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MEDIA RELEASE

Australian wine welcomes UK FTA announcement

Australian Grape & Wine congratulates the Australian Government on its 's announcement by Minister for Trade, Tourism and Investment, the Hon Simon Birmingham that Australia and the United Kingdom (UK) will commence free trade agreement negotiations.

The UK is a highly important market for Australian wine businesses, which have worked hard for decades to build strong relationships with British consumers and importers. The UK market is often considered to be the genesis of the sector's trade success story. Today, the UK is Australia's largest export market by volume at over 24 million 9-litre case equivalents and \$347 million in value to March 2020.

Australian Grape & Wine Chief Executive, Tony Battaglene said "This announcement marks a very important step in the continuation of the Australian Government's ongoing effort to boost Australian agricultural exports, and could not come at a better time as the sector works to recover from COVID-19."

"Australia's long-standing wine-export relationship with the UK can only be strengthened by this FTA, driving opportunities for Australian grape growers and winemakers to deliver their wines to British consumers".

"We strongly support Minister Birmingham's continued leadership of Australia's aggressive free trade agenda. Comprehensive high-quality trade agreements have genuine long-term benefits for Australian grape and wine businesses, which do so much to support Australia's regional economies through, employment, exports and food and wine tourism".

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Media Contact: Lee McLean, 0418 998 749 / lee@agw.org.au

Media Contact: Ali Laslett, 0424 135 381 / ali@agw.org.au

Available for Interview: Tony Battaglene, Chief Executive – 0413 014 807 / tony@agw.org.au

About Australian Grape and Wine Inc

Australian Grape and Wine Inc is the national association of grape and wine producers. We address issues across the supply-chain that impact on the profitability and sustainability of the sector. We lead and advocate public policy that enhances the ability to responsibly produce, promote and enjoy Australian wine in moderation.

Australian Grape & Wine is recognised as a representative organisation for winegrape and wine producers under the Wine Australia Act 2013, and is incorporated under the SA Associations Incorporation Act 1985. We work in partnership with the Australian Government to develop and implement policy that is in the best interests of winegrape growers and winemakers across Australia.