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Key findings as at the end of March 2009

Table A - Key estimates as at the end of March 2009

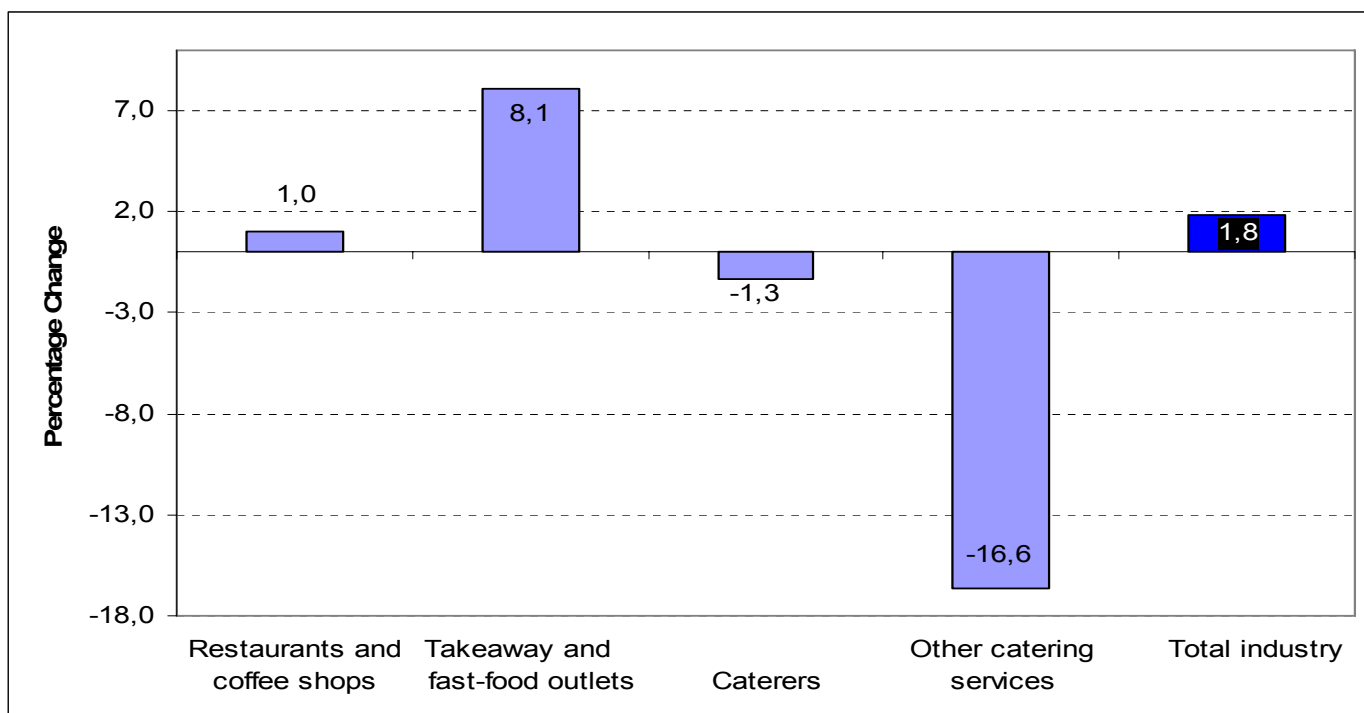
Estimates per type of income	March 2009 (R million)	% change between March 2008 and March 2009	% change between January to March 2008 and January to March 2009
Income from food sales	2 306,1	-2,8	4,3
Income from bar sales	206,8	-25,8	-16,9
Other income	47,0	-10,1	-7,8
Total income ^{1/}	2 559,9	-5,3	1,8

^{1/} Figures have been rounded off. Therefore, discrepancies may occur between sums of the component items and the totals.

Total income for food and beverages increases

The total income generated by the food and beverages industry for the first quarter of 2009 increased by 1,8% compared to the first quarter of 2008. This was due to an increase of 4,3% in income from food sales (see Table A above). This increase was partially offset by decreases of 16,9% in income from bar sales and 7,8% in other income. Total income for March 2009 decreased by 5,3% compared to March 2008, the first negative year-on-year growth since the start of this survey (see Table 2).

