## The Report on the

Census of Production

$$
\text { for } 1954
$$

Volume 9: Industry L
SOFT DRINKS, BRITISH WINES AND CIDER


Presented by the Board of Trade to Parliament in pursuance of the Statistics of Trade Act, 1947 (10 \& 11 Geo. 6 Ch. 39, Sec. 7)

LONDON: HER MAJESTY'S STATIONERY OFFICE

PRICE is 9 d NET

## The Report on the Census of Production for 1954

VOLUME 9, INDUSTRY
SOFT DRINKS, BRITISH WINES AND CIDER
THIS REPORT on the Soft Drinks, British Wines and Cider Industry relates to establishments engaged wholly or mainly in the manufacture of British wines, cider and perry, aerated waters, fruit squashes and cordials, ginger beer, lemonade powder and crystals, and other soft drinks
This industry corresponds to minimum list heading $168(2)$ and (3) in the Standard Industrial lassification.

| Table No. | Title | Page | Table No. | Title | Page |
| :---: | :---: | :---: | :---: | :---: | :---: |
| 1 | Industry summary: estimates for the industry as a whole | 9/L/3 | 6 | Sales of principal products of the industry by establishments classified to | 9/L/7 |
| 2 (i) | Summary of returns received: Firms employing more than 10 persons | 9/L/3 |  | other industries |  |
| 2(ii) | Firms in Great Britain employing 10 or fewer persons | 9/L/4 | 7 | Sales in the industry of other than principal products | 9/L/7 |
| 3 | Analysis by size, 1954 | 9/L/4 | 8 | Total make of intermediate products | Does not apply |
| 4 | Analysis according to specialisation within the industry, 1954 | 9/L/5 | 9 | Purchases fuel 1954 fuel, 1954 | 9/L/8 |
| 5(i) | Sales of principal products of the industry, including sales of these products by sales of these products by establishments classified to other industries: larger establishments | 9/L/5 | 10 | Average number of employees and wages, salaries and superannuation payments | 9/L/9 |
| 5(ii) | Total sales by small firms in Great Britain | 9/L/6 | 11 | Employment in a specified week | 9/L/10 |

The following notes describe terms in general use
in the tables of the report. More detailed explana-
tions of the tems used and o decript itan of the scope
and method of taking the census are given in the separand method of taking the census are given in the separ-
ate booklet entitied The Report on the Census of pro-
duction for 1954 - Introductory Notes' (price 1s. 6d. Industrial Classification: Establishments are classifput and, as far as possible, in conformity with the Standara Industrial the principal p products of individual
are identified as industries, the principal products for a given industry
being of asimilar nature or commonly asociated in pro.
dintion
 industry accounted for of treater propartion of the the value
of its output than did its output of the principal pro of its output than did its output of the principal pro-
ducts of apy other industry
Specialist producers normally comprise those establish-
ments 50 per cent. or more of whose total output by ments 50 per cent. or more of whose total output by
value is acounted for by the charateristic products of
the specialist group. Intermediate products: For some industries figures are given showing the total quantities made during the year
of intermediate products. i.e.. products which may be of intermediate products. ise. products which may be
further processed in the establishments in which they
are produced. Larger establ Larger establishments: The information given in the re-
port relates mainly to larger establishments. i.e.
establishmentsif establishments of firms employing on the overage more
than 10 persons. In most cases an establishment comm. than 10 persons. In most cases an establishment com-
prises the whole of the premises under the same owner-
ship or management at $a$ particular address sal $\alpha$.
 other ancillary places of business situated apart from
the producing Workzare not regarded as separate estab-
lishments and are included in the return for the works.

