

# MiniZ

XXXXXXXXXXXXXXXX THE NEWSLETTER OF PORT NICHOLSON MINIATURE BOTTLE CLUB XXXXXXXXXXXXXXXXXXXX



THE ONLY MINIATURE BOTTLE CLUB IN AUSTRALASIA  
WITH A NATIONWIDE AND INTERNATIONAL MEMBERSHIP



## EDITORIAL

This Editorial is being written by your Claytons editor. For those of you overseas who may not understand that term, let me explain (it relates to booze anyway!).

A few years ago there was launched here a drink called "Claytons" which was advertised as "the drink you have when you are not having a drink". The drink was a total failure (it tasted blah!) but the name Claytons has entered the English language, in New Zealand at least. Therefore, I am the editor you are having when you're not having an editor! i.e. the club does not have an editor so I am filling in until we can find one - but on my terms! The first person who moans about miNiZ being late (again!) has volunteered for the job!!

I must, however, apologise for not getting a February/March edition out as that was my responsibility. Hopefully this super bumper edition will go some way towards making it up to you all.

I want to thank all those who have contributed material for this edition. Special mention should go to Dick Cotton from Waltham, USA, who sent us the long but very interesting article on the New Zealand liquor industry. It just shows that anyone can contribute who is prepared to keep their eyes open. My thanks also to Terry Kramer, a new member you will note, that sent us an article about himself and collecting in Canada. I have a few articles of general interest held over to the next edition, but desperately need articles, preferably illustrated, about miniatures.

Very little is happening on the New Zealand scene at the moment. I don't know of a single new New Zealand bottle since the last issue of miNiZ five months ago, apart from the club anniversary bottle.

The AGM this year was held at Dianne Opie's house during the Anniversary Weekend. Both the weekend and AGM were exceptionally well attended, however, more of both later in this issue.

You will recall that members have in the past exhibited bottles in November at the Sports and Pastimes Fieldday at Mystery Creek. Judy and Gordon Homewood, who live nearby in Cambridge, have offered to put a barbecue on on the Saturday night for those who go next November. Think about it, it's always a fun weekend.

Attached to this edition are up-to-date copies of the club address list and the New Zealand miniatures list. Please note that the New Zealand Miniatures list is of all those that we know have EVER been produced. Many of the bottles on it are as rare as hens' teeth. I have been specialising in New Zealand bottles for five years now and am still 100 short of the total.

DAVID SMITH

HELP!

Does anyone local have a photocopier that produces better photocopies of bottles than the one we are using at present. The previous photocopier, which was a Toshiba, did a far superior job.

## COVER BOTTLE

7 Years Itch Ching Liquer was organised by the club especially for our seventh anniversary in February this year.

It is being sent to all who were paid up members in February/March. New members or members who want some swaps can obtain them from Dianne Opie, Garsed Road, RD2, Patea, Taranaki, New Zealand at the cost of \$3.00 each plus postage. Please do not write to us saying that you have not yet received your bottle. They are being posted out gradually by surface mail and one will arrive eventually.

The label you will note is a photo. There is an Auckland compay that specialises in very thin sticky back photos which are ideal as bottle labels and very economical if you only want a small quanti<sup>y</sup> (200 were produced). To the best of our knowledge this is the first time that a photo has been used as a bottle label.

Yes we know "LIQUER" is spelt wrong! Thats what comes of commissioning an artist in Wanganui, eh Dug!

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## A FESTIVE STORY (with Apologies)

### Thankers Anonymous

I am now a confirmed whisky drinker. I did on one occasion try very hard to give it up. I had at that time, no fewer than 18 bottles of Scotch in the house. Driven by my good resolution I collected them all up and took them to the kitchen sink. I withdrew the cork from the first bottle and poured the contents down the sink with the exception of one glass which I drank. I then withdrew the cork from the second bottle and again poured the contents down the sink with the exception of one glass which I drank. Withdrawing the third cork I poured it down the sink and poured the bottle down the glass which I drank. I took the next and pulled the bottle from the cork and drank one sink out of it and then threw the rest down the glass. I pulled the sink out of the next glass and poured the cork from the bottle then I corked the sink with the glass, bottled the drink and drank the pour. When I had everything emptied I steadied the house with one hand, counted the glasses, corks, bottles and sinks with the other, and made twenty.

As the house came by I counted them all again and finally had all the houses in one bottle, which I drank. This went on for some time and the last thing I remember was saying to myself I'm not as much under the affluence of inkernal as some tinkle peep I am. I'm not half as thunk as you might drink, but I feel so feelish I don't know who is me, and the drunker I stand here the longer I get.

ANON!

- [illegible]





# MELBOURNE MINIATURES

Having attended the Wanganui meeting and thoroughly enjoyed the friendliness of everyone and Marjorie Lynch's hospitality, I decided to pass on to members or anyone travelling to Australia, or who may have friends going over there, a small snippet of information regarding miniatures.

When holidaying in Melbourne last November imagine my delight when I came across a shop window full of the most exciting miniatures I had ever seen. On entering the shop the owner (Nick Chlebnikowski) took me on a tour of inspection and he said there were nigh on 2,000 bottles for me to choose from - well!! With a limited supply of Australian currency it was a difficult task, but I came back to New Zealand with a few really lovely miniatures to add to my collection, but would dearly love to win "Lotto" and go back to collect more.

I started collecting miniatures when my husband bought the Commercial Hotel in Palmerston North and he put me in charge of the Bottle Store and Wine Shop. There was only a shelf of miniatures when we took over, but I was 'hooked' immediately, so every liquor outlet I came in touch with I asked for more and ended up with many interesting bottles and when it became known I was 'specialising in miniatures' collectors came from many parts of the country looking for new ones. I also bought collections from people who wanted to sell or swap which made it more interesting and was amazed when one lady from up north who had over 1,000 found some in my small shop to buy. I was able also to give out coasters and advertising materials to anyone who wanted to make a display. We had biro pens printed with our name to help advertise and had a really good response. When I joined the Port Nicholson Miniature Bottle Club it opened up a new aspect of collecting altogether. I do enjoy going to the meetings now and then and catching up with all the news and getting to know the members.

We have subsequently sold the hotel to a developer and the building has been demolished and replaced by an office block.

I find the miNiZ magazine very interesting indeed and David as Editor does a wonderful job to keep us informed and up to-date, both nationwide and internationally. Thanks David, please keep it up.

The address for Nich Chlebnikowski is - 13 Swanston Street  
Melbourne,  
Victoria 3000  
Australia  
Phone - (03) 63 1154 or 63 3056.

JEAN GARDNER





# THE 1988 WILSON NEILL WELLINGTON – CENTRAL DISTRICTS WINEOPTIONS CHAMPIONSHIPS

A club team consisting of Russell Thompson, Gillian Giblin, David Smith and "borrowed" team mate Bob Dunkerley, once again took part in the Wilson Neil Wine Options Championship.

This year the Wellington round took place on the 1st. May with 42 teams taking part. The first 8 earned a place in the National Final in Auckland in October. After a consistent showing we came 9th! If any of the other teams choose not to go to Auckland we are first reserve, so there's hope for us yet.

The competition gets harder each time with more teams each year. There were only 23 teams when we came second equal two years ago.

You don't need to know the first thing about wines to take part, although it is an advantage if you hope to win any of the prizes! Everyone enjoys themselves and learns at the same time.

## DAVID SMITH



*Oi this is a wine tasting  
not a booze-up!*



*A really good wine needs  
to breathe.*



*Well I think this particular  
bottle needs mouth to mouth!*

## 7TH BIRTHDAY WEEKEND

The 7th Anniversary Club Meeting at Dianne and Ron Opie's home was a great success. A good number of members were able to stay and we were pleased to see Erica and Nel all the way from Auckland. When we turned into the farm gate the place closely resembled a camping ground as it was almost surrounded by caravans. We arrived Saturday lunchtime and walked in to find a large number around Dianne's ample table tucking into yummy looking food - unfortunately we had already eaten!

Dianne got called away on a 'Secret Mission' and had the misfortune to come home with a broken windscreen. While some of the men helped clean up the debris and others stood round eating crayfish legs, a group of us went to Pam Fowler's to admire her lovely collection. Doug and Chris kindly offered to milk Pam's share of the cows, an offer gratefully accepted - what the cows thought is another matter!