Figure 1 - Percentage change in total income per enterprise type for the first quarter of 2009 compared to the first quarter of 2008



The 1,8% increase in total income for the first quarter of 2009 compared with the first quarter of 2008 was mainly due to increases reported by takeaway and fast-food outlets (8,1%) and restaurants and coffee shops (1,0%). There was a decrease of 16,6% and 1,3% in other catering services and caterers respectively (Figure 1 and Table B, page 4).

Table B - Contribution by type of enterprise to the percentage change in total income for the first quarter of 2009 compared to the first quarter of 2008

Enterprise type	January to March 2008 (R million)	Weight ^{1/}	January to March 2009 (R million)	% change between January to March 2008 and January to March 2009	Contribution to the percentage change ^{2/}
Restaurants and coffee shops	4 055,6	54,9	4 097,1	1,0	0,5
Takeaway and fast-food outlets	1 940,4	26,3	2 097,7	8,1	2,1
Caterers	1 088,5	14,7	1 073,9	-1,3	-0,2
Other catering services	301,3	4,1	251,4	-16,6	-0,7
Total industry^{3/}	7 385,8	100,0	7 520,1	1,8	1,8

^{1/} Weight is the percentage contribution of each type of enterprise to the total enterprise income for the three months up to the current month of the previous year.
^{2/} The contribution to the percentage change is calculated by multiplying the percentage change of each type of enterprise with the corresponding weight, divided by 100.
^{3/} Figures have been rounded off. Therefore, discrepancies may occur between sums of the component items and the totals.

The main contributor to the increase of 1,8% in total income for the first quarter of 2009 compared to the first quarter of 2008 was takeaway and fast-food outlets (2,1 percentage points).

Table C - Contribution by type of enterprise to the percentage change in total income for March 2009 compared to March 2008

Enterprise type	March 2008 (R million)	Weight ^{1/}	March 2009 (R million)	% change between March 2008 and March 2009	Contribution to the percentage change ^{2/}
Restaurants and coffee shops	1 437,4	53,2	1 430,8	-0,5	-0,3
Takeaway and fast-food outlets	779,7	28,8	695,4	-10,8	-3,1
Caterers	380,0	14,1	354,5	-6,7	-0,9
Other catering services	107,2	4,0	79,2	-26,1	-1,0
Total industry^{3/}	2 704,3	100,0	2 559,9	-5,3	-5,3

^{1/} Weight is the percentage contribution of each type of enterprise to the total enterprise income for the three months up to the current month of the previous year.
^{2/} The contribution to the percentage change is calculated by multiplying the percentage change of each type of enterprise with the corresponding weight, divided by 100.
^{3/} Figures have been rounded off. Therefore, discrepancies may occur between sums of the component items and the totals.

The main contributor to the decrease of 5,3% in total income for March 2009 compared to March 2008 was takeaway and fast-food outlets (-3,1 percentage points).

P J Lehohla
Statistician-General

Detailed statistics

Table 1: Food and beverages statistics from March 2008 to March 2009 (R million)

