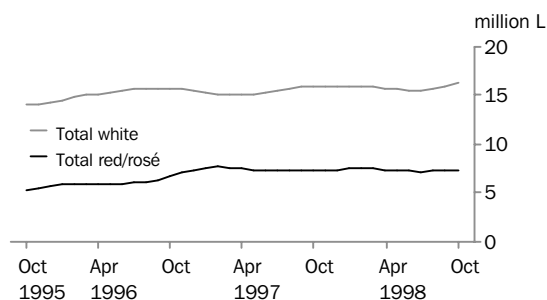
TABLE WINE, SOFT PACK CONTAINERS

The October trend estimate for white table wine in soft packs fell by 4.7% on October 1997 but was up 3.9% on October 1995. The trend estimate for red/rosé soft packs fell 6.5% on October 1997 but was up 22.6% on October 1995.



TOTAL WHITE AND RED/ROSÉ TABLE WINE

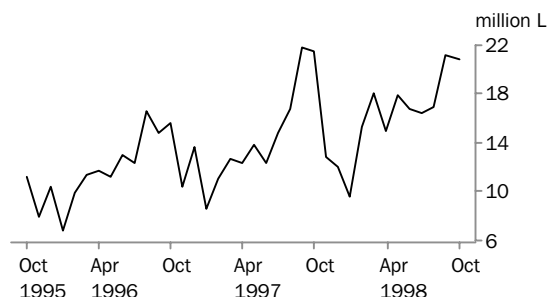
The October trend estimate for the domestic sales of total white table wine was 14.7% higher than the estimate recorded for October 1995. The October trend estimate for red/rosé table wine was up 38.1% on October 1995 although it has fallen slightly over the past 12 months.



EXPORTS OF AUSTRALIAN PRODUCED WINE AND IMPORTS

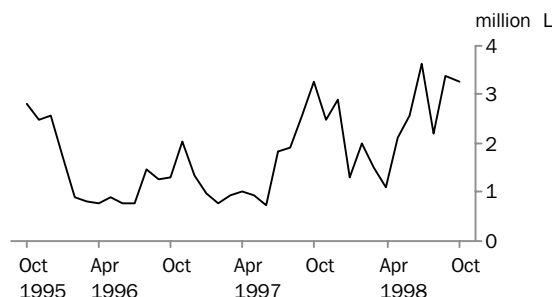
EXPORTS OF AUSTRALIAN PRODUCED WINE

Original data for October shows that 20.9 million litres of wine worth \$104.5 million was exported. This is the second month to break the \$100 million level, broken for the first time only last month.



WINE IMPORTS CLEARED FOR HOME CONSUMPTION

Original data for October show that 3.3 million litres of wine imports worth \$12.9 million was cleared for home consumption. While this is only the fourth highest volume of wine released, it is the highest monthly value ever recorded.



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

Original data for the September quarter 1998 shows that wine available for consumption in Australia fell by 0.7% on the same quarter last year. Total disposals of Australian produced wine fell by 1.8% over the same period with an increase of 1.8% in exports unable to offset the 4.0% fall in domestic sales.

	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
1995-96	309 463	20 256	329 719	129 671	439 134
1996-97	333 591	13 589	347 180	154 393	487 984
1997-98	338 814	25 622	364 436	192 400	531 214
September Qtr 1997	88 693	6 323	95 016	53 469	142 162
September Qtr 1998	85 109	9 224	94 333	54 453	139 562