Various forms of entertainment await the unwary at Opies, anything from pool to bunny hunting. We heard lots of rabbit 'tales' including the one that got up and ran away after being mistaken for an already dead one, and one that was actually a thistle doing rabbit impersonations! Another form of entertainment was a game of Trivial Pursuit, four members who shall remain nameless against the rest of us - and they won - a good time was had by all involved, but if only we could record for posterity the comments and odours!!

Sunday was the day we had come all that way for. NO - NOT the Annual Meeting, The Swaps! Around 9.45am people began drifting into Dianne's games room with interesting boxes and others followed trying to get a first peep at what was up for grabs. First we had to dispose of the A.G.M. about which I'm sure a separate report will be done. Then - everyone to their swaps! I think without a doubt that Erica's collection was the most popular and we came home owning a fair proportion of them.

When all the excitement had died down it was time to eat again and we had a barbecue in Ron's car shed. More lovely food. The weather had begun to deteriorate by this time and indoors was much more cosy than out in the wind. After lunch most people left for home and all went away, I'm sure, with a warm feeling from the wonderful hospitality of Dianne and Ron and their Family.

*Judy Homewood*

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### SOCCER BOTTLE

Just thought that you soccer fans would enjoy seeing the whisky mini bottled especially for Liverpool Football Club. Chris Matthews found it in Australia on a recent trip.







## CANADIAN CONNECTION



Hello to all the readers of miNiZ. I'm a new club member, and I couldn't think of a better way to introduce myself to you, than to write a short article about myself, and some of the minis that are available here in Canada.

I started collecting minis thirteen years ago while on my honeymoon in the United States. After picking up about 5 or 6 at that time (we had better things to do since we were on our honeymoon) my collection has grown to about 4,000. I have about 3,600 of them on display in cabinets, and will have to get to building more cabinets for the other minis. My problem, probably like a lot of other collectors, is that of display area. I don't have much room left to put up new cabinets.

The availability of minis here in Canada is limited. Here in Saskatchewan minis have only been on the market for the last four or five years. There are only about 60 available, and they are either very common brands or are Canadian products. I would say that 90% of my collection has been obtained outside of Canada whilst on holiday, trading with other collectors, or from my parents who do a lot of travelling.

The Canadian minis that I'd like to share with you are the products of Canadian Distillers Limited of Montreal and Toronto. They are Schnapps of Dr. McGillicuddy's. Schnapps here in North America have become very popular in the last two or three years. Before then there were not many out on the market, now it seems that every distiller has a schnapps or two, some with very interesting flavours.

The four minis seen here are all 50ml., 30% alc./vol. and are in glass, flask shaped bottles. The flavours are Peach, Apple Cinnamon, Mentholmint, and Root Beer. Also available, but not in Canada, is Dr. McGillicuddy's Wild Blackberry, and Cherry Plum. Unfortunately, as with a lot of Canadian distillers, they will produce products which are only available outside of Canada. This being the case in the last two minis mentioned. As far as I can figure out they must think Canada isn't a large enough market for all of their products.

I'm looking forward to being a member of the Port Nicholson Miniature Bottle Club, and if your in the neighbourhood, drop in!

Well I hope you enjoyed a bit of information about Canadian minis. If anyone has any questions or remarks, I can be reached at the following:-

*Terry Kramer, 83 Houston Road, Regina, Sask. S4V 0G3, Canada.*

PS. Thanks for the article Terry - very few of our overseas members contribute to miNiZ.

PPS. A few of the Dr. McGillicuddy's Schnapps bottles are currently available in New Zealand



# New Zealand — Drinks Companies Duel Down Under

To describe New Zealand's liquor industry as tightly controlled is an understatement. Fierce competition between the industry's two key players, *Magnum Corporation* and *Lion Corporation*—coupled with a small market base of a population of 3.1 million—has seen an increasingly rigorous battle for market share and a tough existence for any outside company trying to crack the "duopoly" that exists.

With control of production, importing and distribution largely in two pairs of hands, international suppliers view New Zealand as a tough market to crack. A spokesman for one major Scotch whisky house described the situation as "worse than the wild west", and certainly the market increasingly resembles an old-fashioned shoot-out between two arch rivals. Even the aggressive Australian brewer, *Carlton & United Breweries Ltd*, frustrated in its attempts to increase its New Zealand market was moved to describe local brewers as "feudal liquor lords" in 1986.

With its small population and geographic isolation, New Zealand has often been slower to react to world trends than many other liquor markets. But nonetheless it is in a period of rapid transition. A conservative country with a strong beer and white spirits drinking tradition, it has seen a domestic wine industry emerge from virtually nowhere as a viable force in the last decade.

While consumption patterns have been heavily influenced by the emergence of wine, largely at the expense of spirits, the market overall is declining. Spirits sales declined by 8.8% in 1987 to 1.3 million cases, while wine also dropped by 9.1% to 5.5 million. The latter needs to be considered in the light of an intense price war that broke out in bulk wine in late 1985 and early 1986 which resulted in a sharp

rise in consumption. Beer sales, dominated by the country's two major brewers, *Dominion Breweries (DB)* and *New Zealand Breweries (NZB)*, are flat, although there are increasing signs of life in the lager sector.

## A Battle Of The Giants

Between them, *Magnum* and *Lion* dominate all facets of the industry to an extent usually only witnessed in monopoly markets. It makes life difficult for third parties. "In New Zealand you can control the industry vertically. I doubt if anybody else really understands that," says Richard Walls, general manager, New Zealand for *Wilson Neill Ltd (WN)*, the only other company to have significant importing, distribution and retailing strength.

*Lion* subsidiaries include *NZB*, the country's leading brewer, while its liquor distribution and retail business is handled by *New Zealand Wines and Spirits (NZWS)*. The latter is also responsible, through its own subsidiaries, for licenced production of international brands like *Gilbey's*, *Smirnoff*, *Tia Maria* and *Southern Comfort*.

*Magnum*, controlled by Sir Ronald Brierley, has moved to develop a similarly wide liquor industry base in recent times. In 1987 it acquired *DB*, *NZB's* chief competitor, while its distribution arm *Allied Liquor Merchants* also incorporates a former rival *Quill Humphreys*. In retail *Magnum* has a strong presence in the *Liquorland* and *Robbie Burns* groups. The 1987 acquisition by its wine company *Corbans* of New Zealand's second largest winery *Cooks/McWilliams* gives the company an across the board strength which it traditionally lacked in comparison with *Lion*.

In contrast, *Lion* moved out of wine production by divesting itself of *Penfolds Wines NZ* in 1986, which was subsequently acquired by rival winery *Montana* in 1987.

*Magnum*, and more recently *Lion*, have also entered the supermarket field, although *Magnum* in a surprise move sold its interests at the end of March. It is widely expected that liquor sales will be introduced to supermarkets in 1990, under the government's reform of the *Sale of Liquor Act*.

Besides *WN* which operates a chain of wholesale and retail stores throughout the country—in addition to its specialist distribution arm—the rest of the retail market is taken up by local body licensing trusts and various small independents.

One exception to the New Zealand scenario where most international principals market through *Lion*, *Magnum* or *WN*, is *Seagram* which has its own New Zealand trading division to market its brands. *Seagram* also acquired the *Wilson* distillery in Dunedin in 1981, giving it control of the only whiskey distillery in New Zealand and the 80,000 case domestically produced whiskey market.

## The Effect Of Rationalization

In many ways the evolution of two giants in the New Zealand drinks market has reflected the industry consolidation worldwide. A tightening of focus and streamlining of production and distribution appears to be the forerunner of greater changes in the next few years.

The most obvious effect of both the global and domestic changes is a clearing out of spirit categories that have long been overcrowded. Says Keith Thorpe, managing director, *NZWS*, "There has been a clutter of reputable brands not doing very much... they don't sell anything and they don't get any support. In a way they play the role that secondary brands play in other markets."