Enterprise type		Mar 2008	Apr 2008	May 2008	Jun 2008	Jul 2008	Aug 2008	Sep 2008	Oct 2008	Nov 2008	Dec 2008	Jan 2009	Feb 2009	Mar ^{1/} 2009
Restaurants and coffee shops	Income from food sales	1 251,3	1 190,6	1 146,6	1 166,4	1 166,7	1 199,2	1 296,5	1 276,9	1 415,5	1 584,8	1 212,3	1 127,9	1 283,0
	Income from bar sales	181,5	168,2	158,2	149,5	157,2	157,7	144,9	164,9	227,1	206,1	157,7	148,9	137,6
	Other income	4,6	4,6	7,7	7,4	9,1	8,2	9,9	10,5	10,0	11,6	8,8	10,7	10,2
	Total income	1 437,4	1 363,4	1 312,5	1 323,3	1 333,0	1 365,1	1 451,3	1 452,3	1 652,6	1 802,5	1 378,8	1 287,5	1 430,8
Takeaway and fast-food outlets	Income from food sales	749,7	592,3	646,8	618,6	616,4	670,6	647,3	655,5	691,0	921,2	706,0	650,1	669,7
	Income from bar sales	11,0	10,6	10,2	9,8	9,7	10,1	10,4	11,4	11,4	13,8	9,4	11,1	9,9
	Other income	19,0	21,3	11,1	13,1	13,5	16,8	7,8	13,4	24,5	10,4	13,7	12,0	15,8
	Total income	779,7	624,2	668,1	641,5	639,6	697,5	665,5	680,3	726,9	945,4	729,1	673,2	695,4
Caterers	Income from food sales	331,8	379,3	385,2	407,3	431,5	445,7	440,0	469,4	467,2	376,1	297,1	376,4	328,5
	Income from bar sales	19,5	8,3	14,6	14,3	8,7	8,7	7,5	9,0	11,2	8,3	4,8	4,3	5,0
	Other income	28,7	27,1	48,0	30,1	19,7	19,7	27,8	22,3	34,4	32,4	17,5	19,3	21,0
	Total income	380,0	414,7	447,8	451,7	459,9	474,1	475,3	500,7	512,8	416,8	319,4	400,0	354,5
Other catering services	Income from food sales	40,6	28,9	30,7	32,8	30,3	33,2	29,5	30,1	32,2	37,3	26,7	29,1	24,9
	Income from bar sales ^{2/}	66,6	61,5	60,3	64,9	66,4	65,8	67,3	70,0	62,7	74,3	58,4	58,0	54,3
	Total income	107,2	90,4	91,0	97,7	96,7	99,0	96,8	100,1	94,9	111,6	85,1	87,1	79,2
Total	Income from food sales	2 373,4	2 191,1	2 209,3	2 225,1	2 244,9	2 348,7	2 413,3	2 431,9	2 605,9	2 919,4	2 242,1	2 183,5	2 306,1
	Income from bar sales	278,6	248,6	243,3	238,5	242,0	242,3	230,1	255,3	312,4	302,5	230,3	222,3	206,8
	Other income	52,3	53,0	66,8	50,6	42,3	44,7	45,5	46,2	68,9	54,4	40,0	42,0	47,0
	Total income	2 704,3	2 492,7	2 519,4	2 514,2	2 529,2	2 635,7	2 688,9	2 733,4	2 987,2	3 276,3	2 512,4	2 447,8	2 559,9

^{1/}Preliminary.

^{2/}Other income for other catering services is too small to provide any meaningful comparison and has thus been added to income from bar sales.

Table 2: Percentage change in food and beverages statistics from March 2008 to March 2009 ^{1/}

