



Media Release

11 August 2008

Spirits exports rise

Demand from overseas for New Zealand spirits and liqueurs is climbing with exports for the 12 months ended June 2008 climbing to \$45.6 million. This is an increase of 4.3 per cent on the previous year.

"This is an impressive performance by the industry given the currency fluctuations and challenging economic conditions that prevailed," says Thomas Chin, Chief Executive of the Distilled Spirits Association.

Vodka, Gin, Liqueurs and pre-mixed spirits comprise the key export categories. By value, Australia is the most important destination for New Zealand distilled spirits followed by North America and Asia.

Mr Chin noted that there is considerable potential to further increase exports.

"The industry is disappointed that the Doha Round of international trade negotiations has apparently collapsed. We believed that a successful round would have led to the opening of new markets and a significant increase in opportunities for the high quality spirits produced by New Zealand distillers."

For further information please contact:

Thomas Chin
Chief Executive
Distilled Spirits Association of New Zealand
09 300 5930
tchin@distillers.co.nz