



NEWS RELEASE

Contact: Cindy Tourneur
(02) 8873 7381 / 0410 457 646
cindy.tourneur@acnielsen.com.au

A hard earned thirst? 32 of Australia's top 50 beverage brands are alcoholic

- ***Alcohol brands listed in the top 50 have a combined annual value exceeding \$7 billion***
- ***Aussies clearly support home-grown – with all wine brands listed in the top 50 being Australian***

Sydney, 3 July 2006: Alcohol brands dominate the top 50 beverage brands purchased in Australia, with 32 entrants making the cut and recording a combined annual value exceeding \$7 billion, a report released today by leading marketing information company ACNielsen has revealed.

The top 50 brands by beverage category ranking, is an extract from the recently published *ACNielsen Wider Beverages Report*. The report provides the first of its kind multi-channel review of the beverage market, and provides insights on the consumption habits of Australian consumers. The report was compiled by measuring and analysing sales data for all mainland states across key beverage channels including: off premise liquor outlets and hotel bottle shops, grocery, convenience and the route trade.*

Findings from the report revealed that alcohol accounts for almost \$6 out of every \$10 spent on beverages in Australia (58%), and Aussie consumers are spending 35 percent more on alcohol than the total combined value of non alcoholic beverages.

Aussies' love of an ice cold beer is clearly reflected in the top 50 brands ranking with a total of 12 entrants – four of these in the top 10, including: Victoria Bitter, Carlton, Tooheys and XXXX. Similarly, a total of 11 spirit and ready-to-drink (RTD's) alcohol

brands were included in the ranking – two making the top 10 – Jim Beam and Bundaberg (*refer to Chart 1*).

Interestingly, it is evident that when it comes to wine consumption – Aussies clearly support their own, with a total of nine brands making the cut – all of them locally produced.

“It should be noted that the top 50 brands is based on dollar sales, so whilst alcohol clearly dominates, these brands are offered at a much higher premium than non-alcohol brands,” says Matthew Knight, Senior Manager, Retail, ACNielsen Australia.

Of the 18 non alcohol brands making the top 50 beverages ranking, five were carbonated beverages (soft drinks) brands, four were juice, three each within milk and tea/coffee, two in new age (sports/energy drinks), and one in bottled still water. Within the top 10, the number one position was secured by leading carbonated beverage brand Coca-Cola, whilst milk brands Pura and Paul’s, as well as Nescafe coffee also featured (*refer to Chart 2*).

“The growth of the overall beverage market has been driven by increased prices and a move towards more premium beverage categories,” notes Knight. “From a category perspective, RTD’s, beer, soft drinks and energy drinks currently provide the best opportunity for manufacturers and retailers to capture additional growth.”

**The report does not cover beverage sales from Tasmania. Milk sales in the route channel in Western Australia are estimated. Factors have been applied to calculate volume of cordial, tea and coffee. Post-mix carbonated beverages are not included in the report.*

Chart 1: Top 10 beverage brands – year ending June 2005

Brand	Category	\$ Retail turnover
Coca-Cola (incl. Diet Coke)	Carbonated beverages	\$1b +
Victoria Bitter	Alcohol	\$400m - \$1b
Carlton	Alcohol	\$400m - \$1b
Tooheys	Alcohol	\$400m - \$1b
Jim Beam	Alcohol	\$400m - \$1b
Bundaberg	Alcohol	\$400m - \$1b
XXXX	Alcohol	\$400m - \$1b
Pura	Milk	\$200m - \$400m
Nescafe	Tea and coffee	\$200m - \$400m
Pauls	Milk	\$200m - \$400m

Chart 2: Top 50 brands – performance by category, year ending June 2005

Beverage category	Number of brands	Highest rank
Alcohol	32	2
Carbonated beverages	5	1
Juice	4	16
Milk	3	8
Tea/coffee	3	9
New age	2	22
Still water	1	29

About ACNielsen

ACNielsen, a VNU business, is the world's leading marketing information provider. Offering services in more than 100 countries, the unit provides measurement and analysis of marketplace dynamics and consumer attitudes and behaviour. Clients rely on ACNielsen's market research, proprietary products, analytical tools and professional service to understand competitive performance, to uncover new opportunities and to raise the profitability of their marketing and sales campaigns.

To view this and other ACNielsen media releases online go to www.acnielsen.com.au