"One of the biggest problems in the marketplace is the proliferation of brands," adds Ross MacLennan, managing director, *Seagram (New Zealand) Ltd*. "You can count up to 70 or 80 brands of whiskey, 10 or more recognized brands of gin, all for a population of 3.1 million. Rationalization has got to come." He says the number of brands goes back to pre-acquisition days when the New Zealand industry was controlled by many separate companies. "All the wine and spirit merchants had an agency for a Scotch, a gin and a rum. They jealously guarded them and the

philosophy was build your own brand and be your own distributor."

Another important factor was the abolition of bond store regulations in October, 1986. Until then companies could import into bond and not be required to pay duty until the goods were uplifted for distribution. Now they must pay full duty when the goods are landed, a strong disincentive for handling slower moving brands.

A commonly echoed criticism in New Zealand is the lack of brand building activity in the spirits sector. Market leaders have tended to do all the work, and the rest content to ride on their coat-tails. In a market dominated by Gordon's, Coruba rum and Johnnie Walker it is an important consideration. Says Thorpe, "The aggregate spend on Scotch has been pathetic. Johnnie Walker is the only brand that really gets above the line support."

The reduction in the number of industry players has already made inroads into the spirits sectors, while among the survivors, strategies are clearly in place to oversee the culling process. Comments Jim Veitch, executive director trading of *Magnum*, "We're more conscious now that New Zealand is part of the international scene as far as the overseas brand owners are concerned... we're looking at establishing relationships with people around a portfolio rather than brands."

Adds *Magnum's* chief executive beverages, Alistair Sutherland, "There are only really two strong players from a distribution point of view, so the linking of our brand involvement with our distribution is the critical aspect. We are trying to ensure that we have a strategy compatible with the supplier's international strategy."

## Gin Dominates A Declining Market

"There's a major problem with the spirits market in New Zealand," says Walls. "It looks like a downhill slide at an amusement park." While some commentators believe 1989 will see that slide level off, most agree that the immediate outlook sees little prospect of market growth. Harsh drink-drive laws coupled with high unemployment, an unsettled, inflation-hit economy, and crippling interest rates have combined to produce a pessimistic trading environment.

The only factor likely to have a positive

effect on spirits consumption is a change in the taxation. The government is presently considering possible changes to the way in which alcohol is taxed, with spirit companies lobbying hard for a flat rate which would materially advantage spirits. Tax is presently calculated per liter of alcohol at a given strength, with domestically produced beverages enjoying an additional tariff break. For example domestically produced Gordon's would attract NZ\$28 (US\$18.50) per liter of pure alcohol in tax, or NZ\$101.53 (US\$67.25) a case,

*"The aggregate spend on Scotch has been pathetic. Johnnie Walker is the only brand that really gets above the line support."*

Keith Thorpe  
Managing Director  
New Zealand Wines  
& Spirits

compared with NZ\$35.48 (US\$23.50) a liter on Scotch. Domestic whiskey works out at NZ\$28.50 (US\$18.80) a liter of pure alcohol.

New Zealanders are big gin drinkers, with 370,000 cases sold in 1987, making it the leading category ahead of Scotch with 199,000, rum 192,000 and vodka 157,000 cases. MacLennan says its popularity is due to the fact that "New Zealand was settled by Brits who like their gin and tonic in the afternoon." But despite the advantages bestowed by colonialism, gin has reflected the steady decline of spirits in recent years, falling by 6.8% in 1987, while overall spirit sales declined by 8.8% to 1.3 million cases.

Gordon's clearly dominates the gin category, with sales of around 140,000 cases in 1987. As with all the UDG white spirit brands it is distributed by *Magnum*, although available in outlets of its competitors. "It's like Johnnie Walker, anyone who didn't have Gordon's in their range wouldn't be a creditable retailer," says Walls of W.V. Gordon's is followed by *Beefeater* and *Seagers* which sell around 75,000 and 70,000 cases respectively.

Other important brands include W.V. Boodles, Booth's and Gilbey's which Thorpe describes as NZWS's highest growth brand.

Scotch accounts for around 200,000 cases and as Thorpe says, "It's a case of Johnnie Walker and the rest." He claims that *Johnnie Walker Red* and *Black*, distributed by NZWS, account for over 30% of all Scotch sales, with the next biggest brand holding less than 10%. NZWS's number two is *Grant's*, followed by *White Horse*, while *Allied's McCallums* and *Teacher's* are also in the top rankings. Seagram has a strong hand in the premium sector with *Chivas Regal*, although they acknowledge *Johnnie Walker Black Label* as number one in the category. Easily the number one malt is *Glenfiddich*, accounting for over 90% of the category. The leading W.V. distributed brand is *Highland Queen*, a Macdonald & Muir standard Scotch, which Walls claims is "the only Scotch growing in New Zealand against Johnnie Walker."

Seagram wields a strong influence on the whiskey market with its ownership of *Wilson's* distillery. Its production accounts for around 27% of the overall whiskey market, excluding Bourbon. The *Wilson's* brand represents most of the 80,000 case production with whiskey produced under licence for *Lion*, called *Carisbrook*, accounting for 10,000 cases. According to MacLennan, *Wilson's* has increased volume by between 10 to 15% a year since 1981, against all the trends in the spirits market.

Dark rum has enjoyed spectacular success in New Zealand, and accounts for over 160,000 cases out of total rum sales of 192,000 cases. The number one brand by far is *Allied's Coruba* with over 100,000 cases making it the number two spirit brand behind Gordon's. NZWS's *Black Heart* and *Captain Morgan* from Seagram are other key brands. Again though, rum is a declining category, falling by nearly 15% in 1987. General manager of *Allied Liquor Merchants*, Paul Wai Poi, acknowledges the overall decline but says, "Though the market is continuing to go down, our market share is on the increase."

Thorpe readily concedes the success of the *Allied* distributed brand. "It is very much in the Bacardi role in that it built the category. There was no category here until Coruba came." He says the brand's comparative



# NEW ZEALAND - ALCOHOLIC BEVERAGES ENTERING DISTRIBUTION CHANNELS

(Thousands of Hectoliters)

Type	1986	1987	Percent Change <sup>1</sup> 1986-87
Beer	3,922	3,991	1.8%
Wine	547	497	-9.1
Distilled Spirits	129	117	-8.8
Total <sup>2</sup>	4,598	4,605	0.2%

<sup>1</sup> Based on unrounded data.

<sup>2</sup> Addition of columns may not agree because of rounding.

Source: Impact Databank

sweetness appealed to the New Zealand palate, especially Polynesian groups, while adding that it had benefitted from "brilliantly conceived advertising . . . it really caught the imagination and bucked the trend of what had been a very traditional approach to advertising spirits."

If dark rum has mirrored the general decline of spirits, then the fall of light rum, and in particular *Bacardi*, has been much more emphatic. Despite traditionally enjoying some of the best brand support of any spirit label, it has fallen away from a level estimated by some observers at around 70,000 cases at the beginning of the decade to less than 30,000 cases in 1986. However *Allied* claims that the brand is recovering and say it will sell around 35,000 cases this year.

Vodka accounts for almost 160,000 cases, with *NZWS's Smirnoff* a clear number one ahead of *Cossack* and *Samovar*. *Jim Beam* from the *Allied/Quills* amalgamation dominates Bourbon sales with around 46,000 cases out of the total category of 77,000 cases. Brandy has mirrored the rapid decline of dark spirits, falling by over 18% to 91,000 cases in 1987. *Chateau Napoleon*, a *Camus* owned brand distributed by *NZWS*, is the clear number one with around 37,000 cases.

With the spirit market in decline, liqueurs have held up well, growing by 2.4% in 1987. However according to Thorpe, "It's small comfort in that it's a pretty small

market of around 100,000 cases." *Baileys* is the clear number one ahead of *Kahlua*, *Southern Comfort*, *Drambuie* and *Tia Maria*. "The category was a non-event till *Baileys* came along," adds Thorpe. "We thought it peaked about 18 months ago but we've just had a record year for it. It does respond to advertising and has given a real kick to the liqueur business."

## Domestic Wine Industry Grows

Until the mid 1970's New Zealand barely had a credible wine industry. However, the planting of better grape varieties, notably the German muller thurgau grape, followed by chardonnay and sauvignon blanc, has seen a world class industry develop almost overnight, which has had a dramatic effect on consumption. By 1980 sales of domestic wine had reached 4.1 million cases, which rose to 5.1 million by 1987.

