

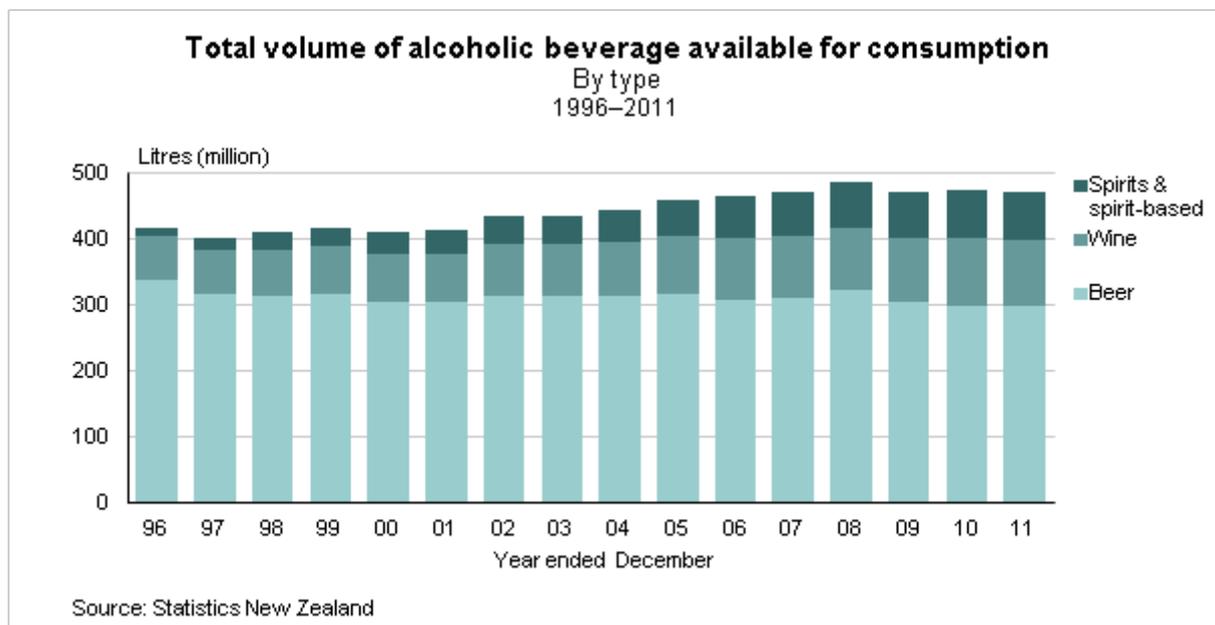
# Alcohol Available for Consumption: Year ended December 2011

Embargoed until 10:45am – 24 February 2012

## Key facts

For the year ended December 2011 compared with the year ended December 2010:

- The total volume of alcoholic beverage available for consumption decreased 0.3 percent to 472 million litres.
- The volume of alcoholic beverage rose in the June 2011 and September 2011 quarters, up 7.5 percent and 7.2 percent respectively, compared with the same quarters in 2010.
- The volume of pure alcohol available for consumption fell 0.3 percent to 33 million litres.
- The volume of pure alcohol available per person aged 15 years and over fell 1.0 percent to 9.5 litres. This is equivalent to an average of 2.1 standard drinks per person per day.



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## Commentary

- Total alcoholic beverage volumes fall
- Beer volumes remain steady
- Wine volumes decrease 4.6 percent
- Spirits and spirit-based drinks volumes rise
- Volume of pure alcohol falls 0.3 percent
- Average number of standard drinks up since 1996

### Total alcoholic beverage volumes fall

The total volume of alcoholic beverage available for consumption fell 1.6 million litres (0.3 percent) to 472 million litres. This follows a 0.6 percent increase in the year ended December 2010.

The decrease was due to a fall in the volume of wine, down 4.7 million litres (4.6 percent). This was partly offset by a rise in the volume of spirits and spirit-based drinks available, up 2.7 million litres (3.7 percent).

