



# Liquor in Australia 2009

*This new study will uncover Australian's total consumption of alcoholic beverages, their preferences and key market drivers.*



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# BIS Foodservice introduces Liquor in Australia 2009

Consumption of alcoholic beverages in Australia is around 2.5 billion litres per annum. Beer remains by far the dominant alcoholic drink but is declining in importance with the increased popularity of wine. Until recently RTDs experienced a rapid growth.

BIS Foodservice is introducing a new study Liquor in Australia 2009 which will seek to uncover Australian's total liquor consumption.

*Liquor in Australia* will focus on:

- Consumers' liquor preferences
- Key trends & developments
- Market drivers
- Consumer profiles by liquor type
- Brand awareness
- Growth prospects

## What do Australians drink?

The study will examine Australians' consumption of all types of alcoholic beverages:

At Home

Away From Home

### BEER

- Low strength alcohol
- Mid strength
- Full strength
- Premium/boutique – Australian
- Premium/boutique – Imported

### RED WINE

- Cabernet Sauvignon
- Merlot
- Shiraz
- Pinot Noir
- Cabernet Blends
- Rosé
- Grenache
- Other blended red wines
- Other red wines

### WHITE WINE

- Chardonnay
- Chardonnay Blends
- Sauvignon Blanc
- Verdelho
- Riesling
- Semillon
- Pinot Gris/Grigio
- Other blended white wines
- Other white wines

### SPARKLING WINE/CHAMPAGNE

- Sparkling Australian wine
- Imported champagne/sparkling wine

### RTDS

### CIDER

### SPIRITS

- Scotch Whisky – standard/premium
- Whisky – standard/premium
- Bourbon
- Brandy
- Cognac
- Dark Rum
- White Rum
- Gin
- Vodka
- Tequila
- Ouzo
- Schnapps
- Liqueurs/Aperitifs

## Drinking Habits

The study will – for each segment – explore:

- Various liquor preferences
- The type and number of drinks consumed per day/week
- The time of day/week and the type of beverage preferred
- Drinking occasions – meal times and other times – by liquor type
- Types of foods and snacks consumed together with type of liquor

## Who is the consumer?

### Consumer profiles within each liquor category

The study will establish consumer profiles within each liquor category consisting of key demographics including age, gender and household income as well as life cycle stages.

### Different types of alcoholic drinkers

We will conduct cluster analysis to identify different types of alcoholic drinkers. Each group will be identified by key characteristics such as attitudes to alcohol – attitudes to brands – what they drink – when they drink – price sensitivity – total consumption.

## Purchasing Behaviour

Within each liquor category, we will explore the key purchasing factors in the retail market including:

- Price
- Brand
- New product
- Taste profile
- Perception of quality
- Packaging/labeling
- In-store presentation & advertising
- Recommendation/word-of-mouth

Purchasing behaviour will be analysed by age, gender and household income.

## Where is liquor bought?

### At home consumption

- Most frequently used retail outlet
- Number of different retail outlets used
- Reasons for retail outlet selection

### Away from home consumption

- Most frequented foodservice outlets – pubs, hotels, restaurants, cafés, clubs, sporting venues, theatres/movies, other.
- Reasons for outlet selection



## Methodology

The methodology for this report includes three main modules:

### Desk research

BIS Shrapnel has extensive and proprietary databases of the Australian food and beverage markets built up over the past 25 years.

Our information specialists will also access a number of secondary on line sources and industry and market data

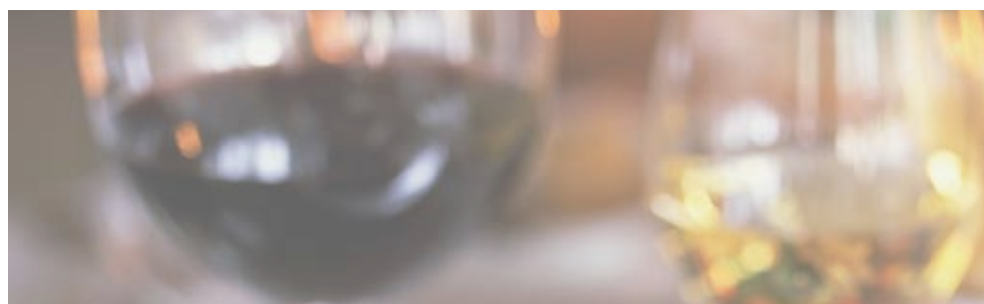
### Quantitative research

- Total sample size: 1,200 interviews
- National representative sample
- Age groups: 14 years plus
- Structured questionnaire

### Analysis & reporting

All data will be analysed in a team approach.

The final report will be user-friendly and succinct with the information and analysis presented in point form using graph and colour presentations.





## Brand recognition

- The study will determine brand awareness within each liquor category.
- Brand awareness will also be analysed by state and consumer demographics.
- Equally, advertising recall will be determined within each liquor category, and the most memorable advertisements/promotions in print media, radio and television over the last six month period will be explained.

## Growth Prospects

We will identify and analyse:

**Key opportunities** within each liquor category

**Key challenges** within each liquor category



## COSTS & TIMING

The report will be available end of March 2009.

The cost of the report is **A\$9,500**

GST applies to Australian based companies.

### Standard payment plan is:

- 50% of subscription on ordering
- 50% when the report is published

A subscription order form is enclosed with this proposal.

## Inquiry & consultancy facility

Our consultants are continually available to clients who want to discuss trends, developments and market estimates. We are contactable via telephone and email and will seek to facilitate face-to-face meetings whenever possible.

## About Us

BIS Shrapnel is Australia's leading provider of business research and forecasting and has been servicing clients in Australia since 1964.

Our wide range of services draws on the company's two core competencies:

- Market research
- Forecasting

No other firm in Australia enjoys our pre-eminent reputation in both these complementary field of research.

Our research provides reliable, in-depth information on industries and markets as well as thorough analysis of economic drivers and clearly explained forecasts.

As well as producing a range of syndicated reports, we also regularly undertake commissioned research for individual clients.

Please visit [www.bis.com.au](http://www.bis.com.au) for further information.

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# Liquor in Australia 2009 Subscription Form



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### Subscription

Liquor in Australia

A\$9,500

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Total: \_\_\_\_\_

**Each subscription includes one hard copy of the report and online access.**

*Price is exclusive of GST. GST applies to Australian based companies.*

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