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

Period	TABLE-WHITE WINE.....					TABLE-RED AND ROSÉ WINE.....			
	Total wine	Glass less than 2 litres(a)	Soft packs(b)	Other containers(c)	Total	Glass less than 2 litres(a)	Soft packs(b)	Other containers(c)	Total
	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L
ORIGINAL									
1995-96	309 463	50 588	124 357	3 769	178 707	33 711	34 020	839	68 567
1996-97	333 591	55 212	126 492	3 324	185 032	41 144	41 574	1 016	83 733
1997-98	338 814	59 352	125 269	4 888	189 512	46 746	41 295	868	88 909
1997-98									
October	29 086	5 387	10 107	395	15 888	4 017	3 537	73	7 626
November	34 559	5 911	12 576	465	18 953	4 353	3 807	66	8 226
December	34 917	6 521	12 638	478	19 638	3 857	3 156	92	7 104
January	18 719	3 652	7 495	444	11 591	2 082	1 910	42	4 035
February	22 942	4 388	9 529	525	14 442	2 829	2 414	44	5 287
March	27 282	5 041	10 741	681	16 461	3 783	2 937	54	6 775
April	28 634	5 120	10 558	418	16 096	4 286	3 494	59	7 839
May	26 568	4 552	9 833	278	14 664	4 125	3 263	73	7 461
June	27 414	4 438	10 037	385	14 861	4 270	3 716	68	8 054
1998-99									
July	31 795	5 213	10 238	627	16 078	5 572	4 385	61	10 017
August	24 820	4 101	8 946	282	13 329	4 018	3 403	48	7 469
September	28 494	4 956	10 090	485	15 532	4 182	3 678	59	7 919
October	31 975	6 366	10 422	754	17 542	4 573	3 369	98	8 040
SEASONALLY ADJUSTED									
1997-98									
October	27 776	5 026	10 322	n.a.	15 723	3 983	3 547	n.a.	7 389
November	28 842	4 665	10 894	n.a.	15 806	4 031	3 373	n.a.	7 575
December	27 171	4 718	10 182	n.a.	15 334	3 776	3 192	n.a.	7 108
January	29 698	5 768	11 144	n.a.	16 931	3 983	3 810	n.a.	7 692
February	26 949	4 609	10 097	n.a.	15 114	3 852	3 317	n.a.	7 226
March	27 766	4 946	10 163	n.a.	15 467	3 929	3 303	n.a.	7 572
April	30 777	5 157	10 999	n.a.	17 248	4 118	3 553	n.a.	7 763
May	27 091	4 795	9 952	n.a.	14 844	4 052	3 154	n.a.	7 159
June	28 199	5 918	9 958	n.a.	15 961	4 102	3 285	n.a.	7 671
1998-99									
July	27 713	4 964	9 596	n.a.	15 360	3 908	3 098	n.a.	6 766
August	26 495	4 049	9 720	n.a.	14 305	3 561	2 954	n.a.	6 769
September	28 992	5 201	10 774	n.a.	16 890	4 332	3 586	n.a.	7 748
October	30 536	6 277	10 289	n.a.	17 113	4 368	3 368	n.a.	7 786
TREND ESTIMATES									
1997-98									
October	28 288	4 897	10 696	n.a.	15 892	3 891	3 535	n.a.	7 443
November	28 178	4 949	10 618	n.a.	15 839	3 930	3 485	n.a.	7 441
December	28 145	4 968	10 560	n.a.	15 817	3 934	3 451	n.a.	7 435
January	28 205	4 979	10 532	n.a.	15 840	3 931	3 433	n.a.	7 450
February	28 357	5 032	10 507	n.a.	15 920	3 956	3 423	n.a.	7 487
March	28 426	5 085	10 422	n.a.	15 919	3 983	3 394	n.a.	7 496
April	28 293	5 086	10 263	n.a.	15 785	3 993	3 335	n.a.	7 442
May	28 099	5 051	10 116	n.a.	15 629	3 990	3 266	n.a.	7 352
June	27 957	5 028	10 023	n.a.	15 544	3 982	3 218	n.a.	7 269
1998-99									
July	27 975	5 057	10 005	n.a.	15 594	3 990	3 213	n.a.	7 237
August	28 162	5 126	10 042	n.a.	15 755	4 023	3 233	n.a.	7 266
September	28 482	5 237	10 116	n.a.	15 998	4 079	3 268	n.a.	7 339
October	28 817	5 381	10 189	n.a.	16 245	4 141	3 306	n.a.	7 440

(a) Prior to July 1998, data was collected for glass containers 1 litre and under. See Explanatory Note 3.

