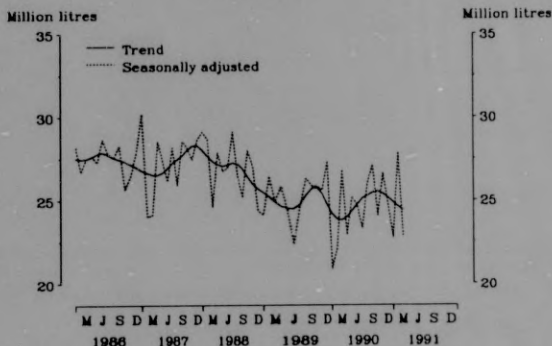


SALES OF AUSTRALIAN WINE AND BRANDY BY WINEMAKERS MARCH 1991

SUMMARY OF FINDINGS

WINE SALES



Total sales of wine decreased in March. The trend estimate of 24.4 million litres for total wine sales is a marginal decrease of 0.9 per cent compared with February 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 March at 22.8 million litres, represents a decrease of 18.1 per cent on February 1991.

Using unadjusted data, total wine sales were 21.6 million litres in March, a decrease of 2.1 per cent on February 1991 and of 15.0 per cent on March 1990.

Sales fell in all major wine groups except fortified wine which rose by 45.2 per cent.

INQUIRIES

- for further information about statistics in this publication and the availability of related unpublished statistics, contact Robert Johns on Adelaide (08) 237 7621 or any ABS State Office.
- for information about other ABS statistics and services please refer to the back page of this publication.

SUMMARY OF FINDINGS (continued)

A comparison of wine sales (unadjusted data) for the 9 months ended March 1990 and 1991 follows.

Wine type	9 Months ended March		Percentage change
	1990	1991	
	'000L	'000L	
Table			
White - bottles 1 litre and under	35,401	34,239	-3.3
White - other containers	104,823	103,022	-1.7
Total	140,224	137,261	-2.1
Red - bottles 1 litre and under	17,133	17,723	3.4
Red - other containers	14,780	17,010	15.1
Total	31,913	34,733	8.8
Rose - bottles 1 litre and under	765	713	-6.8
Rose - other containers	4,305	3,915	-9.1
Total	5,070	4,628	-8.7
Total table wine	177,207	176,622	-0.3
Fortified	24,541	22,635	-7.8
Sparkling			
Bottle fermented	21,864	22,187	1.5
Bulk fermented	4,637	2,977	-35.8
Total sparkling wine	26,501	25,164	-5.0
Other	4,912	6,103	24.2
TOTAL WINE SALES	233,161	230,524	-1.1

These data show that for the last nine months, total wine sales are 1.1 per cent below those for the previous corresponding period.

Sales figures for the three most recent months are slightly above those for the same months last year (3.5%).

TABLE 1. SALES OF AUSTRALIAN WINE AND BRANDY BY WINEMAKERS

Period	Wine type						Total wine			Brandy(b) '000L a.l
	Table	Fortified	Spark- ling	Carbon- ated	Flavoured (a)	Vermouth	Seasonally adjusted		Trend estimates	
							Original			
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—										
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	1,899	347	293	239	27,507	23,304	25,091	130
August	20,247	2,917	1,605	309	205	58	25,341	25,995	25,272	204
September	19,866	2,380	2,424	277	205	175	25,327	27,094	25,449	151
October	18,992	2,458	3,116	296	208	126	25,196	24,067	25,507	93
November	24,261	2,883	4,296	521	352	157	32,470	26,591	25,367	96
December	25,474	2,579	6,047	475	244	182	35,001	24,725	25,134	115
January	12,341	1,330	1,902	108	153	141	15,975	22,750	24,870	179
February	r17,787	r1,687	2,050	224	202	r133	r22,083	r27,852	r24,605	94
March	16,876	2,450	1,825	202	195	76	21,624	22,811	24,385	n.y.a.
1989-90—										
July to March	177,207	24,541	26,501	1,526	1,909	1,477	233,161	..	..	1,308
1990-91—										
July to March	176,622	22,635	25,164	2,759	2,057	1,287	230,524	..	..	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

Period	Fortified wine						Sparkling wine(c)		Vermouth	
	('000 litres)									
	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—										
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	9	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	122	142	382	600	76	8	1,646	256	56	85
February	189	213	436	r740	r103	6	1,795	255	r61	r72
March	221	270	655	1,174	122	8	1,562	263	37	39
1989-90—										
July to March	2,055	2,511	5,773	12,685	1,349	168	21,864	4,637	652	825
1990-91—										
July to March	1,839	2,374	5,652	11,511	1,168	91	22,187	2,977	583	704

(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					Glass containers				
	1 litre and under	Over 1 litre	Soft pack(a)	Bulk(b)	Total	1 litre and under	Over 1 litre	Soft pack(a)	Bulk(b)	Total
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—										
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	5,317	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	8,065	375	11,584	222	7	789	4	1,022
1990-91—										
July	3,320	179	8,944	496	12,939	302	20	1,923	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	4,142	186	10,886	874	16,088	362	17	2,695	7	3,081
December	4,858	226	10,979	1,483	17,546	471	21	2,506	8	3,006
January	2,192	114	5,795	608	8,709	198	12	1,131	6	1,347
February	3,240	121	8,337	604	12,302	251	11	1,732	4	1,998
March	3,227	135	7,054	485	10,901	308	10	1,874	5	2,197
1989-90—										
July to March	32,320	1,941	80,823	8,010	123,094	3,081	188	13,801	60	17,130
1990-91—										
July to March	31,431	1,444	78,188	6,343	117,406	2,808	183	16,808	56	19,855
RED						ROSE				
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—										
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	1,198	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	2,135	57	2,136	92	4,420	110	18	534	10	672
December	2,273	51	1,825	70	4,219	132	25	542	4	703
January	1,009	27	848	64	1,948	54	8	272	3	337
February	1,663	30	1,176	147	3,016	55	10	404	2	471
March	1,804	32	1,387	189	3,412	66	11	287	2	366
1989-90—										
July to March	17,133	585	13,282	913	31,913	765	184	4,104	17	5,070
1990-91—										
July to March	17,723	406	15,592	1,012	34,733	713	136	3,743	36	4,628

(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	211	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—								
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
February	278	31	174	43	526	3,947	95	858
1989-90—								
July to February	4,744	123	2,133	617	7,619	39,605	641	6,389
1990-91—								
July to February	4,112	120	1,766	750	6,748	35,363	484	5,077
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	4,519	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
13. Where figures have been rounded, discrepancies may occur between sums of the component items and totals.

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