

SALES OF AUSTRALIAN WINE AND BRANDY BY WINEMAKERS FEBRUARY 1991

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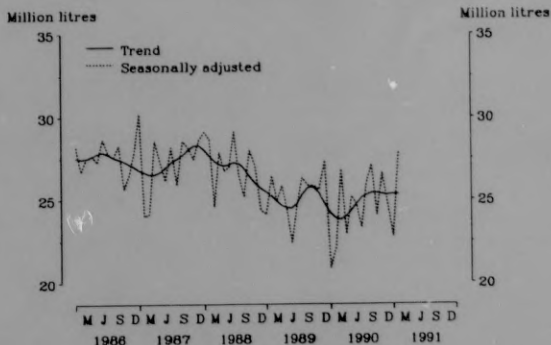
ELECTRONIC SERVICES

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MAIN FEATURES

WINE SALES



Total sales of wine increased in February. The trend estimate of 25.3 million litres for total wine sales is unchanged from January 1991.

Readers are reminded that the three most recent trend estimates are provisional and could change when data for future months become available.

In seasonally adjusted terms, total wine sales in February at 27.9 million litres, represents an increase of 22.6% on January 1991.

Using unadjusted data, total wine sales were 22.1 million litres in February, an increase of 38.5% on January 1991 and of 26.1% on February 1990.

For the period July to January 1991, wine imports are marginally below those for the same period in 1990. Wine exports for the last 7 months were 31.7 million litres, valued at \$99.8 million. This represents a 56.7% increase in the volume of exports over the same period last year.

MAIN FEATURES (continued)

A comparison of wine sales (unadjusted data) for the 8 months ended February 1991 and 1990 follows.

Wine type	8 Months ended February		Percentage change
	1991	1990	
	'000L	'000L	
Table			
White - bottles 1 litre and under	30,695	31,620	-2.9
White - other containers	93,459	91,970	1.6
Total	124,154	123,590	0.5
Red - bottles 1 litre and under	15,920	15,415	3.3
Red - other containers	15,402	13,067	17.9
Total	31,322	28,482	10.0
Rose - bottles 1 litre and under	647	692	-6.5
Rose - other containers	3,615	3,876	-6.7
Total	4,262	4,568	-6.7
Total table wine	159,738	156,640	2.0
Fortified	20,189	21,919	-7.9
Sparkling			
Bottle fermented	20,625	20,413	1.0
Bulk fermented	2,714	4,229	-35.8
Total sparkling wine	23,339	24,642	-5.3
Other	5,669	4,507	25.8
TOTAL WINE SALES	208,935	207,708	0.6

These data show that for the last eight months, total wine sales are 0.6 per cent above those for the previous corresponding period.

Although total sales of wine have been similar for these two periods, there have been changes in the sales of some wine categories.

There has been a decline in the sales of white table wine in bottles of 1 litre and under while bulk white table wine and all red table wines have had increased sales.

There has been a significant decline in the sale of fortified wine, occurring in all types.

Sales of bottle fermented sparkling wine have increased slightly but there has been a large fall in sales of bulk fermented sparkling wine.

TABLE 1. SALES OF AUSTRALIAN WINE AND BRANDY BY WINEMAKERS
(⁰⁰⁰ litres)

