

10 April 2019

## MEDIA RELEASE

### **Australian wine wins with Canada Agreement reached**

Australian Grape and Wine Incorporated (Australian Grape & Wine), welcomed today's announcement that the Australian and Canadian Governments have reached an Agreement to remove discriminatory measures impeding Australian wine sales in British Columbia.

The Agreement reached by Minister for Trade, Tourism and Investment, Simon Birmingham, will see the removal by 1 November 2019, of conditions in the market, which have restricted access to retail shelf space for imported Australian wines.

Tony Battaglone, Australian Grape & Wine Chief Executive said, "This Agreement is a highly important first step to removing a range of trade barriers which exist because of discriminatory measures in the Canadian provinces.

Mr Battaglone said "Gaining assurances that Australian wine will soon be able to compete on equal terms with British Columbian wine for retail shelf space in sets an example for the remaining provinces. "

"Canada is a highly valuable market for Australian wine, worth \$208 million in 2018 and retail sales are an increasingly important sales channel."

He continued, "All we are seeking is a level playing field on which to compete and the opportunity to provide Canadian consumers the greater access and choice in wines. While the WTO case will continue, we remain open to resolving the remaining issues outside the process and would encourage the other provinces to follow the lead of British Columbia."

- Ends -

**Media Contact:** Lee McLean, 0424 135 381 / [lee@agw.org.au](mailto:lee@agw.org.au)

**Available for Interview:** Tony Battaglone, Chief Executive – 0413 014 807 / [tony@agw.org.au](mailto:tony@agw.org.au)

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