But the industry's rapid development has not come without growing pains. An oversupply of bulk grapes in 1985 and 1986 led to mass discounting on the local market. Fuelled by the cheap prices, consumption increased sharply, but several wineries ended up in financial difficulties.

"At the end of 1985 we were looking at not being able to fit our vintage into our tanks in 1986," says Bryan Mogridge, managing director of *Montana*, the country's second largest producer, with just under three million cases including exports and coolers. "Very simply there was over supply to a static market caused by contractual arrangements by weak companies to buy more grapes than their market share."

As a result of the price warfare, the government sponsored a controversial "vine pull" scheme, in which it paid wine companies to pull out an estimated 16,000 hectares of grapes. Although it attracted a great deal of criticism, especially from smaller companies who had steered clear of redundant grape types, the scheme did very quickly have a stabilizing effect. "It's put the industry in balance almost to a grape," says Paul Treacher, managing director of *Corbans*.

Because of the 1985/86 burst in consumption, comparisons with 1987 are deceptive. In 1987, total wine sales including imports reached 5.5 million cases, down by over 9% from the previous year. White table wine was the dominant category with 61% of volume, and of that over 60% was

cask—bag-in-box. The leading brand is *Montana's Blenheim* which is also available in bottles and carafes. The popularity of bulk wine in New Zealand, most of which is white muller thurgau, is largely attributable to the bottle standard quality of the product. "When you're doing three million liters of muller thurgau it's important that it's squeaky clean," says Treacher.

The sparkling sector is also dominated by *Montana* and *Corbans*, with Mogridge claiming that *Montana/Penfolds* has around 60% of the category, through its leading brands *Chardon*, *Bernadino* and *Pascal*.

The impact of coolers on the New Zealand market is still being felt, although initially the industry was skeptical about the likelihood of success. Says Mogridge, "We were always pretty confident, but when we launched *Miami* [*Montana's first cooler*] we had to convince the trade that it would work. Two months later they were grizzling at us that they couldn't get it."

# NEW ZEALAND - DISTILLED SPIRITS ENTERING DISTRIBUTION CHANNELS

(Thousands of Nine-Liter Cases)

Type	1986	1987	Percent Change <sup>1</sup> 1986-87
Whisk(e)y	383	356	-7.2%
Scotch	222	199	-10.5
Bourbon	78	77	-0.3
Other Whisk(e)y <sup>2</sup>	84	80	-4.7
White Spirits	793	719	-9.3
Gin	398	370	-6.8
Vodka	170	157	-8.1
Rum	225	192	-14.8
Specialties	252	227	-9.7
Brandy	111	91	-18.3
Liqueurs	109	111	2.4
Other Spirits <sup>3</sup>	32	25	-21.3
Total Spirits <sup>4</sup>	1,428	1,302	-8.8%

<sup>1</sup> Based on unrounded data.

<sup>2</sup> Primarily domestic whiskey.

<sup>3</sup> Includes ouzo, tequila, etc.

<sup>4</sup> Addition of columns may not agree because of rounding.

Source: Impact Databank

Mogridge says coolers fit in well with the "great six-pack mentality, the same as happened in California," and points to the growing "sophistication" of the New Zealand male. "What used to happen", he says, "was that the average young kiwi male used to go and buy a dozen bottles of beer and if his girlfriend was thirsty she'd be given a couple of bottles to drink. Now he still buys his beer but he also picks up a four pack of Miami or whatever. She doesn't grizzle and he's actually two bottles better off."

While *Montana* claims 75% of the bottled cooler business for *Miami*, it also has two cask coolers *Reef* and *Caribbean*. These have only been on the market for a few months however and the impact of casks on the category is still unresolved. *Corban's* leading brand is *Blue Hawaii*, which is produced in cask and bottle and overall is the biggest volume brand on the market. *Corban's* also has a more up-market cooler called *Brookes*, and between the two labels, Treacher says *Corban's* will produce around 333,000 cases this year. He believes that coolers' best days are still ahead and claims they will take 10% of the wine market.

Which sectors of the market will be most affected by coolers is difficult to say. Both brewers admit to watching their development closely, but the most likely victim, especially given the introduction of cask coolers, is bulk wine.

## NEW ZEALAND - DOMESTIC-PRODUCED WINE SALES BY TYPE<sup>1</sup>

Share of Market Trend

Type	1986	1987
Table	69.6%	68.2%
White	62.4	61.0
Red	7.2	7.2
Sparkling	15.1	15.0
Fortified	15.3	16.8
Total <sup>2</sup>	100.0%	100.0%

<sup>1</sup> Includes exports.

<sup>2</sup> Addition of columns may not agree because of rounding.

Source: Impact Databank

Imported wines accounted for 415,000 cases in 1987 with 149,000 from Australia, 94,000 from France and 57,000 from West Germany. The Australian strength tends to lie in bulk wines and a proliferation of smaller volume bottled wines—apart from *Orlando Jacobs Creek Claret*, which, says Thorpe, is the only Australian bottled brand to come anywhere near the leading European imports in volume. He says *Mateus Rose* is the single biggest selling still table wine, either domestic or imported, reaching around 30,000 cases in 1987.

### The Australian Challenge

The big question mark for both the market and local wine producers is the effect of *Closer Economic Relations (CER)*, a wide ranging trade agreement between New Zealand and Australia, that will see all tariffs and duties on Australian imports phased out by 1990. With Australian bulk wines produced more cheaply than New Zealand's, the lucrative cask market looks vulnerable, which is a major reason why most of New Zealand's 100 plus wineries are increasingly vacating the bulk field. Aussie reds are also likely to do well as are cheap high-class sparklings like *Yalumba* which already undercuts New Zealand bottle fermented wines by around NZ\$4 (US\$2.65).

The strategy of local companies in warding off this trans-Tasman invasion will be crucial. Already it is clear many are concentrating on premium varieties and developing untapped export markets. "We'll leave the majors to take on the Aussies," says Steve Nobilo of *Nobilo's Wines* in Auckland, a typical medium-sized premium producer. "The market is saturated and the Aussies coming in will further saturate things, so if we want expansion we've got to look at markets elsewhere." Currently New Zealand exports less than 3% of its total production.

*Corban's* and *Montana* will be manning the front lines against the Australians and both are gearing up for the fight. Size is viewed as a vital prerogative and both companies have swelled their girth in recent times, with their respective acquisitions of *Penfolds* and *Cooks/McWilliams*. "We had to get bigger, command a better place in the market and get some economies of scale," says Mogridge. "Because there's no doubt we've got to face some significant challenges from Australia."

"It depends how clever we are on the local market," adds Treacher. "They will come in here and flood the place with wine... but obviously we've got strategies in place to make that as difficult as possible."

If *Corban's* has an extra cushion of resistance through its association with the *Magnum* empire, the irony is that as an importer and retailer, *Allied*, like *NZWS*, is committed to exploiting the potential of Australian wine. "There's no question the market is moving towards Australian wines," says Veitch. "It all depends on where *Corban's* positions itself. The future for New Zealand wines has got to be concentrated at the premium end of the market, rather than cask wines."

## NEW ZEALAND - WINE ENTERING DISTRIBUTION CHANNELS

(Millions of Nine-Liter Cases)

Type	1986	1987	Percent Change <sup>1</sup>
Unfortified	5.2	4.6	-10.7%
Fortified	0.9	0.9	—
Total Wine <sup>2</sup>	6.1	5.5	-9.1%

<sup>1</sup> Based on unrounded data.

<sup>2</sup> Addition of columns may not agree because of rounding.

Source: Impact Databank

*NZWS* is in a similar position. "Yes, we'll be a major player with Australian wines," admits Thorpe. "We represent *Orlando*, *Wynns*, *Seaview*, and we have a close relationship with *Penfolds Australia*, so we'll be in a particularly good position to take advantage of the situation." Thorpe predicts there will be casualties in the New Zealand wine industry. "It may be that *Montana* protects its position very well, but a lot of the others get steam-rollered."