Period	Wine type						Total wine			Brandy(b) '000L al
	Table	Fortified	Spark- ling	Carbon- ated	Flavoured (a)	Vermouth	Original	Seasonally adjusted	Trend estimates	
1987-88	255,799	35,056	32,642	1,418	2,969	2,662	330,545	..	..	1,776
1988-89	237,735	33,286	31,624	n.p.	n.p.	2,175	309,129	..	..	1,669
1989-90	229,957	33,096	31,201	1,821	2,673	1,861	300,609	..	..	1,613
1989-90—										
December	28,071	3,163	6,694	295	223	195	38,641	27,325	24,727	112
January	10,851	1,651	1,720	66	190	194	14,672	20,870	24,162	163
February	14,078	1,725	1,321	196	101	122	17,543	22,072	23,862	202
March	20,567	2,622	1,859	105	182	118	25,453	26,803	23,799	126
April	18,271	2,316	1,628	57	274	137	22,683	22,904	23,992	66
May	17,355	2,976	1,615	119	245	139	22,449	25,183	24,337	106
June	17,124	3,263	1,457	119	245	108	22,316	24,694	24,727	133
1990-91—										
July	20,778	3,951	1,399	347	293	239	27,507	23,304	25,091	130
August	20,247	2,917	1,605	309	205	58	25,341	25,995	25,271	204
September	19,866	2,380	2,424	277	205	175	25,327	27,094	25,394	151
October	18,992	2,458	3,116	296	208	126	25,196	24,067	25,398	93
November	24,261	2,883	4,296	521	352	157	32,470	26,591	25,320	96
December	25,474	2,579	4,047	475	244	182	35,001	24,725	25,274	115
January	22,341	2,130	3,902	108	153	141	25,975	22,750	25,322	179
February	17,779	1,691	2,050	224	202	172	22,118	27,896	25,324	n.y.a.
1989-90—										
July to February	156,640	21,919	24,642	1,421	1,727	1,359	207,708	..	..	1,182
1990-91—										
July to February	159,738	20,189	23,339	2,557	1,862	1,250	208,935	..	..	n.y.a.

(a) Includes wine cocktails, marsala, aperitif and tonic wines. (b) Quantities on which excise duty was paid.

TABLE 2. SALES OF AUSTRALIAN FORTIFIED AND SPARKLING WINE AND VERMOUTH BY WINEMAKERS
(⁰⁰⁰ litres)

Period	Fortified wine						Sparkling wine(c)		Vermouth	
	Sherry			Dessert wine			Bottle fermen- tation	Bulk fermen- tation	Dry	Sweet
	Dry	Medium (a)	Sweet	Port	Muscat	Other (b)				
1987-88	2,978	3,946	8,643	17,198	2,130	162	25,029	7,612	1,281	1,381
1988-89	2,645	3,573	8,257	16,709	1,946	156	25,288	6,336	1,013	1,162
1989-90	2,735	3,319	7,854	17,140	1,808	240	25,590	5,611	838	1,023
1989-90—										
December	234	314	663	1,755	164	33	5,769	925	92	103
January	124	188	429	794	92	24	1,406	314	75	119
February	165	185	506	756	96	17	979	342	52	70
March	262	259	591	1,349	143	18	1,451	408	54	64
April	176	231	590	1,192	108	19	1,338	290	66	71
May	266	293	730	1,524	139	24	1,271	344	69	70
June	238	284	761	1,739	212	29	1,117	340	51	57
1990-91—										
July	305	403	941	2,093	196	13	1,650	249	105	134
August	240	246	652	1,622	145	12	1,341	264	31	27
September	190	238	588	1,197	151	16	2,080	344	79	96
October	191	319	678	1,130	131	5	2,749	367	59	67
November	216	313	721	1,485	138	10	3,820	476	75	82
December	165	230	599	1,470	106	9	5,544	503	80	102
January	222	212	738	1,600	176	8	1,646	256	156	185
February	189	213	436	743	104	6	1,795	255	70	102
1989-90—										
July to February	1,793	2,252	5,182	11,336	1,206	150	20,413	4,229	598	761
1990-91—										
July to February	1,618	2,104	4,997	10,340	1,047	83	20,625	2,714	555	695

(a) Includes semi-sweet and medium dry. (b) Includes madeira, tokay, white port. (c) Spritzig table wines are included with table wine.

TABLE 3. SALES OF AUSTRALIAN TABLE WINE BY CONTAINER TYPE
('000 litres)

