

Liquor Industry Updates



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Here is your weekly news updates from the liquor industry.

Wine List of the Year Entries Now Open

By Rebecca Harris

The race to see who has Australia's top wine list has begun, with entries to the 2010 Australia's [Wine List of the Year](#) entries kicking off on Monday (Mar 1).

The Awards, presented by Fine Wine Partners and Gourmet Traveller WINE has over the years become one of the most-respected of its kind in the wine industry.

Entries are open until April 9 and sommeliers from restaurants of all sizes are encouraged to submit their lists for consideration.

"Some of the pubs and smaller venues are doing fantastic food and have well-designed lists," said editor of Gourmet Traveller WINE Judy Sarris. "Just because the list is small does not mean it can't achieve a high rating."

Last year's winner, [Rockpool Bar & Grill](#), has a wine list featuring over 4,00 wines, but will this year enter the Hall of Fame, leaving the pool open for a new contender.

Other Awards up-for-grabs include 'Best Restaurant List', 'Best Food and Wine Matching' and 'Best Club List', as well as the coveted 'Reader's Choice Award', which was last year won by Sydney's Wildfire.

The results will be announced at an official presentation in Melbourne on Monday 2 August.

Data sourced from www.theshout.com.au

Microbrewers may face Death and Taxes

By Andrew Starke

The Australian microbrewing industry has expressed alarm at speculation the Henry Review will recommend a [single, flat tax](#) across the alcoholic beverage industry. Such a move would push up the price of craft beer and further handicap the smaller brewer's efforts to compete with the major players.

John Stallwood, director / brewer at Nail Brewing Australia and editor of an online microbrewing forum, <http://www.microbrewing.com.au/>, said the industry had been lobbying the government for the past 10 years, with mixed results. The most recent push was in early 2009 with the creation of <http://www.fairgocraftbeer.com.au/>.

"The microbrewing industry helps Australia in many ways including, tourism, employment and regional development," Stallwood told *TheShout*. "The microbrewing industry is struggling due to excise, even though there is demand for unique quality craft beer. The industry struggles and excise is a barrier for growth, unlike in many other countries where they have fair excise."

“In Australia we have excise relief to 30,000 litres, in the US there is excise relief to 7,000,000 litres,” he added. “Many Australian breweries are presently struggling and collapsing, if excise doesn’t improve, many more will crash. If excise gets worse then the industry will be killed.”

Data sourced from www.theshout.com.au

Australia’s tourism numbers hold steady

by Rosemary Ryan

The number of international visitors coming to Australia has remained steady despite the tough conditions for tourism globally, according to the latest new tourism figures. Tourism Australia managing director Andrew McEvoy said the figures released today by the Australian Bureau of Statistics highlighted Australia’s “resilience in the difficult economic climate”.

“Despite the headwind of the global financial crisis and the outbreak of the H1N1 virus Australian tourism managed to break even on international tourist numbers, defying the global downturn last year,” McEvoy said. “These results show practical plans to lessen the impact of global events on travel to Australia last year have worked to a point.

“Against the odds we saw good growth from a number of our major tourism source markets like the USA, Malaysia, Singapore, Taiwan, India and China while other markets such as the UK, Germany and New Zealand remained steady.

“However, markets like Japan and Korea, posted significant declines mainly due to local economic conditions.” The ABS figures revealed that short-term visitors to Australia last year remained steady at 5.6 million with New Zealand, the UK, and the USA the three top sources of visitors. The figure was just 1700 fewer than in 2008.

The year also saw a record 6.3 million Australia residents heading overseas for short term periods, up from 5.8 million in 2008. The most popular destinations were New Zealand, the USA and Indonesia which accounted for just over a third of all short term resident departures.

Mr McEvoy said while tourism to Australia had produced a better than expected result for 2009, Tourism Australia would continue to work with the industry to return international visitor numbers to growth this year. “As today’s figures highlight there are bright spots on the horizon and the finish to the year was much stronger than the start,” he said.

“However, it is more than just the visitor numbers that we want to grow and we will remain focused on growing the economic contribution that international visitors deliver to the Australian economy each year. “Last year international visitors would have injected around \$25bn in to the Australian economy, which benefits everyone and provides valuable employment to around half a million Australians.”

Data Sourced from www.hospitalitymagazine.com.au.

Semillon Sales Show Potential

By Amy Looker

The latest [Roy Morgan](#) data on Semillon drinkers has revealed that even though it is a small consumer segment, it is made up of an influential demographic who are more than happy to part with substantial money for the right bottle.

According to the Roy Morgan Single Source survey to December 2009, there are approximately 421,000 wine drinkers who have consumed Semillon in the last four weeks.

Compared to the average wine drinker, a Semillon consumer is more likely to be a working professional/manager in the AB socio-economic quintile, more likely to be married, aged 35-plus, and most importantly, have a high discretionary spend.

They are also more likely to explore the category by trialling new brands, prompted by in-store visibility and price promotions.

The survey also revealed that 74 per cent of Semillon drinkers would prefer for it to be displayed in-store by variety and that female Semillon drinkers were tending to move towards Semillon sauvignon blanc blends.

The March edition of *National Liquor News* will reveal the results from its annual Semillon tasting, judged by a panel of experts and retailers.

While Semillon from the Hunter Valley fared very well there were also some pleasing results from differing regions.

Data sourced from www.theshout.com.au

Any ideas or information you would like seen in this newsletter, please contact marketing@clubswa.com.au.

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Kind regards

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