



Media Release

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Spirited export success

Exports of bottled spirits and liqueurs are a growing and increasingly important export earner for the New Zealand economy.

According to Statistics New Zealand export receipts increased 28%, from \$41.1million to \$52.6 million in the 12 months ended June 2011.

Export volumes shipped increased by 32% to 1.8 million litres of alcohol, the equivalent of 513,000 cases (1 case equals 12 x 750ml).

Despite the recession there is still good demand for premium quality New Zealand-made spirits.

Strongest performing categories by volume continue to be Vodka, Liqueurs and ready to drink beverages.

Our exports are continuing to find success in Australia, North America, Asia and the Pacific Islands.

The Government's negotiation of various trade agreements and lowering of import duties in our overseas markets could further help drive our export business and future revenues.

Emerging but highly protected markets like India with a tariff barrier of 150% duty and Korea, at 20%, could yield good future prospects as well as the important and recovering US market.

Domestically, we face potential restrictions on RTDs and this does not bode well for the local industry to invest in product innovations. If we as a nation are to heed the call to diversify and boost exports the Government needs to do its part by not stifling the drinks industry.

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