Period	Glass containers				Total	Glass containers				Total
	1 litre and under	Over 1 litre	Soft pack(a)	Bulk(b)		1 litre and under	Over 1 litre	Soft pack(a)	Bulk(b)	
WHITE WINE NOT EXCEEDING 1 DEGREE BAUMÉ(c)						WHITE WINE EXCEEDING 1 DEGREE BAUMÉ(c)				
1987-88	37,516	5,684	108,500	16,511	168,212	5,039	1,075	29,712	147	35,972
1988-89	41,903	4,462	102,672	10,859	159,896	4,199	391	22,000	169	26,759
1989-90	41,646	2,491	106,152	9,397	159,693	3,812	218	16,637	73	20,740
1989-90—										
December	5,411	307	12,941	1,373	20,032	545	41	2,359	7	2,952
January	2,564	132	4,257	738	7,691	268	11	1,030	4	1,313
February	2,820	147	6,291	746	10,004	243	9	1,141	4	1,397
March	3,508	194	10,649	826	15,177	273	21	1,156	7	1,457
April	3,088	177	9,317	484	13,065	273	10	1,072	4	1,359
May	3,299	198	7,924	528	11,949	236	13	975	5	1,229
June	2,939	175	8,095	375	11,584	222	7	789	4	1,022
1990-91—										
July	3,320	179	8,944	496	12,939	302	20	1,928	7	2,257
August	3,394	154	9,298	531	13,377	285	18	1,314	7	1,624
September	3,583	172	8,426	536	12,717	309	56	1,940	6	2,311
October	3,475	157	8,469	726	12,827	322	18	1,688	6	2,034
November	r4,142	186	10,886	874	r16,088	362	17	2,695	7	3,081
December	r4,858	226	10,979	1,483	r17,546	471	21	2,506	8	2,906
January	r2,192	r114	r5,795	r608	r8,709	r198	12	1,131	6	r1,347
February	3,230	121	8,337	604	12,292	252	11	1,732	4	1,999
1989-90—										
July to February	28,812	1,747	70,174	7,184	107,917	2,808	167	12,645	53	15,673
1990-91—										
July to February	28,194	1,309	71,134	5,858	106,495	2,501	173	14,934	51	17,659
RED						ROSÉ				
1987-88	22,102	1,400	19,035	1,844	44,381	1,077	445	5,616	96	7,234
1988-89	22,881	1,258	18,207	1,644	43,990	1,067	339	5,611	73	7,090
1989-90	22,892	743	18,168	1,195	42,998	987	230	5,286	23	6,526
1989-90—										
December	2,344	82	1,717	79	4,222	137	32	694	2	865
January	970	27	528	53	1,578	43	12	212	2	269
February	1,199	45	975	98	2,317	69	15	275	1	360
March	1,718	43	1,494	176	3,431	73	13	414	2	502
April	1,683	49	1,498	95	3,325	77	14	429	1	521
May	2,025	54	1,575	77	3,731	69	16	360	1	446
June	2,051	55	1,813	110	4,029	76	16	393	4	489
1990-91—										
July	2,439	58	2,339	185	5,021	78	18	460	5	561
August	2,340	50	2,245	69	4,704	70	15	452	5	542
September	2,219	57	1,980	88	4,344	83	16	393	2	494
October	1,841	44	1,656	108	3,649	65	15	399	3	482
November	r2,135	57	2,136	92	r4,420	110	18	534	10	672
December	r2,273	51	1,825	70	r4,219	132	25	542	4	703
January	r1,009	r27	848	r64	r1,948	54	8	272	3	337
February	1,664	30	1,176	147	3,017	55	10	404	2	471
1989-90—										
July to February	15,415	542	11,788	737	28,482	692	171	3,690	15	4,568
1990-91—										
July to February	15,920	374	14,205	823	31,322	647	125	3,456	34	4,262

(a) Soft pack containers include all collapsible packs, plastic or otherwise. (b) Bulk includes rigid containers (plastic, steel, wood), tankers and cans.
(c) 1 degree baumé = 18 grams of sugar per litre.