The volume of alcoholic beverage available for consumption rose 7.5 percent in the June 2011 quarter and 7.2 percent in the September 2011 quarter, compared with the same quarters in 2010.

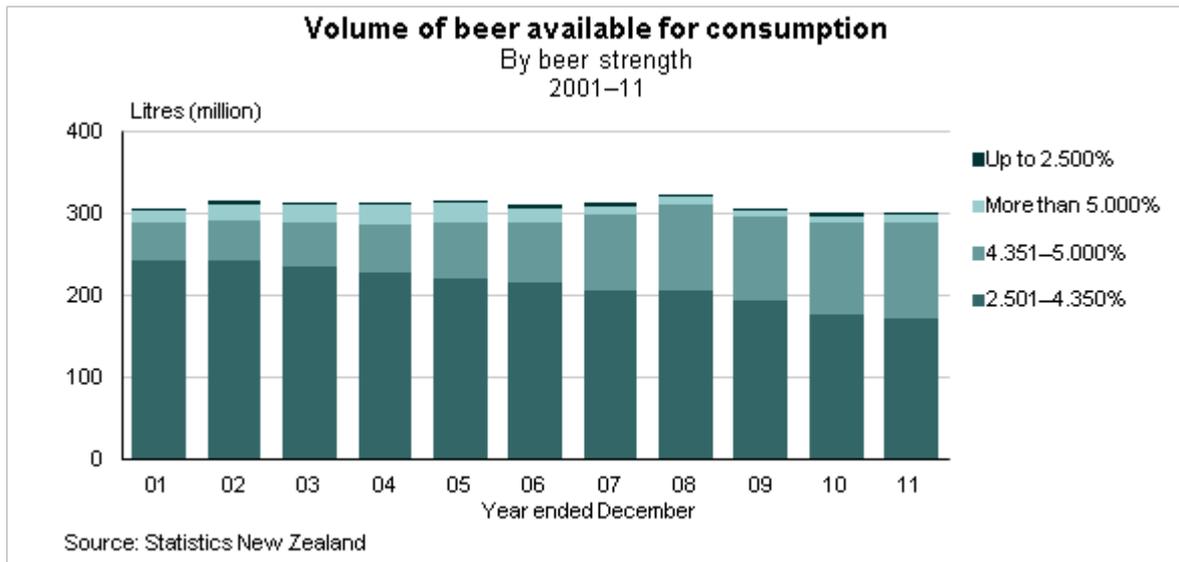
### Beer volumes remain steady

The total volume of beer available for consumption rose 446,000 litres (0.1 percent) to 300 million litres in 2011.

As a proportion of the total volume of alcoholic beverage available for consumption, beer has fallen from 81 percent in 1996 to 63 percent in 2011.

The volume of beer with an alcohol content of:

- up to 2.500 percent increased 5,000 litres (0.2 percent) to 3.0 million litres
- 2.501 to 4.350 percent decreased 3.9 million litres (2.2 percent) to 172 million litres
- 4.351 to 5.000 percent increased 4.1 million litres (3.7 percent) to 116 million litres
- more than 5.000 percent increased 189,000 litres (2.1 percent) to 9.0 million litres.