The post 1990 scenario promises to be highly interesting as the comparatively youthful New Zealand industry comes to terms with the rigors of an unprotected market. The wine industry has stabilized financially since 1986, but in common with other groups it sees the introduction of supermarket sales or an alleviated tax structure as the only likely avenues for significant domestic growth.



## Brewers Battle

New Zealand's liquor industry has its roots in brewing, so it is not surprising that the country's beer market has been at the sharp end of the battle between the two giants.

A strong beer drinking tradition exists, principally in dark, sweetish brews made by the continuous fermentation process. But in the last five years there has been a major growth in true, European style lagers, which has injected an element of dynamism into a flat market.

"Volume of beer has hardly changed in the last 15 years," says Ronald Endley, managing director of New Zealand Breweries (NZB). "But there have been extraordinary increases in segments of the market." He cites not only the trend to lager but also significant changes in packaging. Whereas at the beginning of the decade, the archetypal New Zealand quart bottle represented 90% of all packaged beer, that figure is now down to less than 65%, with pint bottles and cans more than doubling in market share over the past five years. Similarly in bulk beer, keg beer has risen from 5% to 20% in five years, at the expense of the New Zealand phenomenon of beer stored in huge 600 liter tanks, delivered by the brewer's equivalent of a petrol tanker.

Lager has grown from under 6% of the total market to over 28% in the past five years. Moves towards a healthier life style and an increasing consumer sophistication are generally accredited with responsibility for the trend towards so-called lighter beers, though both breweries concede that it is not simply a matter of consumer patterns. "While you can argue it's a market trend, both players have made lighter color beers their exciting new products, so to some extent it's been driven," says Graeme Hawkins, chief executive, Dominion Breweries (DB). "There's some real questions to be asked as to whether that's the way the market will end up."

NZB and DB have contrasting origins, a factor that is reflected in their respective brand emphasis. NZB is the historic end result of the amalgamation of a number of regional brewers, with a consequent strength in regional brands. DB grew from a single brewery and has traditionally emphasized its national beer, DB Draught,

the single largest brand in New Zealand. However, on a regional basis the story alters, with NZB brands, Lion Red, Waikato and Lion Brown holding market leadership in the vital metropolitan areas, Auckland, Hamilton and Wellington respectively. In much of the lesser populated South Island and pockets off the North Island, DB dominates, and with the relative lack of localized competition, regional strategies are clearly vital for both brewers.

*"In New Zealand you can control the industry vertically, I doubt if anybody else really understands that."*

Richard Walls  
General Manager,  
New Zealand  
Wilson Neill Ltd

While both DB's and NZB's best selling brands are dark beers, they are both concentrating increasingly on the lager market. Rheineck lager is NZB's third selling beer behind Lion Brown and Lion Red and is promoted as a national brand, both draught and packaged. NZB claims that Rheineck holds 75% of the standard lager market in New Zealand although Endley says the brand's success has been largely at the expense of DB Draught. NZB's also has the long established premium Steinlager which had been the leader in the small bottle market besides being New Zealand's leading export beer.

While Rheineck was clearly intended to decimate the market strength of DB Draught, DB's response was equally aggressive. In 1986 it introduced two lagers, Joseph Kutze (JK) and Kiwi, the latter predominantly aimed at export. JK has been a major success for DB and according to Hawkins became the biggest selling small bottle beer in the country within six months of launch. Its principal victim, according to Hawkins, has been Steinlager, which he claims now has only a third of the small bottle market it held two years ago. "It was a brand we thought impregnable, but it's turned out to be vulnerable," says Hawkins.

If Steinlager has declined, the success of Rheineck has seen Lion preserve its slight overall domination in the marketplace. With total volume at around 3.9 million hectoliters, NZB holds around 55% of total volume. Imported beers, predominantly Australian, are relatively insignificant with around 80,000 hectoliters or less than 2% of sales. Small "boutique" breweries sell around 25,000 hectoliters and the balance is taken up by DB.

Increasingly rigorous drink/drive laws have had a major effect on the on-premise market. In the north island, which has two-thirds of the country's population, off-premise sales now account for around 60% of beer sales. Despite these factors, however, low alcohol brews only account for around 1% of volume. Both brewers have devoted considerable efforts to this sector of the market, possibly as much for political as commercial reasons. "Light beer has been the subject of far more debate than it really warrants," says Endley. "But we know that low alcohol alternatives are required by government and health groups."

## Tough Times Ahead

The acquisition of DB by Magnum has added an extra element of spice to an already intense contest. Just as importantly it also appears to have insulated New Zealand from any major impact by the Australian brewers and for now anyway, the main competition appears likely to be confined to the two local players.

The rumbles in the brewing industry seem likely to be reflected in the other sectors of the market in the next few years. With the government bent on non-protectionism and free enterprise, and Australia's winemakers ready to swoop, the liquor industry promises to be no place for the faint hearted. As the recent acquisitions take shape, both players are watching their backs. Says Veitch, "Magnum is a new operation, we're only just starting to enjoy the benefits of the industry. Lion have had a headstart but we're becoming much more co-ordinated in our approach... all that's quite exciting."

Replies Thorpe, "They're a mirror image of us. We're two reasonably balanced players so it'll come down to an interesting battle as to who can inch their way ahead in a fairly static market." ■

# How Allied Ended Up As Part of Magnum



Since New Zealand was settled by the Europeans, there has been an on-going series of battles, takeovers and mergers in the nation's liquor industry.

The battle is coming down to the two major brewers, but reading through the potted history you can see how the major companies have moved in and out of each others' pockets for a century.

So where does Allied Liquor Merchants Limited fit in? Allied Liquor is the major liquor distribution and wholesaling arm of Magnum Corporation. It distributes most brands of drink depending on customers' requirements. But it also has an exclusive and extensive range of liquor agencies including Beefeater, Coruba, Teachers, McCallums, Martini, Carlsberg, Castlemaine, Budweiser, Swan, Grand Marnier, Drambuie and Cointreau.

The company's story goes back more than 100 years. Then there was J. Rattray & Son Limited and Ballin Industries Limited. Ballins was originally a wine and spirit importer and distributor, hotel operator and soft drink manufacturer. In the 1920s and 1930s it bought up several hotels and in 1936 bought a brewing operation in Christchurch called Hickmotts Victoria Brewery. Then in 1959 New Zealand Breweries (Lion) offered the company a substantial interest in New Zealand Breweries plus the right of supply of all wines and spirits to New Zealand Breweries' Hotels in Canterbury in return for Ballins closing down its brewery. That deal went ahead and the brewery was closed down.

Throughout the 1960s Ballins concentrated on hotel management, wine and spirits distribution and soft drink manufacture. Then in the 1970s it moved into the North Island, buying wine and spirit outlets.

In August 1976 a wine and spirits distribution joint venture between Ballins and L.D. Nathan & Co Limited was established. This new company was called Allied Liquor Merchants Limited. It combined the liquor agencies of both companies plus the selling and distribution personnel and facilities. The company was strongest in the Auckland province and the South Island.

In 1982 the company bought the liquor interests of Dalgety New Zealand Limited including Phillips & Pike Limited, a long established Wellington wine and spirit merchant with its own liquor agencies. Following this acquisition the Liquorland retail chain was formed. Meanwhile, back in the South Island, J. Rattray & Sons was working as an independent wholesale grocery company and had recently moved into retail grocery with Count-

down Foodbarns. It also imported houseware products through Fairbairn Wright Limited.

In 1982 the two South Island companies, J. Rattray & Sons and Ballin Industries were merged, to form Ballin Rattray Limited with three major divisions: wholesale liquor, retail liquor and wholesale and retail grocery, housewares and some general products. By March 1983 negotiations were concluded with L. D. Nathan so that Nathans purchased the soft drinks interests of Ballin Rattray and Allied Liquor Merchants became wholly owned by Ballin Rattray.

While the ownership of Allied Liquor Merchants was being rationalised a series of changes in Ballin Rattray shareholding was also taking place and continued through to now.

In 1982 Rothmans Industries Limited, which is now Magnum Corporation Limited, purchased 25% of Ballin Rattray shares. At that time Lion Breweries held 20% of the shares in Ballin Rattray, the result of an exchange of shares many years previously with Ballin Industries.

