

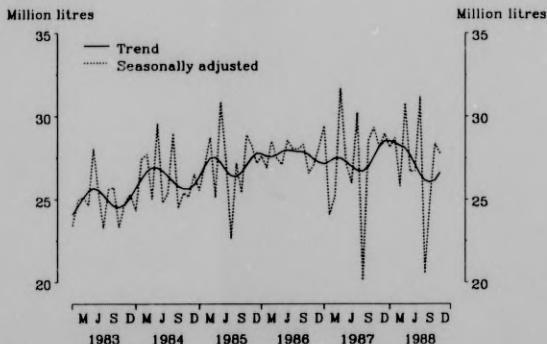
SALES OF AUSTRALIAN WINE AND BRANDY BY WINEMAKERS NOVEMBER 1988

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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 declining trend in total wine sales which had been evident since January 1988, may now be reversing. For November, the trend estimate (which largely removes seasonal and irregular effects) of total wine sales was 26.6 million litres, a slight increase of 1.8% on the previous month.

In seasonally adjusted terms, total wine sales in November of 27.8 million litres, represented a slight fall of 2.2% compared with October 1988.

Using unadjusted data, total sales for November of 32.8 million litres represented an increase of 16.7% compared with October 1988 and a decrease of 1.6% compared with November 1987.

For the first five months of 1988-89, total sales of 143.9 million litres were 2.2% below sales for the same period of 1987-88.

TABLE 1- SALES OF AUSTRALIAN WINE AND BRANDY BY WINEMAKERS

TABLE 1. SALES OF RUSTIC CELLARS AND BRANDY BY WINE MERCHANTS											
Period	Wine type						Total wine			Trend estimates	Brandy(b) '000L al
	Table	Fortified	Spark- ling	Carbon- ated	Flavoured (a)	Vermouth	Original	Seasonally adjusted			
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	255,849	35,056	32,642	1,418	2,969	2,662	330,596	..	..	1,776	
1987-											
September	20,607	2,898	2,638	139	259	263	26,804	28,539	26,978	174	
October	22,671	2,555	3,114	125	232	269	28,967	29,308	27,557	111	
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	28,392	166	
March	18,679	2,198	2,108	76	191	311	23,562	25,806	28,241	96	
April	22,070	2,777	2,336	44	218	117	27,562	30,766	28,092	107	
May	18,631	3,076	1,728	118	232	153	23,940	26,690	27,670	124	
June	19,116	3,389	1,661	85	198	183	24,632	26,723	27,077	120	
July	27,027	4,203	2,230	187	306	254	34,208	31,159	26,517	203	
August	20,153	3,111	1,644	142	178	200	25,427	20,549	26,143	146	
September	17,860	2,510	2,421	130	202	245	23,367	24,913	26,042	166	
October	22,517	2,274	2,813	110	189	197	28,100	28,373	26,145	103	
November	24,205	2,860	4,989	228	315	188	32,785	27,757	26,621	115	
1987-88.											
July to November	113,899	15,952	13,934	699	1,429	1,196	147,111	..	..	797	
1988-89.											
July to November	111,763	14,957	14,097	797	1,189	1,085	143,888	..	..	733	

(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 fermentation	Bulk fermentation	Dry	Sweet
	Dry	Medium	Sweet	Port	Muscat	Other (b)				
		(a)								
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-										
September	243	351	683	1,418	193	11	2,069	569	131	133
October	218	319	672	1,165	169	11	2,360	754	136	133
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	1,036	2,132	206	17	1,633	598	121	134
August	271	335	800	1,493	200	12	1,247	397	93	108
September	185	267	577	1,223	246	12	1,936	485	115	130
October	190	261	592	1,100	121	9	2,157	656	r81	r116
November	241	276	663	1,514	155	11	4,144	845	101	88
1987-88										
July to November	1,273	1,880	3,936	7,741	1,030	93	10,563	3,371	581	616
1988-89-										
July to November	1,200	1,639	3,667	7,463	928	61	11,117	2,980	510	575

(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-										
September	3,263	479	7,975	1,179	12,896	428	115	2,538	11	3,091
October	3,736	482	9,333	1,723	15,274	520	109	2,401	10	3,039
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	4,093	485	11,281	r697	r16,556	482	76	3,218	18	3,793
August	3,448	376	8,401	r879	r13,105	355	48	1,687	26	2,115
September	3,711	436	6,472	r1,247	r11,865	439	36	1,267	13	1,754
October	3,586	406	10,318	r1,221	r15,531	288	30	2,175	15	2,508
November	4,402	437	10,542	1,477	16,859	362	37	2,383	17	2,799
1987-88-										
July to November	17,225	2,549	47,362	7,093	74,231	2,432	537	12,861	57	15,885
1988-89-										
July to November	19,240	2,140	47,015	5,521	73,915	1,926	226	10,729	89	12,970
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	1,894	44,431	1,077	445	5,616	96	7,234
1987-										
August	2,062	168	1,564	181	3,975	73	67	388	9	536
September	2,012	124	1,612	320	4,069	101	39	403	8	551
October	1,897	112	1,510	189	3,708	100	42	499	9	649
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	149	4,296	83	38	463	11	594
July	2,900	148	2,542	182	5,772	79	58	759	10	906
August	2,243	106	1,736	326	4,412	77	22	401	21	521
September	r1,871	110	1,435	265	r3,681	102	29	420	9	560
October	r1,730	r110	1,609	206	r3,655	116	39	r661	r8	824
November	1,803	186	1,693	136	3,818	100	32	592	5	730
1987-88-										
July to November	10,035	687	8,746	1,092	20,563	457	225	2,494	45	3,219
1988-89-										
July to November	10,547	660	9,015	1,115	21,337	474	180	2,833	53	3,540

(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-								
July	458	22	147	17	644	3,238	52	649
August	571	15	152	27	766	3,543	97	692
September	352	11	146	37	546	2,754	30	394
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	4,614	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	588	27	257	44	916	4,426	98	926
September	357	10	112	11	490	2,490	20	395
1987-88-								
July to November	2,343	69	877	226	3,519	17,063	274	2,814
1988-89-								
July to September	1,360	61	486	190	2,098	10,325	153	1,753
EXPORTS (b)								
1985-86	9,219	889	435	286	10,830	20,487	39	355
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-								
August	2,699	106	120	244	3,169	8,371	14	75
September	2,346	123	121	210	2,800	6,775	2	18
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	190	27	3,953	10,822	7	65
August	3,202	110	130	38	3,480	10,413	9	98
September	3,385	147	132	41	3,705	10,392	4	37
October	3,447	79	210	22	3,758	11,428	3	21
1987-88-								
July to November	13,748	728	651	721	15,848	41,506	26	190
1988-89-								
July to October	13,823	383	562	129	14,896	43,055	22	220

(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 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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