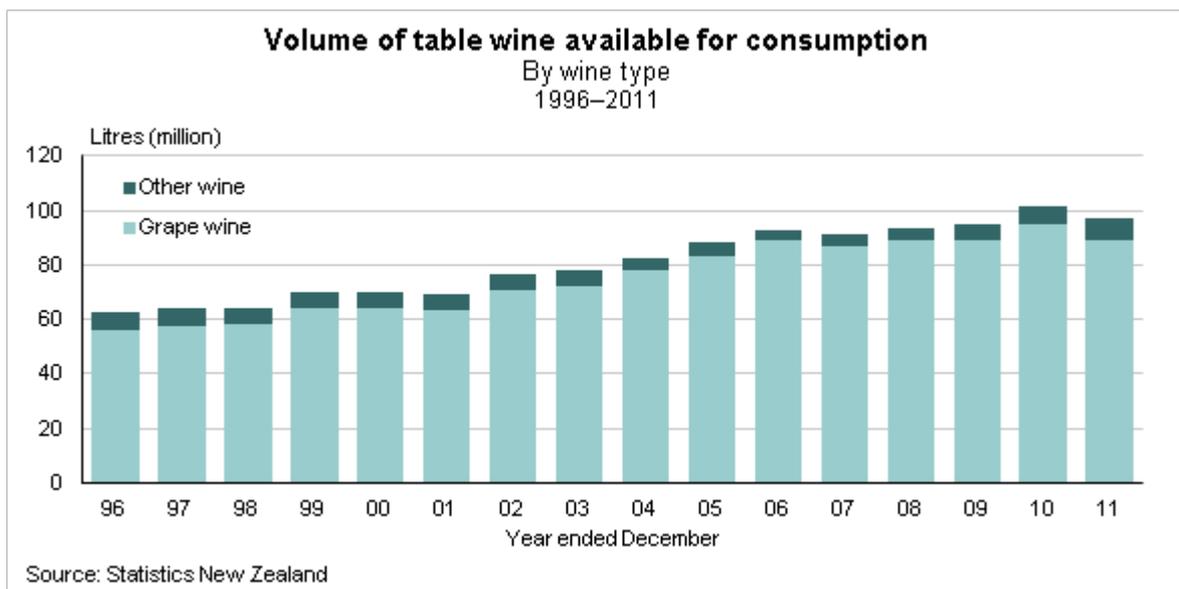


## Wine volumes decrease 4.6 percent

The total volume of wine available for consumption in 2011 was 98 million litres, down 4.7 million litres (4.6 percent) compared with 2010.

The total volume of table wine (up to 14 percent alcohol content) was 97 million litres. This was a decrease of 4.6 million litres (4.5 percent) from 2010.

- Table wine made from grapes decreased 5.6 percent to 89 million litres.
- Table wine made from other fruits, vegetables, or other aromatic substances rose 10 percent to 7.9 million litres.



Fortified wine (greater than 14 percent alcohol by volume) decreased 114,000 litres (16.2 percent) to 592,000 litres.

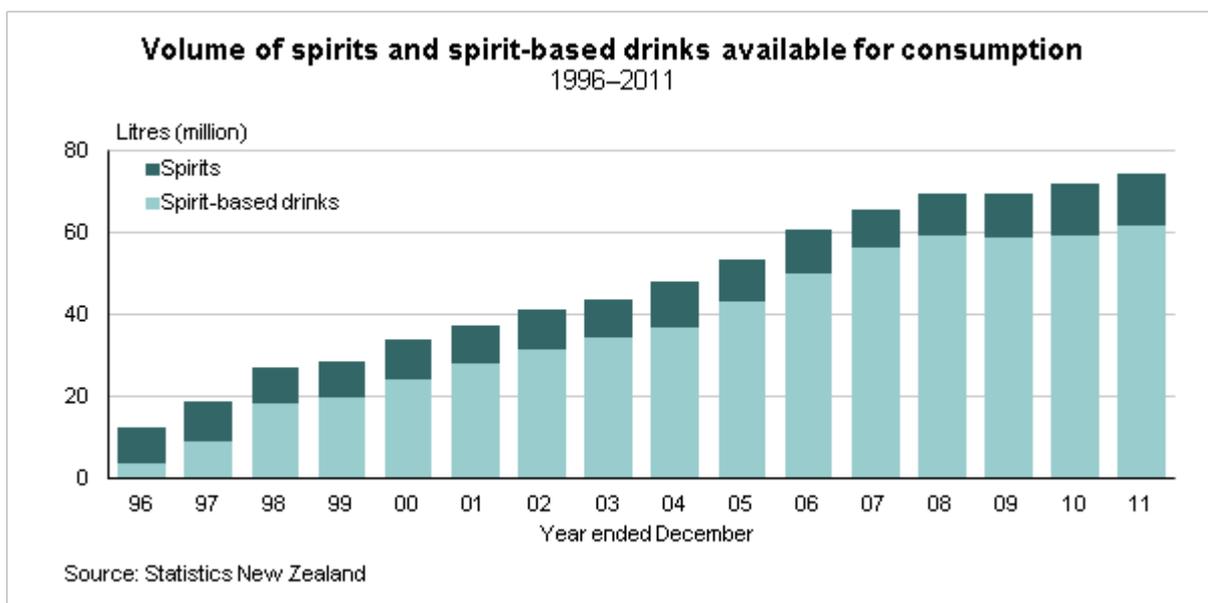
Wine contributed 21 percent of the total volume of alcoholic beverage available in 2011, down from 22 percent in 2010.

