



Kiwi Spirits Are On the Up

With Bourbon Top Again

Latest figures from Statistics New Zealand show spirits are increasingly becoming the drink of choice for more New Zealanders.

Total per capita consumption of spirits and spirit-based drinks increased by 1.8% in the 2005 calendar year, continuing the category's steady growth trend over the last few years.

Chief Executive of the Distilled Spirits Association puts Kiwis' increasing preference for spirits down to the wide variety available on the market, and consumers experimenting with new tastes and flavours.

"Kiwis' tastes are clearly evolving and this is demonstrated by a clear shift in beverage preferences. Spirits offer a variety of brands while catering for all palates and budgets."

Looking at the alcohol beverage market as a whole, spirits share of per capita volume has risen to 23% from 22% in 2000, while beer dropped from 48% to 44% and wine was 33% up from 30%.

"Spirits' versatility is another real bonus," says Mr Chin. "Many spirits can be enjoyed on their own, with a mixer or used as a base for hundreds of different cocktails, so the resulting drink can be tailored to suit the consumer's mood and the occasion."

Continuing its surge in popularity, Bourbon retains its number one position as New Zealand's favourite spirit. Other spirits in the top five sold in the country by volume in 2005 were Scotch Whisky, Gin, Vodka and Dark Rum.

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