Enterprise type		Mar 2008	Apr 2008	May 2008	Jun 2008	Jul 2008	Aug 2008	Sep 2008	Oct 2008	Nov 2008	Dec 2008	Jan 2009	Feb 2009	Mar 2009
Restaurants and coffee shops	Income from food sales	24,4	19,2	19,7	22,5	19,9	21,5	27,5	19,5	16,0	11,4	6,1	0,1	2,5
	Income from bar sales	13,9	-1,9	14,2	0,0	11,1	2,0	-1,7	10,6	33,5	0,1	-5,5	-14,5	-24,2
	Other income	9,7	15,1	95,4	82,5	127,6	132,0	119,1	241,9	213,8	212,8	92,3	276,9	122,8
	Total income	22,9	16,1	19,3	19,7	19,2	19,2	24,2	19,0	18,5	10,5	4,9	-1,2	-0,5
Takeaway and fast-food outlets	Income from food sales	46,2	13,2	26,2	15,5	13,5	23,3	14,2	14,3	16,6	26,6	29,0	16,0	-10,7
	Income from bar sales	7,7	6,7	7,3	-2,3	-4,1	-8,1	2,8	22,2	18,9	34,1	2,7	6,1	-9,9
	Other income	53,6	83,2	-12,1	3,8	-1,7	30,1	-35,2	-13,2	54,6	-38,3	-11,3	-32,5	-16,9
	Total income	45,6	14,6	24,9	15,0	12,8	22,8	13,0	13,7	17,6	25,2	27,5	14,3	-10,8
Caterers	Income from food sales	-7,3	13,2	5,7	12,8	21,5	14,8	14,2	36,3	20,5	14,1	1,1	12,4	-1,0
	Income from bar sales	-21,2	-66,7	-44,1	-46,3	-61,1	-63,9	-71,6	-61,2	-57,9	-70,8	-70,4	-74,1	-74,4
	Other income	8,1	31,1	117,3	26,6	2,9	2,4	27,4	-14,8	15,6	3,9	-31,1	-10,8	-26,8
	Total income	-7,1	8,9	8,5	9,8	16,0	9,9	9,7	27,1	15,5	7,1	-4,8	7,2	-6,7
Other catering services	Income from food sales	63,8	23,8	36,8	39,4	-0,4	10,0	-10,3	0,3	8,0	18,0	-23,5	-22,6	-38,7
	Income from bar sales	18,1	4,0	-2,0	10,2	6,9	-3,5	-7,6	-11,0	-24,7	-34,6	-1,5	-7,0	-18,4
	Total income	32,1	9,6	8,4	18,5	4,5	0,6	-8,4	-7,8	-16,1	-23,1	-9,6	-12,9	-26,1
Total	Income from food sales	24,8	16,6	19,0	18,8	18,0	20,5	20,5	20,6	16,8	16,3	11,0	6,0	-2,8
	Income from bar sales	11,1	-6,4	3,2	-2,7	2,5	-6,1	-10,4	-1,9	7,9	-15,6	-8,5	-15,6	-25,8
	Other income	21,3	46,1	72,8	25,1	14,7	25,2	18,6	3,4	41,2	5,2	-11,9	-0,6	-10,1
	Total income	23,2	14,3	18,2	16,5	16,3	17,5	17,1	17,8	16,3	12,2	8,5	3,5	-5,3

^{1/}The percentage change is the change in food and beverages statistics of the relevant month compared with the food and beverages statistics of the same month in the previous year expressed as a percentage.

Explanatory notes

Introduction The results presented in this publication are derived from the monthly survey of the food and beverages industry. This survey is based on a sample drawn from the 2008 Business Sampling Frame (BSF) that contains businesses registered for value-added tax (VAT).

Purpose of the survey The food and beverages survey is a monthly survey covering a sample of public and private enterprises involved in the preparation of meals and drinks for immediate consumption in South Africa. The purpose of this survey is to monitor trends in the food and beverages industry.

The results of the survey are used to compile estimates of the Tourism Satellite Accounts (TSA) and the Gross Domestic Product (GDP) and its components, which are used to develop and monitor government policy. These statistics are also used in the analysis of comparative business and industry performance. The results of this monthly survey are published monthly in the statistical release P6420: *Food and beverages*.

Scope of the survey This survey covers the following **tax registered** private and public enterprises that are **mainly** engaged in providing food and beverages for immediate consumption:

- Restaurants and coffee shops,
- Takeaway and fast-food outlets,
- Caterers, and
- Other catering services.

Response rate The preliminary response rate for the 'Food and beverages' survey for March 2009 was 88,2%. The improved response rate for February 2009 was 94,3%.

Classification by industry The 1993 edition of the *Standard Industrial Classification of all Economic Activities (SIC)*, Fifth Edition, Report No. 09-09-02, was used to classify the statistical units in the survey. The SIC is based on the 1990 *International Standard Industrial Classification of all Economic Activities (ISIC)* with suitable adaptations for local conditions. Statistics in this publication are presented at 5-digit SIC level. Each enterprise is classified to an industry, which reflects its predominant activity.

Size groups The enterprises are divided into four size groups according to turnover. Large enterprises are enterprises with an annual turnover of R13 million and more. The Department of Trade and Industry (DTI) cut-off points defining the size groups, namely large, medium, small and micro enterprises, are given in table D.

