

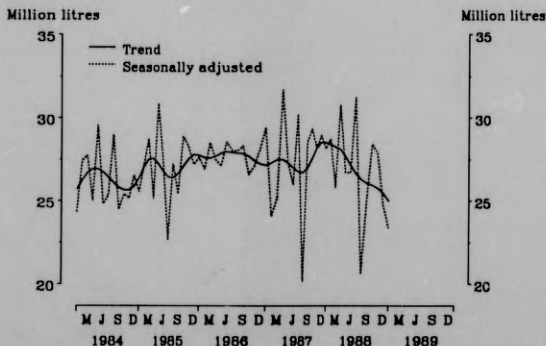
SALES OF AUSTRALIAN WINE AND BRANDY BY WINEMAKERS JANUARY 1989

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MAIN FEATURES

NOTE: Readers are advised that the last three trend estimates are provisional and could change when data for future months are available.

WINE SALES



The trend estimate in total wine sales for January 1989 is 25.0 million litres, a decrease of 1.8% on December 1988. The declining trend which began in January 1988 is still evident.

In seasonally adjusted terms, total wine sales in January were 23.3 million litres, representing a decrease of 5.7% compared with December 1988.

Total wine sales in January were 17.0 million litres representing a decrease of 51.0% compared with December 1988. This decrease is comparable with decreases for corresponding time periods over the past three years.

For the first seven months of 1988-89, total wine sales of 196.0 million litres were 5.9% below sales for the same period of 1987-88.

Sales of all categories of wine in the seven months to January 1989 were down on those for the seven months ending January 1988, with the exception of carbonated wine which increased by 14.3%.

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	
1985-86	253,045	36,819	28,931	1,482	1,910	2,997	325,183	..	..	1,997
1986-87	258,097	36,246	28,773	1,325	2,624	2,754	329,819	..	..	1,783
1987-88	255,799	35,056	32,642	1,418	2,969	2,662	330,546	..	..	1,776
1987-										
November	25,055	3,056	4,405	190	361	244	33,311	28,183	28,173	101
December	28,449	3,717	7,242	185	316	317	40,226	28,929	28,518	166
1988-										
January	16,404	1,755	1,853	67	204	221	20,504	28,136	28,504	200
February	18,600	2,193	1,779	145	180	163	23,060	28,704	28,390	166
March	18,679	2,198	2,108	76	191	311	23,562	25,806	28,239	96
April	22,070	2,777	2,336	44	218	117	27,562	30,766	28,093	107
May	18,631	3,076	1,728	118	232	153	23,940	26,690	27,677	124
June	19,116	3,389	1,661	85	198	183	24,632	26,723	27,121	120
July	27,050	4,226	2,231	187	306	254	34,254	31,201	26,638	203
August	20,212	3,111	1,645	142	178	200	25,488	20,598	26,280	146
September	17,895	2,521	2,421	130	202	245	23,415	24,982	26,052	166
October	22,538	2,278	2,813	110	189	197	28,124	28,397	25,934	103
November	24,297	2,859	4,988	228	315	189	32,876	27,834	25,752	115
December	23,385	3,498	6,757	200	305	315	34,460	24,712	25,434	161
1989-										
January	13,370	1,557	1,757	90	153	98	17,025	23,314	24,972	130
1987-88-										
July to January	158,752	21,424	23,029	951	1,949	1,734	207,841	..	..	1,163
1988-89-										
July to January	148,746	20,050	22,613	1,087	1,647	1,500	195,642	..	..	1,024