TABLE 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
	'000L	'000L	'000L	'000L	'000L	\$'000	'000L at	\$'000
IMPORTS CLEARED								
1987-88(a)	5,302	178	2,031	635	8,146	41,358	641	6,721
1988-89	6,086	311	2,264	1,076	9,737	46,871	635	7,226
1989-90	6,595	184	2,736	937	10,453	52,692	793	7,998
1989-90—								
December	578	12	316	37	943	4,813	74	857
January	533	13	285	55	886	5,832	90	864
February	548	23	297	128	996	6,356	122	1,333
March	445	20	151	155	771	3,524	35	351
April	513	14	147	43	716	2,992	24	297
May	510	15	190	94	809	3,800	50	542
June	384	12	116	30	541	2,770	43	419
1990-91—								
July	398	5	175	109	686	3,050	32	289
August	567	23	256	151	996	4,489	136	1,065
September	654	13	178	145	990	5,089	38	653
October	638	13	195	52	899	4,583	27	444
November	652	12	364	35	1,063	5,628	56	635
December	481	5	204	166	856	4,154	54	545
January	444	19	219	50	731	4,423	46	588
1989-90—								
July to January	4,196	100	1,836	489	6,623	33,249	519	5,056
1990-91—								
July to January	3,834	89	1,591	707	6,222	31,416	389	4,219
EXPORTS (b)								
1987-88	35,022	1,411	1,603	1,088	39,124	96,157	47	376
1988-89	37,132	1,136	1,693	325	40,286	114,495	52	436
1989-90	31,126	1,742	1,985	1,796	36,649	118,336	57	497
1989-90—								
December	1,854	333	255	233	2,675	11,197	-	4
January	2,005	43	103	76	2,227	5,714	2	27
February	2,915	58	60	32	3,065	7,929	6	52
March	2,777	159	136	42	3,114	8,456	3	34
April	2,636	267	140	42	3,086	9,959	1	13
May	2,881	85	206	76	3,248	13,278	5	61
June	3,190	145	53	505	3,893	12,189	4	49
1990-91—								
July	3,456	214	232	56	3,958	12,538	6	55
August	3,857	268	233	35	4,392	13,354	1	8
September	4,014	193	174	59	4,439	15,434	2	170
October	4,282	456	203	75	5,015	15,563	1	16
November	5,195	302	640	106	6,243	21,397	3	37
December	2,931	379	255	119	3,684	10,465	4	32
January	3,441	173	165	213	3,991	11,071	2	62
1989-90—								
July to January	16,727	1,028	1,391	1,098	20,243	66,525	38	288
1990-91—								
July to January	27,176	1,984	1,902	663	31,723	99,822	18	379

(a) *Change in Classification.* The international implementation of the Harmonised Commodity Description and Coding System (HS) on 1 January 1988 and the introduction of a third revision of the Standard International Trade Classification from the same date have resulted in changes to the collection, presentation and interpretation of Australia's foreign trade statistics. Users should be aware of these changes when comparing data from January 1988 onwards with those relating to earlier periods. (b) Exports may include sales made by exporters other than winemakers.

EXPLANATORY NOTES

Introduction

The information shown in this publication for wine sales 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 exports and import clearances are based on information provided to the Australian Customs Service by importers, exporters and their agents.

Scope and coverage

2. The information on wine is obtained from winemaking enterprises with wine sales of 250,000 litres or more in the previous financial year. These account for approximately 98 per cent of total wine sales.

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. All sales data are collected on an Australia-wide basis only and State figures are therefore not available.

6. The wine content of products consisting of a mixture of wine and fruit juice, commonly known as 'coolers', is included in the appropriate category of wine from which it is made, which is generally table wine. Where a wine is categorised by container type (i.e. table wine) the wine content of 'coolers' is included in the 'bulk' figure.

Seasonally adjusted and trend estimates

7. 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). In this publication the seasonally adjusted series have been revised. The revision is the result of re-analysis, details of which, together with information regarding the methods used in seasonally adjusting the series, are available on request.

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. While this smoothing technique enables estimates of trend to be produced for the latest month, it does result in revisions to the estimates for the most recent months as data for subsequent months become available. Generally subsequent revisions become smaller and after 3 months have a negligible impact on the series. There will also be revisions as a result of revisions to the original series and periodic reviews of seasonal factors.

10. Users may wish to refer to the ABS Information Papers *A Guide to Smoothing Time Series - Estimates of 'Trend'* (1316.0) and *Time Series Decomposition - An Overview* (1317.0) for more detailed information on smoothing of seasonally adjusted time series data.

Related publications

11. Other ABS publications which may be of interest include:

Production of Food, Drink, Tobacco and Stock and Poultry Food, Australia (8359.0) - issued monthly, contains production statistics for wine based mixed drinks ('coolers').

Wine Production: Australia and States (8366.0) - includes stocks of Australian wine and brandy held by winemakers.

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 *Publications Advice* (1105.0) which lists publications to be released in the next few days. The *Catalogue and Publications Advice* are available from any ABS office.

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

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

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