Table D – Size groups for the food and beverages industry

Size group	Annual Turnover
Large	Turnover ≥ R13 000 000
Medium	R6 000 000 ≤ Turnover < R13 000 000
Small	R5 100 000 ≤ Turnover < R6 000 000
Micro	Turnover < R5 100 000

Statistical unit The statistical units for the collection of the information are enterprises and establishments.

Survey methodology and design The survey was conducted by mail, fax and telephone.
A sample of approximately 900 enterprises was drawn using stratified simple random sampling. The enterprises were first stratified at 5-digit level according to the SIC and then by size of enterprises. Large enterprises are completely enumerated. Turnover was used as the measure of size.

Weighting methodology

For those strata not completely enumerated, the weights to produce estimates are the inverse ratio of the sampling fraction, modified to take account of non-response in the survey. Stratum estimates are calculated and then aggregated with the completely enumerated stratum to form division estimates. These procedures, which are in line with international best practice, are described in more detail on the Stats SA website at: <http://www.statssa.gov.za/publications/publicationsearch.asp>.

Relative standard error

Data presented in this publication are based on information obtained from a sample and are, therefore, subject to sampling variability; that is, they may differ from the figures that would have been produced if the data had been obtained from all enterprises in the food and beverages industry in South Africa.

One measure of the likely difference is given by the standard error (SE), which indicates the extent to which an estimate might have varied by chance because only a sample of enterprises was used. The relative standard error (RSE) provides an immediate indication of the percentage errors likely to have occurred due to sampling, and thus avoids the need to refer to the size of the estimate.

Table E – Estimate of total industry income within 95% confidence limits – March 2009

Estimate	Lower limit (R million)	Income (R million)	Upper limit (R million)	Relative standard error (RSE) %
Total income	2 156,6	2 559,9	2 963,3	8,0

Non-sampling errors

Inaccuracies may occur because of imperfections in reporting by enterprises and errors made in the collection and processing of the data. Inaccuracies of this kind are referred to as non-sampling errors. Every effort is made to minimise non-sampling errors by careful design of questionnaires, testing them in pilot studies, editing reported data and implementing efficient operating procedures. Non-sampling errors occur in both sample surveys and censuses.

Revised figures

Revised figures are due to respondents reporting revisions or corrections to their figures and late submission of their data to Stats SA. Preliminary figures are indicated in the relevant tables. Data are edited at the enterprise level.

Seasonal adjustment

Seasonally adjusted estimates will not be published until there are sufficient data points for the new survey. As soon as sufficient data points are available, Stats SA will consider publishing seasonally adjusted estimates.

Symbols and abbreviations

- GDP Gross Domestic Product
- SARS South African Revenue Service
- SIC Standard Industrial Classification of all Economic Activities
- Stats SA Statistics South Africa
- VAT Value-added tax
- * Revised figures

Rounding of figures

Where figures have been rounded off, discrepancies may occur between sums of the component items and the totals.

Glossary

Caterers	Enterprises involved in the sale and supply of meals and drinks prepared on the premises on a contract basis and brought to other premises chosen by the person ordering it, to be served for immediate consumption to guests or customers.
Enterprise	A legal unit or a combination of legal units that includes and directly controls all functions necessary to carry out its activities.
Income from bar sales	Refers to income from liquor sales.
Income from food sales	Refers to income from the sale of meals and non-alcoholic drinks.
Industry	It is a group of enterprises engaged in the same or similar kinds of economic activity. Industries are defined in the <i>System of National Accounts (SNA)</i> in the same way as in the <i>Standard Industrial Classification of all Economic Activities, Fifth Edition; Report No. 09-09-02 of March 1993 (SIC)</i> .
Other catering services	Includes bars, taverns, other drinking places, ice-cream parlours, etc.
Other income	Includes all income not earned from food sales or bar sales.
Restaurants and coffee shops	Enterprises involved in the sale and provision of meals and drinks, ordered from a menu, prepared on the premises for immediate consumption and with provided seating.
Total income	Includes income from food sales, income from bar sales and other income.
Takeaway and fast-food outlets	Enterprises involved in the sale and provision of meals and drinks, ordered from a menu, prepared on the premises for takeaway purposes in a packaged format (not on plates), at a stand or in a location, with or without provided seating.

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