The estimates for the industry as a whole given in
Table 1 are normally obtained by increasing the other Table 1 are normally obtained by increasing the other
items shown in the same proportion as total employment. Gross output (production is the total value of goods
made and other work done during the year: it is obtained by adjusting the value of sales and work done during the year for changes in the value of
on hand for sale and work in progres.
Net outpur is the amount left after deducting from the
value of gross out put the aggregate of the cost of mat.
or orials and fuel used, the amount paid for work given out,
and for 1951 and 1954 , any transport payments made. This represents the value added to materials by the pro.
cess of production. nd contitutes the fund from thich
wages. salaries. rents; rates and taxes. advertising and
 Sales means sales during the year of goods made in the
establishment covered by the return or made on commiss-


 tax. etc. For goods charged on a delivered basis to
cuatome verseas. firms were required to give the
foob, value. customers
f.o.b. value
Materials and fuel. The total cost of materials and
fuel purchased inciudes alo purchases during the year
of materials for use in production, and of fuel (includ-
ing oill, gas and electricity) for all purposes: packing When first purchanged workshop and office materials: plant and vehicles when carried out by firms. plant and venicles when carried out by firms. ${ }^{\text {own }}$, vork.
people included in their returns consumable tools:
and parts for machinery purchased as replacement Purchases of goods for merchanting are excluded. The Purchases of goods for merchanting are excluded. The
cost of materials and fuel uased. given in Table 2 . is
obtained by adjusting purchases for changes during the obtained by adjusting purchases for changes during the
year in the value of stocks.
Stoks: Firms were required to give stocks of materials
and fuel . provets on hand for sale, and work in pro.
gress, at income tax values.

$$
\begin{aligned}
& \text { gress, at income tax values. } \\
& \text { Customs and Exci se Duty paic }
\end{aligned}
$$ goods are similarly valued as they weris sold. Finty-paid

or duty-free. and The net amount of any duty paid $y$ is de. r duty-free. The net amount
ducted in arriving at net output.
Employment: Total employment includes working propriet.
ors. administrative. technical and clerical employees and operatives, but excludes outworkers, canteen employ.
eess ond persons engaged in merchanting or any other ac.
tivity not cover by and separately as excluded employees. Employees are per sons on the pay-roll (i.e. persons whose National In
surance cards were held by employers). whe ther employed full-time or part-time
Morking proprietors are proprietors of businesses other
than limited companies, together with members of their families who worked in the business without receivin fixed wages or salaries. Any persons working less than
half the normal hours are excluded. For Northern
hrital hal the normal hours are exeluded. For Norther
Ireland directors of 1 imited companies (other than those
paid by fee only) are also included. paid by fee only) are also included aministrative, technical and clerical employees include
directors , other than those paid by fee only
 foremen, research. experimental, development, technical
and design employees (other than operatives): drughts
men and tracers: travellers; and office (including nen and tracers. trave,
works office) employees.
Operatives include all other classes of employees. i.e.
broadly speaking, all manual workers. Outworkers are persons employed by the firm who work on
materials supplied by the firm in their own homes. Wages and salaries include all overtime payments, bonus-
es and commissions inthout any deductions for incone tax
insurances. contributory pensions etc. They exclude insurances. Contributory pens
payments to orking proprietors.
Capital expendi ture includes expenditure on new building
work. and on plant. machinery and vehicles, charged to work. and on plant. machinery and venicies, charged
capital account during the year. . including any transport
and installation cost in involved. It includes expendi-
 ture in respect of establishments in Great Britain whic
had not begun production be fore the ond of the year
(ahich has not previousiy been included in the Censula of (Which has not previously been included in the
Production reports for individual industries).
Symbols used:
for not available
for nil or negligible (less than half the final
digit shown).
There figures are rounded, given to the nearest $£$ the figandes are rounded, e.g. given to the nere nay be aparent silight discrepan-
cies between the sums of constituent items and the to als shown. In some cases. figures have been combined
ith others of a similar nature where publication of -ith others of a similar nature where publication of
separate details night disclose inf ormation relating to
an individual undertaking.

| TABLE 1 |
| :--- |

Summary of returns received (a)
Firms employing on average more than 10 persons
TABLE 2 (i)

| TABLE 2 (ii) |  |  |  |  |
| :--- | :---: | :---: | :---: | :---: |
| Number of returns | Unit | 1948 | 1951 | 1954 |
| Gross output (sales) | No. | 582 | 519 | 425 |
| Purchases of materials and fuel | $£ \cdot 000$ | 3.740 | 2.825 | 2.875 |
| Customs and Excise duties paid (net) | . | 1.819 | 1.293 | 1.303 |
| Net output (b) | . | 162 | 115 | 127 |
| Total employment (c) | . | 1.759 | 1.416 | 1.445 |
| Males | No. | 3.531 | 2.960 | 2.343 |
| Females | . | . | 2.573 | 2.134 |
| Net output per person employed | .. | 958 | 826 | 677 |

 (b) The value of net output in this section is the difference between the value of gross outpur and fuel purchased during the year less Customs and Excise duties.
(c) Including working proprietors.

