

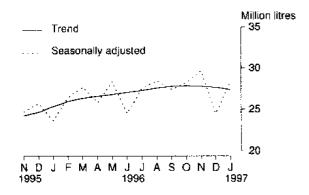
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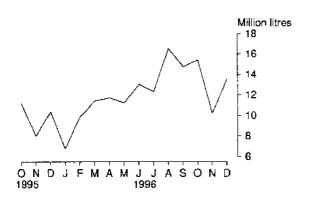
SALES OF AUSTRALIAN WINE AND BRANDY BY WINEMAKERS, JANUARY 1997

SUMMARY OF FINDINGS

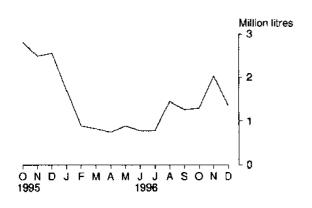
DOMESTIC SALES OF AUSTRALIAN PRODUCED WINE



EXPORTS OF AUSTRALIAN PRODUCED WINE



WINE IMPORTS CLEARED FOR HOME CONSUMPTION



DOMESTIC SALES

The trend estimate for the total domestic sales of Australian produced wine fell by 1.1% in January. This was the third month of decline in the trend series following 11 months of growth.

The seasonally adjusted estimate of total domestic sales of Australian produced wine for the month was 28.4 million litres, a rise of 16.2% on the previous month. If the seasonally adjusted estimate were to increase further in February 1997, trend growth would resume.

In original terms, there were 18.0 million litres of Australian produced wine sold domestically during January, down 48.0% on the traditional high sales in December.

EXPORTS

A total of 13.5 million litres of Australian wine valued at \$50.1 million were exported in December 1996. This quantity is 31.9% more than November 1996 and 30.5% more than December 1995.

In 1996, 147.1 million litres valued at \$546.4 million were exported, 27.8% more quantity and 32.5% more in value than 1995. The average values per litre of wine exported were \$3.71 in 1996, \$3.58 in 1995, \$3.16 in 1994 and \$2.84 in 1993. All the major wine export regions showed growth in 1996 except the Middle East. The value of exports increased to the United Kingdom (by \$61.8 million), the United States of America (\$24.7 million), Canada (\$9.1 million) and New Zealand (\$7.0 million).

IMPORTS CLEARED FOR HOME CONSUMPTION

Australia cleared 1.4 million litres of imported wine for home consumption in December 1996, down 33.3% on November and 47.1% on December 1995.

In 1996, 14.1 million litres of imported wine were cleared for home consumption, 34.8% less than the 21.6 million litres imported in 1995. This decrease is mostly attributed to imports of table wine which fell by 6.7 million litres. The average value of the wine imported in 1996 was \$4.29 per litre, up from \$3.07 per litre in 1995 but down on the average of \$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

	1995	1996	% change
White — bottles 1 litre and under	51 151	52 976	3.6
White — other containers	129 945	131 103	0.9
Total white	181 096	184 079	1.6
Red — bottles 1 litre and under	31 475	36 931	17.3
Red — other containers	29 062	33 753	16.1
Total red	60 537	70 684	16.8
Total table wine (includes Rosé)	246 453	259 396	5.3

Total sales of Australian produced table wine rose by 5.3% in 1996 compared with 1995. Red table wine sales rose by 16.8% with a 17.3% rise in bottle sales and a 16.1% rise in sales of other containers (mostly soft packs). White table wine sales rose by 1.6% with bottles up 3.6% and other containers up 0.9%.

The volume of wine sales reported above does not include any quantity of imported wine that may have been blended with the Australian product and this has particularly applied to wine sold in other containers.

WINE AVAILABLE FOR CONSUMPTION IN AUSTRALIA, ORIGINAL DATA

Period	Domestic sales of Australian	Imports cleared for	Available for
1993-94	319 534	8 341	327 875
1994-95	313 357	14 057	327 414
1995-96	309 462	20 256	329 718
1995	307 902	21 625	329 527
1996	323 332	14 103	337 435

There was an increase of 7.9 million litres or 2.4% in the wine available for consumption for 1996 compared with 1995. The decrease of 7.5 million litres in imports was more than offset by the increase of 15.4 million litres in the domestic sales of Australian produced wine.

