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News Release

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FOR IMMEDIATE RELEASE

**AUSTRALIANS' TREND TOWARDS HEALTHY, AUTHENTIC & ECO FRIENDLY LIQUOR
OFFERS CLUES INTO NZ SECTOR TRENDS: NIELSEN**

WORD OF MOUTH ENDORSEMENT AN IMPORTANT INFLUENCE

August, 21, 2008, Auckland, New Zealand: Australians may love their V8 and Fosters but it seems even hardened Ockers are going soft when it comes to buying alcoholic beverages. A recent survey by Nielsen into the Australian liquor retailing landscape over the next two years has found that consumer attitudes are changing dramatically, with an increasing trend emerging for *'healthy for me, the planet, uncomplicated and authentic'* drinks.

Michael Walton, Executive Director Liquor Services, Pacific, The Nielsen Company, believes this new attitude bodes well for New Zealand liquor exporters and presents new opportunities for local retailers.

"Consumers are demanding more sparkling and Sauvignon Blanc wines, craft beers, and beverages claiming low carbon emissions. New Zealand is well-positioned to capitalise on this trend if it markets its products appropriately in Australia and worldwide."

Australian consumers are also increasingly won over by word of mouth endorsements and sceptical about traditional advertising, which could present new challenges for Kiwi producers, said Mr Walton.

"We recommend producers continue to test their concepts and communications. It is essential that any media plan has an online element. Channel management will also require increased sophistication for effective portfolio management and generating incremental promotional and category returns for retailers."

Despite the toughening economic environment within New Zealand, Nielsen found Australian consumers remain some of the most optimistic in the Asia Pacific region. These concerns were translating into new buying trends and opportunities for producers said Mr Walton.

The Australian packaged liquor market looks set to increase by NZ\$1.65 billion in retail sales by 2010.



About The Nielsen Company

The Nielsen Company is a global information and media company with leading market positions in marketing information (ACNielsen), media information (Nielsen Media Research), online intelligence (NetRatings and BuzzMetrics), mobile measurement, trade shows and business publications (Billboard, The Hollywood Reporter, Adweek). The privately held company is active in more than 100 countries, with headquarters in New York, USA. For more information, please visit, www.nielsen.com

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