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MEDIA RELEASE

Wine lovers urged to #chooseaustralianwine this summer!

2020 has been a tough year for so many people, and Australia's grape growers and winemakers have not been spared. Businesses have been dealt a trio of blows in the form of fires and smoke, COVID-19 shut-downs, and most recently, trade tensions leading to the \$1.2 billion China export market for Australian becoming effectively unviable.

But we know Australians love to support each other when things get tough. "I've had dozens of emails and calls from people across Australia who want to support Australian grape growers and winemakers after what they've been through in 2020" said Tony Battaglione, Chief Executive of Australian Grape & Wine.

That's why we're calling on all Australian wine lovers to choose Australian this summer and to celebrate as a community on social media using the **#chooseaustralianwine** hashtag!

"If you enjoy a glass of wine, choose something from your favourite Australian producer this year. Better yet, wrap up a case and put it under the Christmas tree for your family and friends" said Mr Battaglione.

"We currently import around 125 million bottles of wine each year from overseas. If Australian wine lovers decide to buy Australian instead, it will go a long way to cushioning the blow grape and wine businesses have been dealt in 2020".

So let's celebrate the end of 2020 together and support Australian grape growers, winemakers and rural and regional communities across the country. If you enjoy a special bottle of Australian wine over summer, show your support by posting a photo of what's in your glass on social media - make sure to use the **#chooseaustralianwine** hashtag!

"This isn't about drinking more wine. We want everyone who chooses to enjoy a glass of Australian wine to do so in moderation, with food, family and friends. And if you do, make sure you raise a glass to the grape growers and winemakers who battle the elements to produce these beautiful products every year" said Mr Battaglione.

"It doesn't matter if you choose to buy a glass, a bottle or a case. The choice to buy Australian this summer will flow directly back to Australia's rural and regional economies and provide a much-needed boost for growers and winemakers".

Social media tags:

- #chooseaustralianwine
- <https://www.instagram.com/ausgrapewine/>
- <https://www.facebook.com/AustralianGrapeWine>
- <https://twitter.com/AusGrapeWine>
- <https://www.linkedin.com/company/australian-grape-and-wine/>



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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.