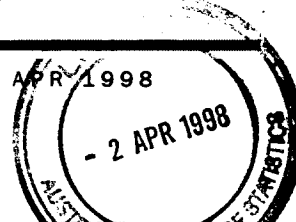


SALES OF AUSTRALIAN WINE AND BRANDY BY WINEMAKERS

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



FEBRUARY KEY FIGURES

TREND ESTIMATES	Feb 98 '000 L	% change Jan 98 to Feb 98	% change Feb 97 to Feb 98
Australian produced wine			
Domestic wine sales	28 139	-0.3	-0.5
White table wine sales	15 690	-0.4	2.6
Red and rosé table wine sales	7 836	1.0	1.7

SEASONALLY ADJUSTED	Feb 98 '000 L	% change Jan 98 to Feb 98	% change Feb 97 to Feb 98
---------------------	------------------	---------------------------------	---------------------------------

Australian produced wine			
Domestic wine sales	27 323	-6.7	-6.2
White table wine sales	15 120	-8.8	-2.9
Red and rosé table wine sales	7 686	-11.7	-8.5

FEBRUARY KEY POINTS

TREND ESTIMATES

- The trend for total domestic sales of Australian produced wine fell by 0.3% in February. It is 0.5% lower than the February 1997 estimate.
- The trend for white table wine fell by 0.4% in February 1998. However, it is 2.6% higher than February 1997.
- The trend for red/rosé table wine in February was up by 1.0% on January 1998, continuing the slow growth recorded since July 1997.

SEASONALLY ADJUSTED ESTIMATES

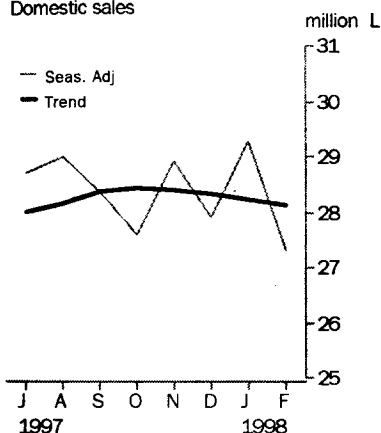
- The seasonally adjusted estimate for total domestic sales of Australian produced wine for February was 27.3 million litres, down 6.7% on the previous month.
- The seasonally adjusted estimates for both white and red/rosé table wine sales fell in February, with the red/rosé estimate falling 11.7% and the white estimate falling 8.8%.

ORIGINAL ESTIMATES

- In original terms, there were 23.4 million litres of Australian produced wine sold domestically during February 1998. This is up 22.7% on January 1998 but down 6.1% on February 1997.

Australian produced wine

Domestic sales



INQUIRIES

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

NOTES

FORTHCOMING ISSUES

ISSUE

RELEASE DATE

March 1998

4 May 1998

April 1998

3 June 1998

May 1998

3 July 1998

.....

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 < 1 LITRE

Trend estimates for both white and red/rosé table wine bottles have recorded growth over the past few years, with white up 20.1% and red/rosé up 51.5% since February 1995.

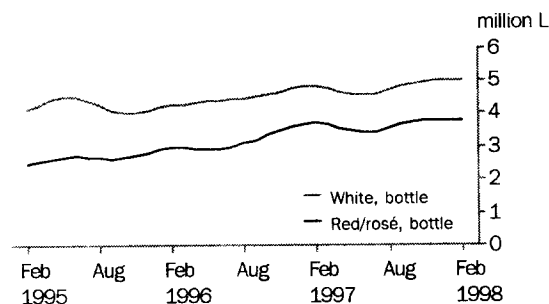
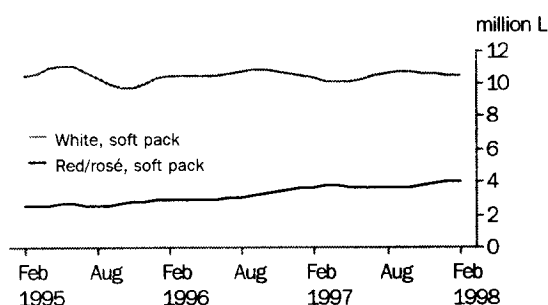


