



EUROTRADE

BUSINESS SERVICES Ltd.

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The North Island of New Zealand was hit by Cyclone Gabrielle in early February, which brought torrential rain, high winds, power outages and landslides affecting the six North Island regions of Northland, Auckland, Tairāwhiti, Bay of Plenty, Waikato and Hawke's Bay.

While the main Sauvignon Blanc growing region, Marlborough, remained relatively unscathed, Hawke's Bay and Gisborne were affected by the rain. The vineyards are still being assessed for damage. Hawke's Bay is one of New Zealand's main agricultural areas for apples, kiwis and potatoes: the cost of damage is expected to exceed NZD 10 billion.

The amount of alcohol consumed in New Zealand decreased by 1.0 per cent in 2022 compared to 2021, with people over the age of 18 reducing their intake to 1.96 standard drink equivalents per day. The annual survey by Stats NZ – New Zealand's official data agency – confirms that this figure is the lowest recorded in 15 years. People are drinking 25 per cent less than in the 1970s and are also turning to low or no-alcohol options. The total consumption of beer, wine and spirits decreased slightly in 2022, by 0.3%, to **498 million** litres. Wine consumption decreased by 5.9% to **101 million** litres, while spirits consumption increased by 2.3% or **103 million** litres and beer increased by 0.5% to **294 million** litres.

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