(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	Medium (a)	Sweet	Port	Muscat	Other (b)			Dry	Sweet	
1985-86	3,170	4,145	10,571	16,357	2,419	157	17,673	11,258	1,363	1,634	
1986-87	3,145	4,006	9,640	16,918	2,363	173	20,583	8,190	1,261	1,492	
1987-88	2,978	3,946	8,643	17,198	2,130	162	25,029	7,612	1,281	1,381	
1987-											
November	225	343	764	1,527	185	12	3,434	971	119	125	
December	356	398	938	1,831	183	11	5,908	1,335	140	177	
1988-											
January	137	171	434	899	104	9	1,461	392	101	119	
February	237	269	563	946	170	8	1,275	505	81	82	
March	210	238	565	1,039	137	10	1,582	526	138	172	
April	228	313	662	1,415	151	9	1,829	507	63	54	
May	239	340	733	1,579	174	10	1,201	527	88	65	
June	298	338	812	1,748	181	12	1,211	450	88	95	
July	313	499	1,059	2,132	206	17	1,633	598	121	134	
August	271	335	800	1,493	200	12	1,248	397	93	108	
September	185	268	576	1,232	245	15	1,936	485	115	130	
October	190	262	592	1,103	120	10	2,157	656	81	116	
November	241	276	662	1,516	152	12	4,143	845	101	88	
December	241	337	821	1,938	148	12	5,768	989	137	179	
1989-											
January	120	179	420	737	93	8	1,407	351	44	54	
1987-88											
July to January	1,629	2,278	4,874	9,572	1,213	104	16,471	4,706	721	793	
1988-89-											
July to January	1,562	2,156	4,931	10,150	1,165	86	18,293	4,320	691	808	

(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)					
1985-86	34,739	11,032	109,971	16,038	171,780	4,112	1,806	30,817	201	36,936		
1986-87	36,547	7,100	110,423	22,076	176,146	5,115	1,042	28,364	136	34,657		
1987-88	37,516	5,684	108,500	16,511	168,212	5,039	1,075	29,712	147	35,972		
1987-												
November	4,077	529	10,736	1,675	17,018	493	112	2,784	13	3,402		
December	4,097	644	12,445	2,261	19,447	662	108	3,228	15	4,013		
1988-												
January	2,175	319	7,239	1,571	11,304	304	70	2,348	12	2,734		
February	3,138	424	7,519	1,594	12,675	308	70	2,189	12	2,579		
March	2,823	521	8,145	1,175	12,664	313	80	2,069	13	2,475		
April	2,498	479	10,325	912	14,214	328	91	3,142	13	3,574		
May	2,822	382	7,415	883	11,502	354	58	2,233	14	2,659		
June	2,738	365	8,050	1,021	12,173	338	61	1,641	12	2,052		
July	4,111	485	11,281	697	16,574	483	76	3,218	18	3,794		
August	3,501	376	8,401	879	13,158	355	48	1,687	26	2,116		
September	3,730	436	6,470	1,260	11,896	439	36	1,266	15	1,756		
October	3,603	406	10,316	1,221	15,546	290	30	2,174	15	2,509		
November	4,487	437	10,538	1,477	16,939	352	37	2,382	17	2,788		
December	4,526	512	10,844	1,468	17,349	454	39	1,158	19	1,670		
1989-												
January	2,592	226	5,729	856	9,403	306	14	1,332	14	1,667		
1987-88-												
July to January	23,497	3,512	67,046	10,925	104,982	3,398	715	18,437	84	22,632		
1988-89-												
July to January	26,550	2,878	63,580	7,858	100,865	2,679	280	13,217	123	16,299		
RED						ROSÉ						
1985-86	16,838	2,276	16,927	1,147	37,188	1,044	749	5,184	164	7,140		
1986-87	18,952	1,772	17,659	1,756	40,139	1,107	475	5,416	157	7,155		
1987-88	22,102	1,400	19,035	1,844	44,381	1,077	445	5,616	96	7,234		
1987-												
November	1,964	122	1,663	208	3,958	96	35	538	8	677		
December	2,186	139	1,701	106	4,132	157	40	652	8	858		
1988-												
January	966	68	886	58	1,977	63	19	301	5	388		
February	1,549	73	1,139	73	2,834	115	26	366	6	512		
March	1,538	101	1,278	134	3,051	70	32	378	8	488		
April	1,612	123	1,812	76	3,623	66	31	551	10	659		
May	2,078	99	1,571	206	3,954	67	33	411	4	515		
June	2,137	108	1,902	199	4,246	83	38	463	11	594		
July	2,905	148	2,542	182	5,776	79	58	759	10	906		
August	2,249	106	1,736	326	4,417	77	22	401	21	521		
September	1,873	110	1,434	268	3,685	102	29	420	9	560		
October	1,734	110	1,608	206	3,658	116	39	661	8	824		
November	1,825	186	1,693	136	3,841	100	32	592	5	729		
December	1,882	198	1,459	66	3,605	135	38	582	5	761		
1989-												
January	1,134	60	730	27	1,951	72	16	257	3	348		
1987-88-												
July to January	13,187	894	11,333	1,256	26,672	677	284	3,447	58	4,465		
1988-89-												
July to January	13,603	919	11,203	1,209	26,934	681	234	3,672	62	4,648		