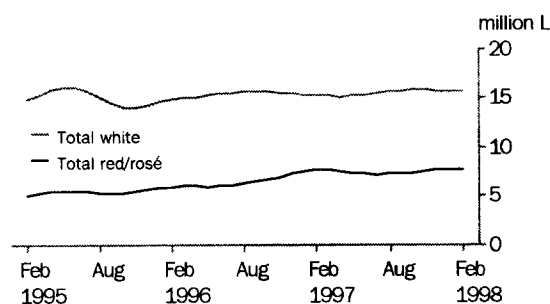
TABLE WINE, SOFT PACK CONTAINERS

The trend estimates for white table wine in soft packs have been relatively stable over the past few years. However, the trend estimates for red/rosé table wine in soft packs have increased by 60.0% since February 1995.



TOTAL WHITE AND RED/ROSÉ TABLE WINE

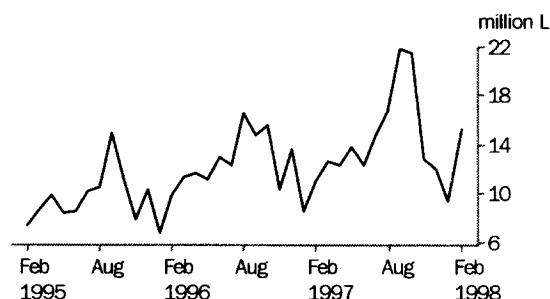
The trend estimates for the domestic sales of total white table wine have shown little change over the past few years. Trend estimates for total red/rosé table wine have increased over this period, although they appear to have flattened during the past year.



EXPORTS OF AUSTRALIAN PRODUCED WINE AND IMPORTS

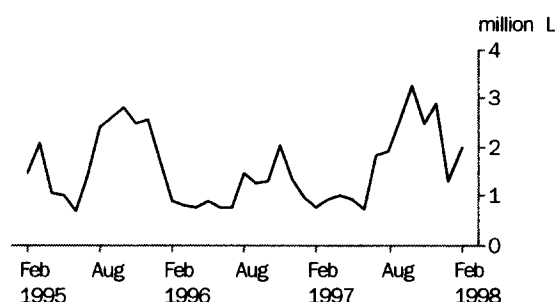
EXPORTS OF AUSTRALIAN PRODUCED WINE

A total of 15.3 million litres of Australian produced wine were exported in February. This is a record quantity for February, 38% more than previous record in February 1997.



WINE IMPORTS CLEARED FOR HOME CONSUMPTION

Original data for the financial year to date shows that 18.3 million litres of wine have been imported. This quantity already exceeds the total for 1996-97 and is on target to break the previous record of 20.3 million litres in 1995-96.



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

Original data for the last three financial years show that the wine available for consumption within Australia in 1996-97 was 6.0% more than that available in 1994-95. Total disposals of Australian produced wine also recorded an increase of 14.3% for the same period.

Period	A Domestic sales of Australian produced wine '000 L	B Wine imports cleared for home consumption '000 L	A + B Wine available for consumption '000 L	C Exports of Australian produced wine '000 L	A + C Total disposals of Australian produced wine '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
December Qtr 1996	99 060	4 694	103 754	39 689	138 749
December Qtr 1997	99 374	8 682	108 056	46 372	145 746



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

TABLE-WHITE WINE.....

TABLE-RED AND ROSÉ WINE.....

Period	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									
December	34 627	6 195	12 218	465	18 878	3 490	3 362	96	6 948
January	18 035	3 367	6 829	492	10 688	2 164	1 774	74	4 013
February	24 892	4 889	9 813	200	14 902	3 198	2 880	83	6 162
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	34 959	5 911	12 576	465	18 953	4 098	4 207	66	8 370
December	35 329	6 521	12 638	478	19 638	3 668	3 568	92	7 328
January	19 054	3 652	7 495	444	11 591	2 001	2 245	42	4 290
February	23 373	4 388	9 529	525	14 442	2 758	2 845	44	5 648