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

(c) Other containers include tankers, cans and rigid containers, including glass 2 litres and over. Prior to July 1998, data was collected for glass containers over 1 litre. See Explanatory Note 3.

DOMESTIC SALES OF AUSTRALIAN WINE AND BRANDY BY WINEMAKERS

WINE TYPE.....

	<i>Table</i>	<i>Fortified</i>	<i>Sparkling bottle fermentation(a)</i>	<i>Sparkling bulk fermentation(a)</i>	<i>Carbonated(b)</i>	<i>Flavoured(c)</i>	<i>Vermouth</i>	<i>Brandy(d)</i>
<i>Period</i>	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L a/
1995-96	247 271	25 863	22 923	7 226	3 087	2 086	999	1 113
1996-97	268 766	25 629	23 370	9 182	3 431	2 183	1 026	987
1997-98	278 422	24 574	22 310	8 759	1 641	2 145	963	974
1997-98								
August	24 058	2 130	1 365	573	145	199	83	87
September	22 862	2 149	1 918	745	117	165	87	88
October	23 515	1 752	2 745	660	160	173	82	75
November	27 179	2 233	3 422	1 230	182	207	106	97
December	26 741	2 090	3 899	1 634	257	197	99	121
January	15 626	1 253	1 157	379	136	125	43	55
February	19 730	1 330	1 130	401	97	130	123	58
March	23 236	1 743	1 417	590	116	148	30	71
April	23 936	2 193	1 485	696	113	167	44	66
May	22 125	2 214	1 170	721	105	204	31	68
June	22 915	2 511	1 057	574	84	171	101	85
1998-99								
July	26 095	2 902	1 569	792	105	265	67	78
August	20 798	1 919	1 146	588	102	196	72	85
September	23 451	1 874	1 746	1 065	136	151	71	71
October	25 583	2 201	2 286	1 448	145	198	113	85

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

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

(b) Prior to July 1997, data for Carbonated wine includes some spritzig style wine which was mis-reported.

(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)								
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
1997-98	21 447	135	2 996	1 044	25 622	92 926	661	7 861
1997-98								
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	11 173	90	1 232
January	1 005	4	197	88	1 294	5 485	31	442
February	1 733	9	218	40	2 001	6 017	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	6 824	48	555
June	2 297	11	205	54	2 566	8 630	65	641
1998-99								
July	3 435	17	114	63	3 629	8 499	46	551
August	1 924	8	180	85	2 197	7 676	49	609
September	2 888	9	343	158	3 398	10 575	54	607
October	2 736	3	460	79	3 277	12 939	54	694
EXPORTS(c)								
1995-96	121 037	2 506	5 489	639	129 671	471 576	24	732
1996-97	144 892	2 490	6 046	966	154 393	603 297	17	526
1997-98	183 024	2 505	6 107	764	192 400	r 873 821	26	385
1997-98								
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	92 162	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	14 569	200	559	43	15 371	73 679	5	25
March	17 452	111	450	77	18 090	r 80 963	2	12
April	14 161	190	569	27	14 947	71 556	—	1
May	17 354	164	322	64	17 904	92 932	—	1
June	16 058	216	385	42	16 700	79 832	2	66
1998-99								
July	r 15 610	198	489	77	r 16 374	r 76 509	2	10
August	r 16 123	226	491	102	r 16 941	r 87 493	1	13
September	r 20 103	208	r 742	85	r 21 138	r 107 567	2	49
October	19 710	205	895	48	20 858	104 477	4	31