DISPOSALS OF AUSTRALIAN PRODUCED WINE, ORIGINAL DATA

Period	Domestic sales of Australian	Exports of Australian	Total
1993-94	319 534	125 464	444 998
1994-95	313 357	113 663	427 020
1995-96	309 462	r129 638	r471 355
1995	307 902	115 079	422 981
1996	323 332	147 074	470 406

There was an increase of 47.4 million litres or 11.2% in the disposal of Australian produced wine for 1996 compared with 1995. This increase is a result of a rise of 15.4 million litres (5.0%) in the domestic sales of Australian produced wine combined with a rise of 32.0 million litres (27.8%) in exports.

DOMESTIC SALES OF AUSTRALIAN WINE AND BRANDY BY WINEMAKERS

	Wine type							_		
Period	<i>Table</i> '000 L	Fortified '000 L	Spark- ling '000 L	Carbon- ated '000 L	Flavoured ¹	Vermouth '000 L	Original	Seasonally adjusted '000 L	Trend estimate ² '000 L	Brandy ³ '000 L al
1993–94	254 702	27 026	30 598	3 525	2 426	1 258	319 534			1 301
19 949 5	251 586	27 000	28 000	3 434	2 218	1 119	313 357			1 188
1995– 9 6	247 274		30 148	3 089	2 087	999	309 462	••		1 113
1995-96										
November	22 745	2 473	3 983	335	223	160	29 918	24 703	24 209	1 04
December	27 378	2 587	5 890	468	220	126	36 670	25 734	24 635	136
January	11 962	1 119	1 139	149	108	62	14 539	23 593	25 355	90
February	19 213	1 673	1 902	236	126	89	23 241	26 423	25 964	84
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	27 579	104
September	21 690	1 872	3 059	322	152	64	27 159	27 415	27 809	66
October	22 193	2 119	3 777	335	178	86	28 688	28 237	27 861	87
November	27 834	2 357	4 618	453	215	117	35 594	29 663	27 777	104
December	25 798	2 376	5 537	512	208	121	34 551	24 454	27 665	122
January	14 6 77	1 297	1 570	163	179	91	17 976	28 415	27 362	n.y.a.

 $[\]frac{1}{\pi}$ Includes wine cocktails, marsala, apentif and tonic wines.

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

	Fortified	wine								
	Sherry	Sherry			wine		Sparkling v	vine ¹	Vermot	uth
Period	Dry	Medium	Sweet	Port	Muscat	Other ³	Bottle fermen- tation	Bulk fermen- tation	Dry	Sweet
	'000 L	'000 L	'000 L	,000 F	'000 L	'000 L	,000 f	'000 L	'000 L	'000 L
1993-94	1 889	2 318	6 133	15 383	1 180	124	26 305	4 293	564	694
1 99 4–95	1 833	2 331	5 947	15 634		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										
November	159	224	582	1 395	102	11	3 059	923	n.p.	n.p.
December	16 6	211	522	1 585	92	11	4 503	1 387	n.p.	n.p.
January	79	106	286	594	47	7	810	329	24	37
February	119	151	380	947	70	6	1 325	577	38	52
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
19 96 -97										
July	190	283	654	1 802		9	1 544	470	56	67
August	130	168	364	1 388		10	1 609	644	31	40
September	115	160	359	1 145		5	2 118	941	36	28
October	155	204	487	1 174		9	2 797	980	29	56
November	130	203	493	1 432		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.

Spritzig table wines are included with table wine. Includes serni-sweet and medium dry. Includes madeira, tokay and white port.

Trend estimates for the most recent months are provisional and can be revised as data for additional months become available. Quantities on which excise duty was paid.