SEASONALLY ADJUSTED

1996-97									
December	26 498	4 402	9 765	n.a.	14 344	3 326	3 369	n.a.	6 263
January	28 061	5 081	10 722	n.a.	15 640	4 299	3 704	n.a.	7 951
February	29 139	5 133	10 425	n.a.	15 574	4 343	3 937	n.a.	8 397
March	29 226	4 741	10 762	n.a.	15 906	3 546	3 609	n.a.	7 578
April	27 792	4 504	9 524	n.a.	14 594	3 486	3 745	n.a.	7 376
May	27 577	4 717	10 217	n.a.	15 108	3 620	3 725	n.a.	7 630
June	26 728	4 027	10 178	n.a.	14 897	3 000	3 809	n.a.	7 050
1997-98									
July	28 703	4 839	9 892	n.a.	15 678	3 474	3 471	n.a.	6 979
August	28 987	4 844	11 973	n.a.	16 425	3 606	3 562	n.a.	7 337
September	28 360	4 901	10 425	n.a.	15 431	3 761	3 900	n.a.	7 562
October	27 609	5 033	10 454	n.a.	15 726	3 888	3 556	n.a.	7 497
November	28 937	4 705	10 853	n.a.	15 939	3 871	3 654	n.a.	7 751
December	27 903	4 747	10 113	n.a.	15 480	3 588	3 557	n.a.	6 637
January	29 281	5 781	11 334	n.a.	16 579	3 883	4 727	n.a.	8 709
February	27 323	4 613	10 187	n.a.	15 120	3 735	3 837	n.a.	7 686

TREND ESTIMATES

1996-97									
December	28 133	4 772	10 709	n.a.	15 516	3 593	3 583	n.a.	7 304
January	28 238	4 827	10 540	n.a.	15 398	3 680	3 674	n.a.	7 555
February	28 287	4 827	10 356	n.a.	15 297	3 715	3 732	n.a.	7 702
March	28 218	4 762	10 204	n.a.	15 225	3 674	3 748	n.a.	7 707
April	28 124	4 655	10 145	n.a.	15 203	3 576	3 738	n.a.	7 591
May	28 034	4 579	10 188	n.a.	15 243	3 472	3 713	n.a.	7 423
June	27 977	4 574	10 323	n.a.	15 341	3 423	3 686	n.a.	7 296
1997-98									
July	28 004	4 619	10 473	n.a.	15 474	3 455	3 643	n.a.	7 230
August	28 175	4 721	10 634	n.a.	15 658	3 559	3 621	n.a.	7 264
September	28 362	4 830	10 729	n.a.	15 800	3 678	3 636	n.a.	7 346
October	28 438	4 914	10 731	n.a.	15 850	3 758	3 694	n.a.	7 444
November	28 400	4 969	10 681	n.a.	15 835	3 798	3 787	n.a.	7 554
December	28 326	5 004	10 628	n.a.	15 803	3 803	3 893	n.a.	7 657
January	28 225	5 020	10 585	n.a.	15 755	3 793	3 998	n.a.	7 758
February	28 139	5 037	10 479	n.a.	15 690	3 780	4 079	n.a.	7 836

(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	Fortified Sherry	Fortified Port	Other Fortified(a)	Sparkling Bottle fermen- tation(b)	Sparkling Bulk fermen- tation(b)	Carbonated	Flavoured(c)	Vermouth	Brandy(d)
	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'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										
December	25 826	776	1 497	103	3 901	1 683	512	208	121	122
January	14 700	522	704	71	1 092	512	163	179	91	54
February	21 065	568	873	68	1 350	488	286	112	81	65
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	27 323	812	1 321	100	3 422	1 230	437	207	106	97
December	26 964	719	1 273	99	3 899	1 634	446	197	99	121
January	15 880	489	704	60	1 157	379	217	125	43	55
February	20 090	460	802	69	1 130	401	167	130	123	58