In April 1983 Rothmans bought out Lion and some other shares to hold 50%. Then in early 1984 Rothmans bought the rest of Ballin Rattray to take its ownership to 100%. Ballin Rattray meanwhile purchased the 100% shareholding of the bottling contractors, Alexander Sinclair Limited. The company also acquired further retail liquor outlets for its Liquorland chain and purchased Glenleith Holdings, (Robbie Burns).

The next chapter in this story was Rothmans Industries selling its tobacco interests and renaming itself Magnum Corporation. This was concluded in September 1986. Thus Magnum Corporation became the owner of a wide range of trading interests and investments in several industries including liquor and those listed on this page.

The latest changes have focused on Magnum Corporation, Brierley Investments and Dominion Breweries.

Following Commerce Commission approvals, Brierley Investments purchased 51% of Magnum Corporation shares and Magnum Corporation purchased majority shareholdings in Dominion Breweries Limited and Quill Humphreys Limited.

Allied Liquor Merchants Limited is now wholly owned subsidiary of Magnum Corporation Limited and part of a liquor trading group that covers brewing, wine making, liquor bottling, liquor wholesaling and liquor retailing.

## PRE W W 1 BEERS

As promised here is a photo of the two very old New Zealand mini beers mentioned in the last edition. Gordon Homewood has been talking to the owner of these bottles. The owner is also in possession of the labels shown on this page which date from the same era. There is some doubt as to my dating of the Kaka bottle in the last edition, however, there is no argument that it does date pre first world war.





# Troubles brew for family gin firm

London gin, once the curse of Britain's poor and now the toast of smart cocktail parties around the globe, could fall victim to a looming trade war between the United States and Europe.

Although the drink — which originated in the Netherlands but first gained notoriety through "gin riots" in 18th century Britain — is now made in many countries, the gin distilled in London is imbued with the prestige of tradition.

The United States, embroiled in a dispute with the European Economic Community over US grains sales to Spain, has said it will slap a 200 percent duty on a range of imports from the EEC from the end of this month if the dispute is not settled. One of those imports is gin — and management at the last independent, family-run London gin distillery is worried.

"The impact on us will be very serious indeed," Edward Palmer, export director for Beefeater Gin said.

Beefeater is virtually the only product made by the Burrough family, which has been distilling since 1820.

The other famous family-run brands — such as Gordon's, Booth's and Tanqueray's — have long since been swallowed by huge multinational companies like Guinness or Grand Metropolitan.

Industry sources said those firms, some of which also distil gin in the US, would be able to shelter from any trade war under the umbrella of a diversified parent company or switch more production across the Atlantic.

But Beefeater, which distils its gin according to a secret recipe in vast copper-lined stills and relies on the discerning noses of its directors for "quality control" of each batch, has no such protection.

"The price of our product in the US is around \$11 a bottle, compared with six for the US stuff," Mr Palmer said. "It sells because it's a genuine London gin produced in the shadow of the House of Commons."

"But if a trade war starts, this would put our price up to \$18 a bottle. People would just stop buying it. That means 50 percent of our business just stops dead. There would be big job losses here."

Beefeater employs 420 people and produces its gin — exported to almost every country in the world — from a small distillery just across the River Thames from Westminster. The US is London gin's biggest market, worth £60 million in exports last year. Beefeater accounts for a third of that figure.

"If a trade war starts, we would have to contemplate the unthinkable — producing in America. That would mean forfeiting our image," Palmer said.

The whole process of gin distilling at Beefeater, is in the noses of a few men. The alcohol is distilled from grain, then the stillmen — there are only four — test it and select the purest run for the gin. The stills, one of which was made in 1898, hold 18,000 litres each.

The alcohol is then blended according to a secret recipe with coriander seeds from England, juniper berries from the Austrian region of Tyrol, citrus peel, bitter almonds and angelica root.



A SHORT GENEALOGICAL STUDY OF THE SPECIES HAGGIS SCOTTISORUM

The young, wild Haggis is quite harmless, although, when fully grown, can become quite dangerous, especially in the rutting season. That apart, he is never aggressive, and he has developed his special characteristics purely to elude the hunters who, with feverish activity, especially in January, search the Scottish mountains to lure him forth with gentle flattery to the soft tones of the words of Robbie Burns — 'Fair fa' your honest, sottie face'.

His primary evasive quality is his ability to confuse. Being part feathered, and part fur, the hunter never knows which facet is predominant. When he runs, he runs like a bird, and when he flies, he flies like an animal.

The more knowledgeable hunter traverses the mountain in a clockwise direction, hoping to come across his prey unaware, knowing that the Haggis has the utmost difficulty making his escape from this side. Since his left leg is shorter than his right, he is able to run with lightning speed round the mountain, anti-clockwise, but can manage no better than a ponderous crawl, clockwise.

Conventional hunting has little effect against the Haggis. Although buckshot is occasionally used, all sportsmen believe that the honourable method is to snare the creature round his snout with a standard gauge of binding twine — a method, never to our knowledge, effective against the female of the species.

These, and all the other characteristics of the wild Haggis, are faithfully portrayed in the 'Beneagles' Scotch Whisky. Miniature Haggis. Purists and true lovers of Haggis will be pleased to note that he is not dressed for the table, but rather he has escaped back to his natural environment, with the string still round his snout as a reminder of a narrow escape.



Beefeater takes its name from the red-uniformed sentinels who have guarded the famous Tower of London for centuries and were once personal bodyguards to the reigning monarch.

The company, conscious of its traditional image, still invites a select number of Beefeaters for Christmas lunch — and relies on gin's chequered and colourful history to help sales.

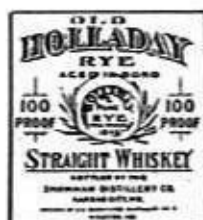
The earliest records of its existence come from the 16th century Netherlands, where the juice of juniper berries was simply added to alcohol to help soldiers fighting in the war-torn Low Countries — the expression "Dutch courage," indicating determination induced by alcohol, has its likely origin here.

English soldiers fighting in the Netherlands developed a taste for the liquor and brought it home with them. And when a Dutchman, William of Orange, acceded to the English throne in 1689, gin became a firm part of the British heritage. — NZPA



# FAKE WHISKEY MINIATURES

The label reproductions shown on this page are all FAKE. They have turned up in several places and are openly on sale in Holland. Note that the labels are shown on this page smaller than actual size.





# Martell family sells cognac firm for \$818M

PARIS — The Martell family said yesterday it would accept a takeover bid from Montreal-based Seagram Co. Ltd. for control of its 273-year old firm, apparently ending a heated transatlantic battle for control of venerable cognac maker Martell et Cie.

In a statement, the Martells said they would sell their 41 percent stake in the firm to Seagram's Mumm et Cie subsidiary for 2,975 francs a share (\$540), an offer that values Martell at 4.5 billion francs (\$818 million).

With the 11.59 percent of

Martell already bought by Mumm in the open market, it would give the Canadian conglomerate majority control with just over a 52 percent stake.

The sale is subject to clearance by Paris bourse authorities.

"We view this offer favorably and estimate that Seagram is the best partner for Martell and its different component parts," the Martell statement said.

The Seagram offer outpriced an earlier 2,825 francs (\$513) bid by British drinks and hotels group Grand Metropoli-

tan Plc.

But while financial analysts who follow Seagram said its bid far exceeds Martell's value, they agreed that the investment makes sense in the long-term.

"They were prepared to pay the moon," said Toronto analyst Harold Wolkin of Nesbitt Thomson Deacon Inc. "It was like an auction for a painting. It's a prize."

The analysts added that Seagram can easily afford the takeover through its massive lines of credit and annual cash flow of around \$275 million U.S.

"We are delighted that the Martell family...continues to express its confidence in...the Seagram group," Seagram chairman and chief executive officer Edgar M. Bronfman said in a statement.

"They paid the top price for a top quality maker," said Wolkin.

Grand Met said it was studying the Seagram offer but would wait until the full regulatory position became clear before making any comment.

Seagram made the Martell offer after talks yesterday with French Finance Minister

Edouard Balladur.

