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MEDIA RELEASE

Label directory a step in the right direction for Australian wine businesses

Australian Grape and Wine Incorporated (Australian Grape & Wine) welcomes the Hon. David Littleproud MP's announcement that the Australian Government will support the development of an "Australian Wine Label Intellectual Property Directory".

"This announcement will help Australian wine businesses of all sizes to protect their brands and intellectual property from those who seek to rip it off" said Australian Grape & Wine Chief Executive, Tony Battaglène.

The Directory will also further strengthen Australia's already robust arrangements for wine exports, bolstering our reputation with consumers in international markets.

"Australia's reputation as an exporter of premium wines has not happened by accident. Over many years, Australia's wine export approval arrangements have given customers confidence in the knowledge that the contents of a bottle matches the claims about vintage, variety and region on the wine label" said Mr. Battaglène.

"In the coming months we will work closely with Government as regulatory changes are implemented to support the Label Register" said Mr. Battaglène.

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