



Media Release

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Spirited export demand

World demand for New Zealand-made spirits and spirituous beverages has helped lift the sector's exports earnings to more than \$40 million.

Official figures released by the Government Statistician show that for the 12 months to June 2010 the value of spirits and liqueurs exported was \$41.4 million, an increase of 4.4 per cent over the 12 months to June 2009.

By destination, Australia is the sector's most important overseas market, accounting for 38 per cent of all export volumes, followed by North America with 34 per cent and Asia with 16 per cent share.

The major spirit categories exported comprise: Vodka, Gin, Liqueurs and pre-mixed spirit drinks.

The Chief Executive of the Distilled Spirits Association Thomas Chin says the increase in these value-added exports is especially pleasing given the tough international trading conditions of the last 12 months.

For further information, please contact:

Thomas Chin

Chief Executive

Distilled Spirits Association of New Zealand

09 300 5930

tchin@distillers.co.nz