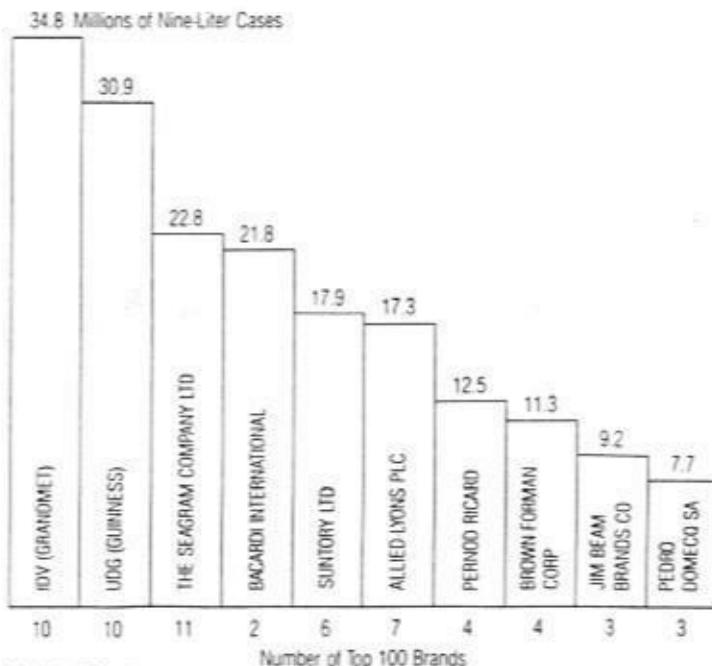
Bronfman said Seagram would "honor and sustain Martell's special relationships with its employees, suppliers and the entire cognac community. Martell, which has produced cognac since 1715, will continue to operate as a free standing company within Seagram."

Analysts in Paris said Seagram's original, notarized agreement last month to buy the family stake fell victim of its timing due to political sensitivity just four months before France's presidential elections.

—Reuter

## TOP 100 BRANDS DOMINATE GLOBAL MARKET 1987

TOP TEN COMPANY PERFORMANCE SUMMARY\*



\* Based on top 100 brands.  
Source: Impact Databank

# South Seas Bubbles

A recent business transaction should add fresh sparkle to the New Zealand wine industry.

IN MARCH of this year **By Iain Sharp**

Champagne Deutz, one of France's premier champagne houses, and Montana Wines Ltd, New Zealand's largest wine maker, signed an agreement to produce methode champenoise together in Marlborough for the international market.

Already impressed with the quality of New Zealand's still white wines, Andre Lallier, the chairman of Deutz, remarked during his visit to Auckland, "There is no reason why, with our assistance, you should not produce the finest methode champenoise made anywhere in the world — outside the Champagne district, of course!"

Champagne Deutz was founded 150 years ago by two ambitious young Prussians, William Deutz and Pierre Geldermann, who left their native Aix-la-Chapelle (now Aachen) to set up a vineyard near the village of Ay, one of the best wine-growing areas in the ancient province of Champagne. The company has remained in family hands; Lallier is a direct descendant of William Deutz. In recent years, however, operations have been extended to Germany, California and Korea. Expansion within Champagne itself is limited by the shortage of good grapes.

Deutz has been keen for some time to move into the Pacific area. Before coming to New Zealand the company entered into a joint venture with an Australian wine maker, Yalumba, in the Barossa Valley, but the partnership was dissolved because of a difference of opinion over the style of wine to be produced. Lallier is confident there will be no such disagreement with Montana. "Here you have the right conditions and the right attitudes," he says.

Montana began as a small family concern. Originally it was just a half acre vineyard in the Waitakere Ranges near Auckland, run by Dalmatian immigrant Ivan Yukich. The firm has grown steadily over the years until it now accounts for about 45% of New Zealand wine sales. The Marlborough vineyards, planted in 1973, are the biggest in the country and the winery in Blenheim is also New Zealand's largest. Montana plans to invest a further \$1 million in additional facilities to ensure that everything is in accordance with the strictest French traditions for the manufacture of the new wine.

The methode champenoise is an intricate and time-consuming process. Grapes are carefully hand-picked at dawn and the juice is extracted by a gentle basket press. Then a selection of yeasts, authorised by the Institut Oenologique de Champagne, is added for the fermentation process. Unlike most other wines, champagne is bottled before fermentation is complete and thus each bottle must be shaken thoroughly to distribute the yeast properly. After the bottles have been aged in a chilly cellar, great skill is required to disgorge the sediment from each without losing wine or gas.

As part of the deal senior staff from Deutz will visit Marlborough several times a year to give expert advice on picking, pressing, blending and bottling. The blending will be supervised by Lallier himself, who fills the crucial position of chef de caves (or "head of the cellars") for his company.

It has also been agreed that Montana staff will travel to Ay to learn some of the traditional skills firsthand from the Deutz wine makers.

For the last six years Montana has been producing Lindauer, a popular sparkling wine made according to the methode champenoise. Since the late 1970s Deutz has been exporting some of its French wines to New Zealand. Both of these practices will continue. New Zealand Deutz — the exact name has not yet been decided — will be priced somewhere between Lindauer and French Deutz.

Although chardonnay and pinot noir grapes have already been picked, under scrupulous supervision of acid and sugar content, the first vintage will not be ready until 1990 or 1991. "We are not in a hurry; we'll take the time needed to make a good wine," says Deutz's managing director, Philippe Caudrelier-Benac.

Most of the first batch is expected to be consumed by New Zealand drinkers, but eventually the new wine will be sold in Australia, other South Pacific countries and Europe.

"The prospects are very exciting," says Brian Mogridge, the managing director of Montana. "The association with Champagne Deutz can only further our already growing international reputation for fine wines."

## Whiskey flows a bit too much for river's fish

NASHVILLE, Tenn. (AP) — It was a clear case of being sloshed to the gills.

Fish were swimming sluggishly in Mulberry Creek downstream from the Jack Daniel's distillery, where a broken pipe had leaked 13,800 gallons of whiskey.

"As much as a mile downstream, you could pick out the smell as being Jack Daniel's liquor," said Dick Williams, a habitat-protection biologist

with the Tennessee Wildlife Resources Agency. "And those fish downstream were swimming kind of sluggish. This is the first time they ever actually killed anything with liquor."

Williams said about 100 fish, mostly minnows and darters, and as many crayfish were killed.

About \$700,000 worth of 2-year-old Jack Daniel's whiskey spilled through a cracked pipe into the creek on July 16, said Allen Hovius, a spokesman for Jack Daniel's.

"We don't like to lose Jack Daniel's whiskey, and we're proud of the work we've done cleaning up Mulberry Creek," Hovius said. "But that's part of being in the whiskey business."

## THE HISTORY OF TONIC WATER



An Englishman by the name of Erasmus Bond is credited with being the first to invent what could genuinely be claimed as Tonic Water. He patented his *Quinine Tonic Water* in London in 1850. Long before the 1800's however, the tribesmen of southern America knew that quinine, which was extracted from the bark of the Cinchona tree, had valuable properties.

In 1638 the wife of a Peruvian Governor was cured of a fever by doctors who administered infusions of Cinchona bark.

In India, British troops were given a daily in-take of quinine to protect them against Malaria and other tropical diseases. To make the bitter taste of the quinine more palatable it was sweetened with sugar and diluted with water. It wasn't long before the British found that Tonic combined nicely with their favourite spirit - Gin.

Modern Tonic water contains a small non-medicinal quantity of quinine for taste and is now carbonated for additional refreshment.



## A WORD ABOUT VODKA



Vodka was first produced in Russia over 600 years ago - probably as early as the 12th Century. In the Russian language, the word vodka means literally "*Little Water*".

Good vodka is made with as much care and personal attention as is lavished on a fine wine and the secret of the smoothness and purity lies in the special treatment of the spirit.

After normal distillation, the vodka spirit is nosed and tasted by the head stillman. On his approval it is then allowed to flow carefully through columns of activated carbon. This removes any residual impurities remaining from the previous distillation and imparts the smoothness characteristic of fine vodka. The vodka is then nosed and tasted again to ensure it has attained the required standard.

Finally, Top Vodka is filtered through a micro-filtration plant to give it absolute clarity and brightness.



