



The New Zealand Spirits Industry:

Employs approximately 500 people (the New Zealand wine sector employs almost 4,800 and the beer sector 1,700 people)¹

Earns \$47 million in export revenue (in 2012 wine exports earned \$1.2 billion and beer \$56 million). New Zealand spirit exports including Vodka, Gin, Liqueurs and RTDs are shipped to more than 40 international destinations. Key markets being North America, Australia and Asia.¹

Contributed \$266 million in excise tax to government in the 2013/14 financial year. The table below shows how this compares with beer and wine over a three year period.

Total Excise Contribution by Category (\$ million)²

Category	2011/12 ³	2012/13	2013/14	Total	% Excise by Category (Total)
Beer	\$334	\$339	\$338	\$1,011	38
Wine	\$257	\$263	\$258	\$778	30
Spirits	\$293	\$294	\$266	\$853	32
Total	\$884	\$896	\$863	\$2,642	100

¹ Source – Statistics NZ

² Source – NZ Customs

³ 1 July 2011 – 30 June 2012