



The Nielsen Company Australia
11 Talavera Road
Macquarie Park, NSW 2113
www.nielsen.com

News Release

CONTACT(S):

Cindy Panzera; cindy.panzera@nielsen.com
+612 8873 7381; +61 410 457 646

FOR IMMEDIATE RELEASE

ALCOHOLIC CIDER SET TO BECOME THE APPLE OF THE AUSSIE DRINKER'S EYE

Sydney, March 31, 2010: While alcoholic cider may only make up a diminutive 1.1 percent value share of national off-premise liquor sales, a report released by The Nielsen Company this week has revealed that the category's rapid sales growth is set to create some big waves in the Australian liquor industry.

Noise surrounding alcoholic cider has amplified over the past 18 months, generating phenomenal growth and a significant increase in value sales within the off premise market. Cider was the fastest growing liquor category in 2009 and in the latest quarter to December 2009, value sales jumped by 37.2 percent – over five times faster than that of total liquor – up by seven percent annually. Cider also contributed 7.1 percent of total liquor's incremental growth dollars in the latest quarter.

The Nielsen report revealed that an incremental injection of \$4million in above-the-line advertising spend in the year to November 2009 compared to 2008; combined with the introduction of 20 new brands in the past two years, has undoubtedly assisted in driving awareness and interest to this emerging category, which has ultimately led to its exceptional growth.

Nielsen's Executive Director for Liquor, Michael Walton commented that the recent attention this up and coming segment has received along with its continued growth potential, is an exciting opportunity for Australian suppliers, retailers and consumers.

"Cider is a seasonal beverage that aligns itself perfectly with Australia's warm climate. Considering that cider accounts for 12.2 percent value share the liquor market in Great Britain, there is clearly a significant gap in the Australian liquor trade, that could prove to be very lucrative and rewarding for those who embrace this opportunity well," said Walton.



The Nielsen report goes on to disclose the potential categories that cider could target in order to align drinking occasions and ultimately steal dollar share – topping this list were light spirits, RTDs and beer.

###

About the report:

The full **Cider Report** is now available to purchase through Nielsen and provides insight into who is a cider consumer, where they buy, what else makes up their drinking repertoire, advertising investment from suppliers, and the impact these trends are having on the overall Australian liquor trade.

For more information, please contact your Nielsen representative on (02) 8873 7000 or visit www.au.nielsen.com

About The Nielsen Company

The Nielsen Company is a global information and media company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and business publications. The privately held company is active in approximately 100 countries, with headquarters in New York, USA. For more information, please visit, www.nielsen.com <<http://www.nielsen.com/>> .