(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	\$'000
IMPORTS CLEARED								
1985-86	8,546	333	3,044	436	12,359	46,410	839	6,090
1986-87	5,106	205	1,967	389	7,667	37,585	649	5,753
1987-88(a)	5,302	178	2,031	635	8,146	41,358	641	6,721
1987-								
October	448	14	216	113	792	3,604	51	606
November	514	7	216	32	771	3,924	44	473
December	548	25	260	35	867	4,136	73	775
1988-								
January	293	27	201	37	558	4,159	66	775
February	471	13	203	21	708	4,644	108	971
March	464	21	137	25	647	3,071	19	267
April	364	5	119	16	504	2,315	22	262
May	422	8	125	67	622	2,965	27	351
June	396	9	109	208	722	3,005	53	508
July	415	24	117	135	692	3,409	34	433
August	589	27	257	44	917	4,426	93	908
September	357	10	112	11	490	2,490	20	394
October	562	11	156	72	801	3,593	71	639
November	637	20	279	171	1,108	4,405	50	572
December	307	7	183	27	524	3,421	28	442
1987-88								
July to December	3,439	119	1,397	296	5,253	25,335	320	4,364
1988-89								
July to December	2,867	99	1,105	461	4,532	21,743	295	3,388
EXPORTS (b)								
1985-86	9,219	889	435	286	10,830	20,487	39	335
1986-87	18,627	1,232	826	638	21,324	44,620	40	417
1987-88	35,022	1,411	1,603	1,088	39,124	96,157	47	376
1987-								
October	3,038	150	124	98	3,410	10,021	1	17
November	2,732	195	212	90	3,229	9,385	7	58
December	2,103	64	242	44	2,453	5,758	3	31
1988-								
January	2,559	96	175	112	2,942	6,612	2	18
February	2,808	157	38	109	3,112	6,564	3	19
March	4,321	75	149	4	4,549	6,794	3	23
April	3,312	105	146	90	3,653	10,139	2	34
May	3,643	26	89	-	3,758	10,116	2	30
June	2,530	160	111	7	2,808	8,667	6	32
July	3,789	47	90	27	3,953	10,822	7	61
August	r3,169	110	130	38	r3,447	r10,344	10	97
September	r3,381	147	r131	41	r3,700	r10,379	4	31
October	3,330	79	209	r23	3,640	r11,059	3	21
November	r2,987	187	r184	6	r3,364	r10,644	3	31
December	3,620	63	291	42	4,016	9,653	1	39
1987-88								
July to December	15,851	792	893	765	18,301	47,264	29	221
1988-89								
July to December	20,276	632	1,035	177	22,121	62,901	27	279

(a) *Change in Classification.* The international implementation of the Harmonised Commodity Description and Coding System (HCDCS) 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 97 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). Details of the methods used in seasonally adjusting these 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 Bulletin No. 3: Food, Drink and Tobacco, 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, 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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