## Spirits and spirit-based drinks volumes rise

The volume of spirit-based drinks (containing 23 percent alcohol or less) increased 2.4 million litres (4.1 percent) to 62 million litres.

The volume of spirits (containing more than 23 percent alcohol) increased 217,000 litres (1.7 percent) to 13 million litres.

As a proportion of the total volume of alcoholic beverage available for consumption in 2011, spirit-based drinks contributed 13 percent and spirits contributed 2.7 percent. This was unchanged from 2010.



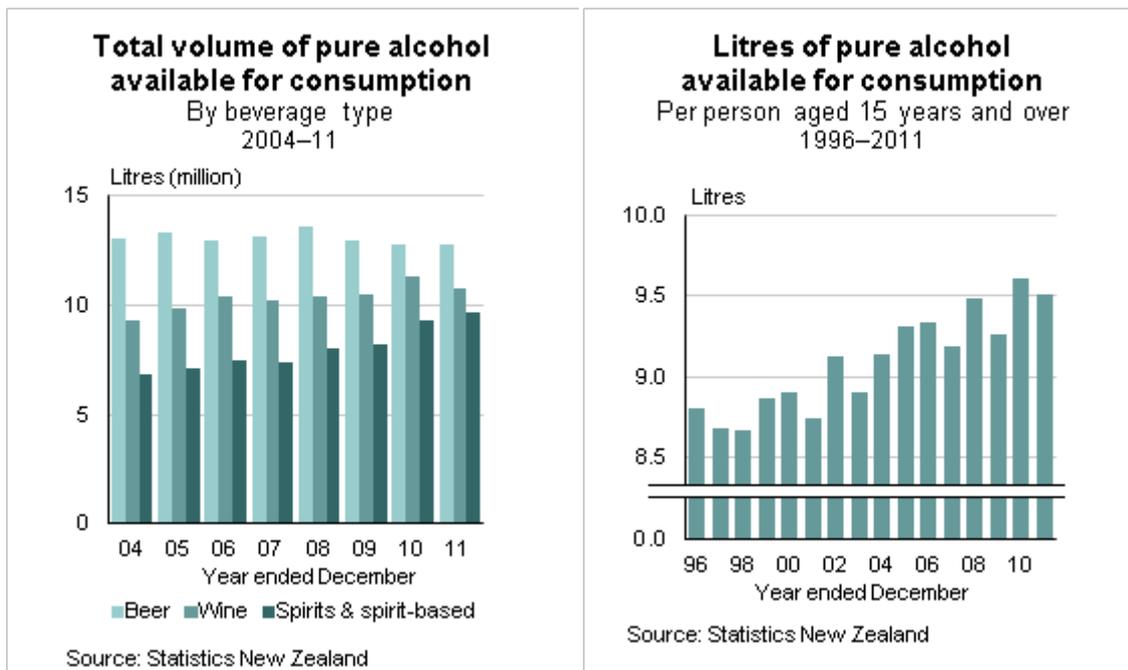
## Volume of pure alcohol falls 0.3 percent

Pure alcohol available for consumption measures the alcohol content of the various alcoholic beverages.

From 2010, the total volume of pure alcohol available for consumption fell 113,000 litres (0.3 percent) to 33 million litres. This was a decrease of 1.0 percent to 9.5 litres per person aged 15 years and over.