DOMESTIC SALES OF AUSTRALIAN TABLE WINE BY CONTAINER TYPE

			CEEDING 1 D	EGREE DA	OIVIE			DING 1 DEGI	NEC DAON	riL_
	Glass cont	tainers	_			Glass cor	ntainers	_		
Period	1 litre and under '000 L	Over 1 litre '000 L	Soft pack² '000 L	<i>Bulk</i> ³ '000 L	Total '000 L	1 litre and under '000 L	Over 1 litre '000 L	Soft pack² '000 L	<i>Bulk</i> ? '000 L	Total '000 L
 199394	45 025	1 146	117 172	5 145	168 488	3 110	179	20 590	87	23 967
199495	49 063	964	110 435	3 730	164 192	2 794	n.p.	18 888	n.p.	21 970
L9 95-96	48 033	657	106 049	2 861	157 601	2 553	137	18 306	112	21 109
19 95 –9 6 –										
November	4 811	74	9 629	284	14 796	230	n.p.	1 675	n.p.	1 927
December	5 903	71	11 606	486	18 067	351	22	1 991	14	2 378
lanuary	2 431	32	5 400	215	8 078	153	n.p.	1 011	n.p.	1 178
ebruary	3 927	51	8 724	280	12 982	198	n.p.	1 608	n.p.	1 829
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	2 013
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	п.р.	1 884
August	4 375	42	8 703	186	13 306	202	n.p.	1 624	п.р.	1 84
September	4 275	47	8 790	209	13 321	254	n.p.	1 559	п.р.	1 830
October	4 298	51	9 274	258	13 881	210	12	1 572	1.2	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 28
lanuary	3 189	43	5 612	432	9 276	161	8	1 217	9	1 399
·	RED					ROSÉ				
	Glass con	tainers				Glass co	ntainers			
	1 litre and	Over	— Soft			1 litre and	Over	Soft		
Period	under	1 litre	pack ²	Bulk ³	Total	under	1 litre	pack ²	Bulk ³	Total
Chou	'000 L	1000 F	'000 L	'000 L	,000 F	'000 L	1000 L	'000 L	'000 L	,000 F
1993-94	27 575	444	28 399	942	57 359	578	n.p.	4 178	n.p.	4 888
19 94 –95	30 013	591	29 453	57 6	60 633	570	116	4 094	12	4 792
19 95–96	33 172	420	29 964	313	63 869	535	n.p.	4 056	n.p.	4 695
1995-96—										
November	2 816	39	2 740	13	5 608	n.p.	7	351	n.p.	414
December	3 019	36	3 229	46	6 330	n.p.	12	510	n.p.	603
January	1 343	18	1 093	11	2 465	28	n.p.	206	n.p.	241
February	2 365	19	1666	17	4 067	40	n.p.	291	n.p.	339
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
ついだいさい	3 170	27	2 961	39	6 196	37	n.p.	294	n.p.	331
Sentember		30	2 842	33	6 112	43	n.p.	343	n.p.	394
-	2 707	.317	2 042			58	n.p.	443	n.p.	509
October	3 207		2.020	20						
September October November	3 634	41	3 920	29 56	7 624 6 402		=			
October			3 920 2 994 1 579	29 56 55	7 624 6 492 3 771	71 35	n.p. n.p.	368 195	n.p. n.p.	450 238

Bulk includes rigid containers (plastic, steel, wood), tankers and cans.

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WINE AND BRANDY: IMPORTS CLEARED FOR HOME CONSUMPTION AND EXPORTS OF AUSTRALIAN PRODUCE

	Wine type				Total wine		Brandy		
Period	Table	Fortified	Sparkling	Other	Quantity	Value	Quantity	Value	
	'000 L	,000 F	'000 L	'000 L	000 L	\$'000	000 L al	\$'000	
· 			IMPORTS	S 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	
199596	16 649	10 5	2 673	830	20 256	60 478	583	7 462	
1995-96									
October	2 349	23	419	36	2 827	7 432	43	618	
Vovember	1 799	14	5 68	117	2 498	8 126	68	786	
December	2 152	9	319	84	2 564	8 064	53	926	
January	1 483	5	175	54	1 718	4 422	54	637	
February	691	12	144	53	900	3 213	49	632	
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	1 266	10	96	80	1 452	5 796	58	72	
September	917	22	228	98	1 265	6 121	50	56:	
October	746	19	322	214	1 301	7 152	52	71	
November	1 573	8	354	100	2 036	r8 073	70	90	
December	954	8	320	75	1 357	8 373	85	1 05	
			EXI	PORTS ²					
1993- 9 4	116 655	2 873	5 042	893	125 464	366 574	36	52	
1994-95	105 542	2 475	5 109	537	113 663	385 704	36	81:	
1995-96	r 121 008	2 506	r5 486	638	r129 638	r471 355	23	72	
199596									
October	10 264	311	571	68	11 214	41 125			
November	r7 366	187	398	69	r8 021	r27 728	2	8	
December	9 768	170	r401	38	r10 378	r40 641	3	8	
January	6 237	262	254	37	6 790	26 579	3	6	
February	9 189	154	491	44	9 879	34 900	1	6	
March	10 585	326	456	63	11 430	42 324	1	6:	
April	11 176	121	390	43	11 730	41 217	_		
May	10 709	139	337	60	11 245	r41 681	2	9.	
June	r 12 309	164	537	63	r13 072	r 48 1 06	4	6	
1996-97—									
July	r11 597	174	522	51	r12 344	r45 130	_	1	
August	15 364	387	756	66	16 573	62 326	3	7	
September	13 696	269	750	72	14 787	54 715	4	8	
September								6	
•	f14 022	311	954	r124	r15 411	r58 736	2	v	
October November	f14 022 f9 572	311 92	954 r554	r124 49	r15 411 r10 267	158 736 140 549	2	5	