Analysis by size, 1954
Larger establishments in the United Kingdom

| Average number employed (a) | $\begin{aligned} & \text { Estab- } \\ & \text { lish - } \\ & \text { ments } \end{aligned}$ | $\begin{aligned} & \text { Gross } \\ & \text { output } \end{aligned}$ | Net | Employees |  | Wages and salaries |  | $\underset{\substack{\text { Capital } \\ \text { expendi ture } \\ \text { (b) }}}{\text { er }}$ | $\underset{\substack{\text { Net output } \\ \text { per persson } \\ \text { employed } \\ \text { (a) }}}{\substack{\text { (a) }}}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  | Operatives | Others | Operatives | Others |  |  |
|  | Number | £. 000 | £ 000 | Number | Number | £. 000 | \&. 000 | £. 000 | $\varepsilon$ |
| 11-24 (c) | 247 | 4.651 | 2.273 | 3.141 | 720 | 920 | 337 | 304 | 576 |
| 25-49 | 174 | 8.405 | 4.084 | 4.947 | 1.100 | 1.467 | 553 | 373 | 671 |
| 50-99 | 89 | 9.644 | 4.765 | 5.197 | 964 | 1.640 | 584 | 541 | 773 |
| 100-199 | 31 | 8,833 | 4.105 | 3. 238 | 1.229 | 1.205 | 649 | 633 | 918 |
| 200-299 | 9 | 4.902 | 2.154 | 1.632 | 610 | 621 | 345 | 305 | 961 |
| 300 - 999 | 6 | 12.142 | 5,591 | 2,437 | 978 | 902 | 611 | 517 | 1.637 |
| Total | 556 | 48.576 | 22.972 | 20,592 | 5.601 | 6.755 | 3.079 | 2.672 | 872 |

(a) Excluding outworkers and including working proprietors.
(b) Capital expendi ture on new building work and on accuisition of plant, machinery and vehicles, excluding (c) Includes a number of establishments wit th fever than 11 persons employed, particulars of which were

| TABLE 4 |
| :--- |



Sales of the principal products of the industry, including sales of these products by establishments classified to other industries

Larger establishments in the United Kingdom (a)

| TABLE 5 (i) |
| :--- |

TABLE 5(i) (contd.)

| TABLE 5(i) (contd.) |
| :--- |

ales of principal products of the industry by establishments classi


9к

Fruit juices, and alcoholic cider and perry
British Wines (Sweets)
Total
a) The volume number and indust

Sales in the industry of other than principal products: Larger establishments in the United Kingdom (a) TABLE 7

|  | 1954 |  |
| :---: | :---: | :---: |
|  | Quantity | Value |
|  | Th.gal. | £. 000 |
| Flavouring compounds | 595 | 376 |
| Flavouring essences for food and beverages | .. | 325 |
| Liquors purchased and bottled |  |  |
| Beer (including ale, stout, porter, etc.) | 178 | 123 |
| British Wines (Sweets) | 144 | 246 |
| Alcoholic cider and perry | 320 | 85 |
| Other | .. | 880 |
| Vinegar and other condiments (including diluted acetic acid) | 512 | 83 |
| Made | .. | 14 |
| Purchased and bottled | 202 | 54 |
|  | Th. cwt. |  |
| Preserved fruit and vegetables | .. | 20 |
| Miscellameous preserved foods | .. | 79 |
| Other foodstuffs | . | 53 34 |
| Other goods | .. | 34 |
| Total |  | 2.655 |