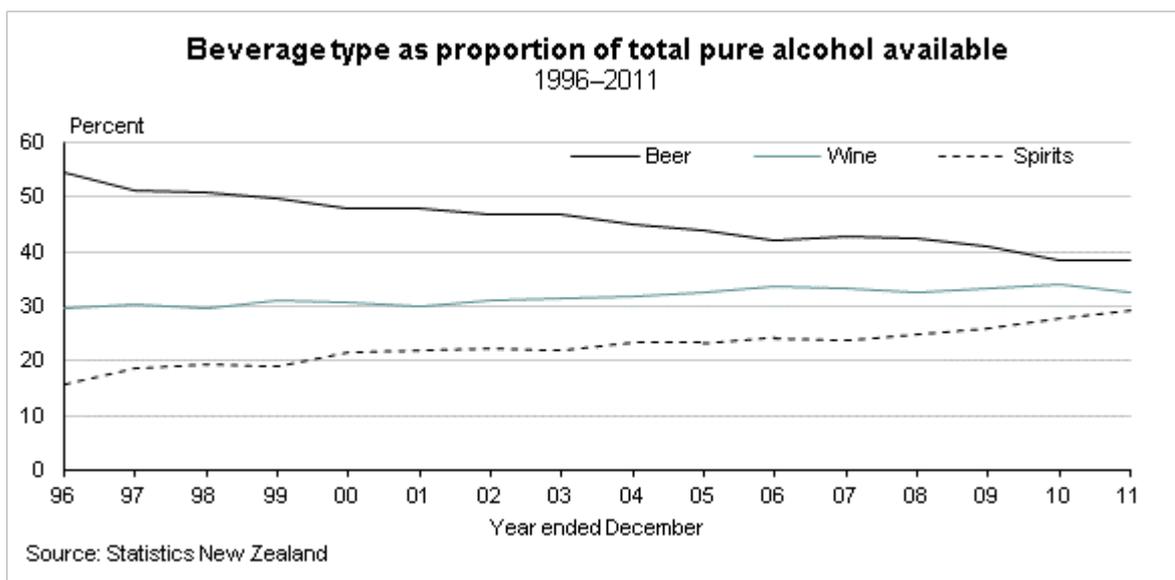
The volume of pure alcohol available from:

- wine decreased 528,000 litres (4.7 percent) to 11 million litres
- spirit-based drinks (not more than 23 percent alcohol content) increased 277,000 litres (6.8 percent) to 4.3 million litres
- spirits (more than 23 percent alcohol content) increased 91,000 litres (1.7 percent) to 5.4 million litres
- beer rose 48,000 litres (0.4 percent) to 13 million litres.



The proportion of pure alcohol available for consumption from the different alcoholic beverages has changed over time. In 2011 compared with 1996, the proportion of total pure alcohol available for consumption from:

- wine increased from 30 percent to 32 percent
- spirits (including spirit-based drinks) increased from 16 percent to 29 percent
- beer decreased from 54 percent to 38 percent.



## Average number of standard drinks up since 1996

In 2011, there were 9.5 litres of pure alcohol available per person aged 15 years and over, up from 8.8 litres in 1996. This is equivalent to an average of 2.1 standard drinks per person per day, compared with 1.9 standard drinks per person per day in 1996.

For more detailed data see the Excel tables in the 'Downloads' box.

## **Definitions**

### **About the alcohol available for consumption statistics**

The statistics in this release measure how much alcoholic beverage is released to the domestic market, and therefore available for consumption. The statistics do not necessarily measure actual consumption. Information is not available to measure the change in the level of stocks that are held before sale and therefore, not yet consumed. The figures also exclude alcoholic beverages produced by households.

This release includes statistics for beer, spirits, spirit-based drinks, and wine.

## **Related links**

### **Upcoming releases**

*Alcohol Available for Consumption: Year ended December 2012* will be released in February 2013.

The [Release calendar](#) lists all our upcoming information releases by date of release.