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, DECEMBER 1996

	Wine type		Total wine				
Country/region	Table	Fortified	Sparkling	Other	Quantity	Value	
	litres	litres	litres	litres	litres	\$'000	
New Zealand	1 072 850	30 600	51 680	12 627	1 167 757	2 189	
Papua New Guinea	19 520	702	3 141	_	23 363	132	
Vanuatu	24 531		2 277		26 808	79	
Total Oceania & Antarctica ¹	1 131 327	37 287	59 231	12 627	1 240 472	2 501	
Belgium and Luxembourg	219 177	_	2 835	_	222 012	703	
Germany, Federal Republic of	341 274	120	1 080	4 970	347 444	852	
Denmark	245 761	_	2 859		248 620	717	
Ireland	225 673	_	_	_	225 673	717	
Norway	140 038		_	_	140 038	388	
Sweden	344 293	576	8 118		352 987	1 272	
Switzerland	103 024	900	4 500	10 098	118 522	794	
United Kingdom	6 800 664	120 990	211 486	12 908	7 146 048	25 245	
Total Europe & The CIS ¹	8 603 093	122 586	233 333	27 976	8 986 988	31 461	
Israel	7 6 5	_	126	_	891	11	
United Arab Emirates	37 311	1 040	2 745	900	41 996	91	
Total Middle East ¹	38 076	1 040	2 871	900	42 887	102	
Singapore	105 405	743	4 230	10 093	120 471	747	
Thailand	91 265	95	279	849	92 488	31 7	
Total Southeast Asia ¹	308 965	4 194	9 647	11 088	333 894	1 582	
Hong Kong	278 023	306	11 9 07	14 490	304 726	1 421	
Japan	251 415	45 950	33 570	5 827	336 762	1 323	
Total Northeast Asia ¹	733 814	46 976	45 927	34 052	860 769	4 031	
Canada	409 958	14 389	3 564	450	428 361	2 022	
United States of America	1 600 494	25 183	5 713	_	1 631 390	8 233	
Total North America ¹	2 010 452	39 572	9 277	450	2 059 751	10 255	
Total Other Regions ²	17 083	4 050	_	576	21 709	161	
Total All Countries	12 842 810	255 705	360 286	87 669	13 546 470	50 094	

¹ Includes other countries as detailed in *Australian Standard Classification of Countries for Social Statistics* (1269.0). ² Includes ships' stores.

EXPORTS OF AUSTRALIAN WINE BY REGION¹

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Period	Oceania and Antarctica	Europe and the Former USSR	Middle East and North Africa	Southeast Asia	Northeast Asia	Northern America	Other ²	Total all regions
	'000 L	,000 F	'000 L	'000 L	'000 L	'000 L	'000 L	,000 F
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	14 652	r83 833	946	r3 521	4 445	21 99 0	251	r129 638
1995-96-								
October	821	7 931	20	194	448	1 758	43	11 214
November	1 993	r4 018	94	417	392	1 092	14	r8 021
December	707	r6 691	61	335	371	2 208	4	r10 378
January	441	4 582	46	376	238	1 081	25	6 790
February	1 781	5 821	119	329	410	1 402	16	9 879
March	1 399	6 816	99	339	421	2 319	36	11 430
April	1 238	7 599	100	416	321	2 023	33	11 730
May	937	7 484	125	249	333	2 086	30	11 245
June	934	9 560	33	r235	402	1 897	12	r13 072
1996-97—								
July	1 698	7 522	117	313	278	2 377	38	1 2 344
August	1 542	11 239	55	296	395	r3 029	15	16 573
September	1 552	9 447	32	416	386	2 899	55	14 787
October	2 119	r9 782	61	345	r567	r2 510	27	r15 411
November	r1 928	r5 748	95	r423	442	1 611	19	r10 267
December	1 240	8 987	43	334	861	2 060	22	13 546
¹ Exports may	by exporte	ner than w	. ² Inclu	ships' store				

EXPLANATORY NOTES

INTRODUCTION

SCOPE AND COVERAGE

SEASONALLY ADJUSTED AND TREND ESTIMATES

RELATED PUBLICATIONS

ROUNDING

SYMBOLS AND OTHER USAGES

- 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.
- 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.
- 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.
- 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, 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.
- 10 Where figures have been rounded, discrepancies may occur between sums of the component items and totals.

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.

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Internet

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