(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 L	'000 L a/	'000 L
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								
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
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	576	127	3 271	12 589	56	649
November	1 983	19	370	135	2 507	10 961	70	903
December	2 516	19	282	86	2 904	11 176	90	1 232
January	1 006	4	197	88	1 295	5 488	31	442
February	1 742	9	218	40	2 010	6 032	40	431
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	r 144 894	2 490	6 046	966	r 154 395	r 603 372	17	526
1996-97								
December	12 911	256	383	88	13 638	50 492	2	68
January	r 8 095	127	262	97	r 8 581	r 34 286	—	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	12 370	52 182	1	27
1997-98								
July	14 154	99	482	54	14 789	63 426	1	38
August	r 15 968	239	540	73	r 16 820	r 69 176	2	20
September	20 635	304	785	134	21 859	91 214	4	102
October	r 19 849	415	1 099	131	r 21 494	r 92 168	2	14
November	12 198	207	422	60	12 887	58 071	3	50
December	r 11 446	169	336	39	r 11 991	r 56 474	4	33
January	r 9 123	191	r 160	15	r 9 490	r 44 093	2	21
February	14 465	200	558	42	15 266	73 183	5	25

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.

(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, February 1998

Country/Region	WINE TYPE.....				TOTAL WINE.....	
	Table	Fortified	Sparkling	Other	Quantity	Value
	L	L	L	L	L	\$'000
New Zealand	1 309 840	6 026	30 718	13 932	1 360 516	3 115
Papua New Guinea	22 960	2 163	2 625	—	27 748	76
Vanuatu	34 981	—	1 935	—	36 916	82
Total Oceania and Antarctica(a)	1 402 723	11 322	39 108	13 932	1 467 085	3 429
Belgium and Luxembourg	105 786	—	—	—	105 786	250
France	104 640	—	—	—	104 640	274
Germany, Federal Republic of	293 031	—	45	1 250	294 326	1 097
Ireland	434 655	—	4 050	450	439 155	2 572
Sweden	255 443	—	180	—	255 623	692
United Kingdom	5 489 900	45 950	335 790	2 423	5 874 062	27 088
Total European Union	6 938 355	45 950	340 065	4 321	7 328 690	33 073
Norway	200 154	—	—	—	200 154	724
Switzerland	269 904	—	36	—	269 940	1 641
Total Europe and the Former USSR(a)	7 526 853	45 950	340 101	4 321	7 917 224	35 859
Oman	21 394	—	1 530	—	22 924	44
United Arab Emirates	51 960	800	3 186	—	55 946	138
Total Middle East and North Africa(a)	85 776	800	5 067	—	91 643	250
Singapore	83 602	720	5 389	11 488	101 199	791
Thailand	37 757	16 000	—	—	53 757	142
Total Southeast Asia(a)	156 335	16 828	6 883	19 345	199 391	1 157
Hong Kong	90 040	875	4 140	2 388	97 444	367
Japan	655 017	405	99 594	2 272	757 288	3 816
Total Northeast Asia(a)	783 892	8 480	103 734	4 660	900 767	4 478
Canada	751 718	71 607	17 334	—	840 659	4 214
United States of America	3 731 407	44 486	43 991	45	3 819 929	23 661
Total Northern America(a)	4 483 125	116 093	61 325	45	4 660 588	27 876
Total Other Regions(b)	26 655	270	2 088	—	29 013	135
Total All Countries	14 465 359	199 743	558 306	42 304	15 265 711	73 183

(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
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	r95 491	974	3 698	7 070	28 906	338	r 154 395
1996-97								
December	1 264	9 048	45	336	864	2 060	22	13 638
January	1 243	r4 714	58	229	699	1 624	13	r8 581
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
1997-98								
July	1 768	9 439	71	148	524	2 765	73	14 789
August	r2 342	9 510	58	264	701	3 939	6	r16 820
September	2 323	14 401	39	302	696	4 021	76	21 859
October	3 611	r13 580	115	271	606	3 252	59	r21 494
November	2 259	6 858	125	447	786	2 371	41	12 887
December	r1 606	r6 446	66	217	669	2 959	27	r11 991
January	r1 072	r5 600	148	124	r 556	r1 973	r18	r9 490
February	1 467	7 917	92	199	901	4 661	29	15 266

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. 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.

EXPLANATORY NOTES

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RELATED PUBLICATIONS

10 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.

11 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

12 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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ISSN 0312-925X

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15 APR 1999

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Produced by the Australian Bureau of Statistics



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