### **Past releases**

See [Alcohol Available for Consumption – information releases](#) for links to past releases.

### **Related information**

[Overseas Merchandise Trade – information releases](#) measure the change in value of New Zealand's imports and exports.

[New Zealand Customs Service](#) provides information on excise duty.

## Data quality

- [Data source](#)
- [Accuracy of the data](#)
- [More information](#)

### Data source

The volume of alcohol available for consumption comes solely from administrative data. No direct surveying occurs. Information is obtained from two sources: New Zealand Customs Service (NZCS) and Statistics New Zealand's merchandise trade statistics.

Data is obtained from NZCS figures on beer, spirits, spirit-based drinks, and wine produced for local consumption on which duty has been paid; and from Statistics NZ's merchandise trade statistics on imports less re-exports. Excluded from these statistics are domestically produced beer and wine with less than 1.15 percent alcohol content and alcoholic beverages produced by private individuals at home.

### Accuracy of the data

#### Alcohol per person

The volume of pure alcohol available per person aged 15 years and over is calculated by dividing year ended total alcohol volumes by Statistics NZ's quarterly population estimates.

#### Calculating the average number of standard drinks available

According to the Alcohol Advisory Council of New Zealand (ALAC NZ), one standard drink equals 10 grams of pure alcohol. This definition is used to calculate the average number of standard drinks available for consumption per day per person aged 15 years and over.

For more information, see [What's in a standard drink?](#) on the ALAC website, [www.alac.org.nz](http://www.alac.org.nz).

#### Calculating the volume of alcohol available from beer

The volume of alcohol available from beer is calculated using the five categories that NZCS use to calculate excise duty. To convert the volume of beer available for consumption to the volume of alcohol, the categories are multiplied by the following conversion factors:

Volume of alcohol (percent)	Conversion factor
Not more than 1.15	0.0115
More than 1.15 but not more than 2.50	0.01825
More than 2.50 but not more than 4.35	0.04
More than 4.35 but not more than 5.00	0.04675
More than 5.00	0.051

## Calculating the volume of alcohol available from spirits and spirit-based drinks

The data used to calculate available spirits is expressed in absolute alcohol content. However, spirit-based beverages with an alcohol content of less than 23 percent are expressed in litres.

The volume of alcohol content in spirit-based drinks is calculated according to the five categories used by NZCS to calculate excise duty. To convert the volume of spirit-based drinks available for consumption to the volume of alcohol, the categories are multiplied by the following conversion factors:

Volume of alcohol (percent)	Conversion factor
Up to 2.5	0.015
More than 2.5 but not more than 6	0.045
More than 6 but not more than 9	0.08
More than 9 but not more than 14	0.11
More than 14 but not more than 23	0.18

## Calculating the volume of alcohol available from wine

Results of the Study of the Alcohol Content of Alcoholic Beverages (conducted by the then Department of Scientific and Industrial Research (DSIR) between 1976 and 1987) are used to determine the average alcohol content of table and fortified wine.

To calculate the volume of alcohol available in these wines, the volume of:

- table wine available is multiplied by 0.11
- fortified wine available is multiplied by 0.18.

## More information

More information about the production statistics – alcohol available for consumption is available on our website.

## Liability

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## Timing

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## Tables

The following tables are included with this release. They are available in Excel format from the 'Downloads' box of *Alcohol Available for Consumption: Year ended December 2011* on the Statistics NZ website.

If you do not have access to Excel, you may use the [Excel file viewer](#) to view, print, and export the contents of the file.

1. Alcohol available for consumption, volume of beverage available
2. Alcohol available for consumption, volume of pure alcohol available
3. Volume of beer available for consumption, by alcohol content
4. Volume of wine available for consumption, by type of wine

## Access more data on Infoshare

Use [Infoshare](#), a free, online database to access time-series data specific to your needs. To access the release time series on Infoshare, select the following categories from the homepage.

Subject category: **Industry sectors**

Group: **Alcohol Available for Consumption**