



Buoyant Spirits

Calendar year 2006 alcohol consumption figures just released today show spirits are increasingly part of New Zealanders wide drinking repertoire.

The Statistics New Zealand data shows spirits per capita consumption volumes rose by 4% in 2006..

The sector also lifted its share of the overall drinks market, increasing by 1% to 24%. Consumption of spirit-based drinks accounted for the much of the lift, which have increased for the 10th year in a row.

Beer accounted for 42% of consumption in 2006 (down from 44% in 2005) and wine's consumption share accounted for 34% (up 1 percentage point on 2005).

New Zealand's top five favourite spirit categories in 2006 were Whisky, Vodka, Gin, Rum and Liqueurs, showing the diversity of flavours being selected and enjoyed by consumers.

Chief Executive of the Distilled Spirits Association puts the continuing and steady growth of the spirits sector down to the wider range of flavours, innovative packaging and variety of brands available on the market.

"Spirits keep winning over customers and are close to accounting for a quarter of all alcohol consumed in this country. As Kiwis are experimenting with new tastes and flavours, their beverage preferences are clearly shifting towards the variety and the versatility that spirits offer, says Thomas Chin.

ENDS.

Prepared on behalf of DSA by *the pr shop*. For further information, please contact Sally Frewin, (09) 368 1078, 021 333 221 or email sally@theprshop.co.nz