TABLE 8 - Total make of intermediate products
Larger establishments in the United Kingdom

|  | Quantity | Cost |
| :---: | :---: | :---: |
| Materials | Th.ewt. | ع'000 |
| Fresh fruit |  |  |
| Apples |  |  |
| Cider varieties | 841 | 433 |
| Other varieties including cooking apples | 396 | 120 |
| Other fresh fruit (excluding rhubarb) | 414 | 512 |
| Fruit pulp (including apple pomace) \{ | 44 | ${ }_{9}^{68}$ |
| Fruit juices | Th.gal. |  |
| Home produced |  |  |
| Concentrated apple juice | 134 | 45 |
| Other sorts $\}$ | 56 | 41 371 |
| Imported |  |  |
| Citrus fruit juice | 5.330 | 1.678 |
| Grape juice or must \{ | ${ }^{323}$ | 157 99 |
| Other sorts | 3.021 | 1.150 |
| British Wines (Sweets) other than for bottling | 61 | 20 |
|  | Th. cwt . |  |
| Sugar | 1.150 | 3.286 |
|  | Th. 1 b . |  |
| Saccharin | 119 | 567 |
| Citric. tartaric and phosphoric acids | Th.cet. 34 | 354 |
| Flavouring essences | .. | 1.228 |
| Flavouring compounds | . | 790 |
| Carbon dioxide s, |  |  |
| Solidified $\}$ | 87 | 159 49 |
| Other | 77 | 144 |
| Liquors purchased for bottling | Th.gal. |  |
| Beer (including ale, stout, porter, etc.) | 175 | 92 |
| Wine, imported |  |  |
| British Wines (Sweets) | 366 | 321 |
| Cider and perry | 685 | 135 17 |
| Other sorts | . | 218 |
| Packing materials | Th.gross |  |
| Bottles and syphons $\{$ | 1.220 | 2.307 448 |
|  | Th. cwt. |  |
| Cardboard boxes. cartons and fibreboard packing cases $\{$ | 113 | 529 201 |
|  | $\underset{\substack{\text { Th.cu.ft. } \\ \text { timber }}}{ }$ |  |
| Packing cases (wood or mainly of wood) | 287 | ${ }_{231}^{218}$ |
| Other packing materials | .. | 1.565 |
| Replacement parts for machinery, plant and vehicles and consumable tools bought as replacement | .. | 1.115 |
| All other purchased materials | .. | 1.887 |
| Fuel and electricity | Th.tons |  |
| Coal | 40 | 183 |
| Coke | 14 | 78 |



Average number of employees and wages, salaries and superannuation payments (a)
TABLE 10
Larger establishments in the United Kingdom
Average number of employees
Operatives
Administrative, technical and clerical employees Total
Wages and salaries paid to
Operatives
Administrative, technical and clerical employees Total
Tages and salaries per head
Operatives
Administrative, technical and clerical coployees
Supercmuuction and other pension funds for enployees
and dependents (b)
Eaployers. contributions
Employess covered
Penstion. etc. payments to former employees and
dependents
p $)^{2}$
(a) The following persons, not included above, vere also employed by larger establi inhent in this industry
(other workers inciude, for example, employees engaged in merchanting). There vere no outworkers.

|  | 1951 | 1954 |
| :---: | :---: | :---: |
| Canteen morkers | 137 | $141^{2}$ |
| Total | 139 | 143 |
| Other workers Female | ${ }_{81}^{539}$ | 462 100 |
| Total | 620 | 562 |
| Total excluded employees | 759 | 705 |

(b) The figures given relate to larger establishments in Great Britain only (86248)

| TABLE 11 |  |  |  | Numbe |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 1951 |  |  | 1954 |  |  |
|  | Males | Females | Total | Males | Females | Total |
| Working proprietors | 156 | 13 | 169 | 122 | 14 | 136 |
| Operatives | 12.644 | 7.564 | 20.208 | 13.014 | 7.132 | 20.146 |
| Administrative, technical and clerical employees | 3.189 | 1.757 | 4.946 | 3.614 | 2.135 | 5,749 |
| Total employees. | 15,833 | 9.321 | 25.154 | 16.628 | 9. 267 | 25.895 |

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