r figure or series revised since previous issue

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

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

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

EXPORTS OF AUSTRALIAN WINE BY COUNTRY OF DESTINATION, October 1998

Country/Region	WINE TYPE.....				TOTAL WINE.....	
	Table	Fortified	Sparkling	Other	Quantity	Value
	L	L	L	L	L	\$'000
Fiji	70 127	449	4 253	—	74 828	318
New Zealand	1 702 834	17 182	221 284	6 879	1 948 179	5 526
Papua New Guinea	73 740	1 901	2 427	—	78 068	169
Total Oceania and Antarctica(a)	1 914 571	19 644	230 579	6 879	2 171 673	6 239
Belgium and Luxembourg	261 596	765	9 792	—	272 153	1 655
Germany, Federal Republic of	794 108	450	—	—	794 558	3 399
Ireland	634 696	135	11 772	90	646 693	3 295
Netherlands	480 265	—	—	—	480 265	1 903
Sweden	209 490	—	16 218	—	225 708	994
United Kingdom	10 004 070	78 229	359 066	4 068	10 445 432	51 867
Total European Union	12 690 417	79 579	397 082	4 158	13 171 235	64 436
Norway	158 310	—	5 400	—	163 710	784
Switzerland	134 561	450	16 236	19 147	170 394	1 303
Total Europe and the Former USSR(a)	13 061 509	80 029	418 718	23 305	13 583 561	66 851
Oman	26 550	240	—	—	26 790	34
United Arab Emirates	41 143	—	—	330	41 473	134
Total Middle East and North Africa(a)	88 111	240	216	330	88 897	213
Indonesia	97 544	—	900	—	98 444	267
Singapore	125 696	360	5 418	1 272	132 746	887
Total Southeast Asia(a)	334 010	360	8 190	1 371	343 931	1 783
Hong Kong	106 571	1 218	3 954	774	112 517	825
Japan	340 948	693	134 847	2 333	478 821	2 647
Total Northeast Asia(a)	535 286	1 911	139 260	3 557	680 014	4 381
Canada	987 629	56 372	43 047	—	1 087 047	5 611
United States of America	2 770 808	43 170	53 097	12 590	2 879 663	19 284
Total Northern America(a)	3 758 436	99 541	96 144	12 590	3 966 710	24 895
Total Other Regions(b)	18 180	3 375	2 151	—	23 706	115
Total All Countries	19 710 103	205 100	895 257	48 031	20 858 491	104 477

(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)

	Oceania & Antarctica	Europe & the Former USSR	Middle East & North Africa	Southeast Asia	Northeast Asia	Northern America	Other(b)	Total all regions
Period	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L
1995-96	14 659	83 835	946	3 525	4 450	21 999	257	129 671
1996-97	17 918	95 491	974	3 698	7 067	28 906	338	154 393
1997-98	23 382	115 654	1 266	2 830	9 244	39 559	466	192 400
1997-98								
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	4 671	29	15 371
March	2 793	9 798	87	209	1 000	4 170	32	18 090
April	1 359	10 067	92	170	910	2 320	27	14 947
May	1 281	11 606	293	251	1 088	3 346	39	17 904
June	1 436	10 378	74	227	799	3 749	38	16 700
1998-99								
July	2 236	9 622	93	r 186	712	3 511	14	r16 374
August	2 276	r11 247	58	398	573	2 363	24	r16 941
September	r2 271	r13 497	6	r 379	r 839	r4 120	26	r21 138
October	2 172	13 584	89	344	680	3 967	24	20 858

r figure or series revised since previous issue

(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. From July 1998 the definition for table wine in the glass container categories changed from '1 litre and under' to 'less than 2 litres'. This series has been retained as the contribution of the over 1 litre but under 2 litres containers (such as table wine in magnum sized bottles) is believed to have been less than 1%. There is an expectation this contribution will increase in the future. This has a consequential effect for the 'other containers' category which includes glass containers 2 litres and over from July 1998 (prior to this it was glass over 1 litre). This series will also be retained.

4 Figures relating to international trade in wine and brandy are presented in table 3 to provide a basis for assessing the overall wine market. 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.

EXPLANATORY NOTES

SEASONALLY ADJUSTED AND TREND ESTIMATES *continued*

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*.

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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