DIANNE OPIE

# globebus

ZEITUNG VON SAMMLERN FÜR SAMMLER



*Vivat collectio!*



Informationsblatt des Miniaturflaschen-Clubs der DDR\*\*

**GLOBUS** introduces the **MFC DDR**

Dear collector friends in New Zealand. We are very happy that the MiniZ gave us the possibility to introduce the MINIATURE BOTTLE CLUB OF THE G.D.R. on his pages.

There are many collectors of mini bottles in the Southern G.D.R.'s districts as there are many private and family distilling firms as well as various state spirits companies in this region. Therefore it was a question of the time only when these collectors will establish their association.

This time was coming on 9th September of 1986 as 6 awful collectors were meeting in Leipzig and founding the Miniature Bottle Club of the G.D.R. They elaborated the Status of the Club, planed actions for the next future and appointed the Chairman. Mr Christian Karl of Zwickau received this office.

The Miniaturflaschen-Club der DDR was very active and collaborated with the local press and so many Southern collectors became members in the Club. Therefore they met in Leipzig in January of 1987 and held the first General Meeting during it they approved the Status of the Club, assented to the Programme Proclamation and elected the Managing Committee.

The Managing Committee organizes the Members Meetings, Trade Days and the visits to the Prague Exchange Auctions. It publishes also the GLOBUS called Club's own newsletter three time in a year and produces the Club's own miniature bottle series. It look always also for international contacts for the Club's membership.

For this reason the Miniaturflaschen-Club der DDR won authority not only in all the G.D.R. but in other European countries. Therefore the Club Secretary, Mr Uwe Schnabel of Leipzig, receives the Membership Applications practically every week. At present the Club has got about 80 members from East- and West-Germany, Czechoslovakia, Hungary and Romania.

The Club members possess collections of various level. 10 members only have got more as 1.000 bottles, among them only 4 collectors more as 4.000 miniatures. The most members are in the 300+ category. The most popular bottles collecting by Club members are all sorts of liqueurs, both brandies grape and fruit, clear and corn spirits, whiskies and the firm's bottles from Bols, Kord, Regnier



Berentsen, Marie Brizard and Polmos. But there are also some specialists in whiskies, cognacs, bitters, figurals and other branches among the Club members.

The character of the Club members' interests is formed by the situation on the miniature bottles market here in the German Democratic Republic. The private and family distilleries produce mainly clear spirits as well as herb and bitter liqueurs, see the pictures of some products of the private distilling industry.

There are also available mini bottles series produced by state distilleries as VEB Nordbrand (different sorts of corn brandies and bitters), VEB Meerane (choice liqueurs on the basis of fruit juices and grape brandies), Konsum Distillery Allstedt (various sorts of liqueurs, spirits) in the net of the DELIKAT especially shops. Also it is possible to buy the miniatures in the INTERSHOP especially shops for people who have got free convertible currency. There are available 10 - 20 mini bottles with West-European liqueurs and whiskies in these shops.



For this reason the Club members' interest in the Interchange is enormous high. They would like to let increase their collections but there are not many bottles in the G.D.R. Therefore all the collectors in New Zealand who are able to help them and who are interested in the contacts to East-German collectors can write to the President of the Club, Mr Christian Karl, the Membership Secretary, Mr Uwe Schnabel, the Publicity Secretary, Mr Ivan Uhlik, or the Chief-Auditor, Mr Mario Besoke.



The GLOBUS redaction

The addresses are:

Christian Karl  
Heinrich-Heine-Strasse 35  
DDR-9550 Zwickau

Uwe Schnabel  
Am Schwalbennest 17  
DDR-7066 Leipzig

Ivan Uhlik  
Rosa-Luxemburg-Platz 6  
DDR-8122 Radebeul 2

Mario Besoke  
Königsteinstrasse 17  
DDR-7065 Leipzig

THE GLOBUS REDACTION  
10, rue de la Paix, 75002 Paris, France





## **BUY SELL & SWAP**

The Club has for sale a number of club exclusive bottles.

The Colonial Collection is for sale either as a set or as individual bottles - enquiries please to *David Smith, P. O. Box 384, Wellington.*

The following bottles are \$3.00 each plus postage and may be obtained from our Supplies Officer, *Dianne Opie, Garsed Road, RD2, Patea, Taranaki.*

Available are:-

Coachman Gin, Graceys Gin, Port Nicholson Gin, Port Nicholson Vodka, Jim Beam Port Nicholson Miniature Bottle Club, Jim Beam Sixth N.Z. Convention, Jim Beam 7th N.Z. Convention, 7 Years Itch Ching Liquor. In addition we have a small supply of the six Danseys Pass bottles at \$4.00 each.

*Jean Gardner, 56 Weston Avenue, Palmerston North* - has some whiskey crocks for sale. These are full and in mint condition and Jean will be pleased to supply further details on request.

Chiisai Bin Collectables. We recently had a new list of minis available from *Chiisai Bin, P. O. Box 1900, Garden Grove, CA. 92642, U.S.A.* These range from vases to cats to pandas to birds etc. and are very reasonably priced. Overseas members should write to Chiisai Bin direct for a price list, New Zealand members can call David Smith on (04) 399 536 if they want to know more.

*Claus Schulz, Gaylingsgasse 4a, 6113 Babenhausen 1, West Germany,* wishes to swap for New Zealand Bottles.

**THE MINIATURE BOTTLE AUCTION CLUB** is yet another mail order miniature bottle auction. There are in excess of 600 lots in the catalogue sent to us as a sample. This auction is run from West Germany. If you wish to partake the address is *Nordring 16A, D-6113 Babenhausen 1, West Germany.*

## NEW MEMBERS

A very warm welcome to the following new members. The first two do not appear on the attached address list as that was photocopied in April!

Terry Kramer, 83 Houston Rod, Regina, Sask, S4V 0G3, Canada  
*Terry mainly collects spirits.*

Jan Odegaard, Madlaveien 9, 4008 Stavanger, Norway

Dianne Jenkins, Catherine Owen, Chris Cockerill, and  
John McCanlies.

## GERMAN BOTTLES

Suzy Baldock of 71 Kenrick Street, Te Aroha, New Zealand, has written to us asking if any of our members can translate some of the words on her bottles. They are:-

MAMPES BITTERE TROPPIEN

DEUTSCHES ERZEUGNIS

DOORNKAAT

DER GUTTE POTT

UNICUM - AMARO KRAUTER BITTER

Can one of our German members assist Suzy?

## THE MINIATURE BOTTLE COLLECTOR

We highly recommend this, the only publication of it's type, to all our members.

For those of you who wish to subscribe the address of the Miniature Bottle Collector Magazine is:

Brisco Publications, P.O. Box 2161, Palos Verdes Peninsula, California  
90274. USA.

Annual Subscription (6 issues) is US.\$20.00. Arrangements have been made to pay for subscriptions in New Zealand at no extra cost. Please write to the Club at P.O. Box 384, Wellington if you wish to subscribe this way.

## Cocktail of the Month

Our cocktail this month comes from Mrs. B. Smith, Whickham, Tyne and Wear, England.

Mrs. Smith is not well known to most collectors, but she has contributed greatly and in a very special way to the hobby, internationally and more especially in New Zealand.

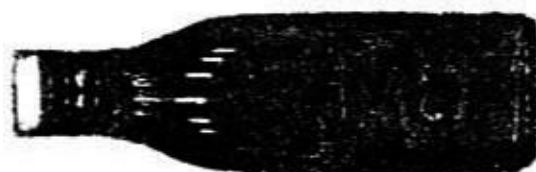
The cocktail she has sent us was devised in 1964 especially for the opening of the Forth Road Bridge.



### THE SUSPENSION

- 1 Measure Whisky (Scotch of course)
- 1 Measure Green Ginger
- 1 Measure Orange Juice

Shake well and serve with a cherry.



## D. T. P. NEXT MEETINGS

19th June 1988

Ian and June Butcher, 60 Discovery Drive, Whitby  
2.00pm start

16th July 1988

Chris and Janne Matthews, 129 Makarini Street, Paraparaumu  
4.00pm start, Pot luck dinner and Buy Sell and Swap