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MEDIA RELEASE

Wine Label Directory to strengthen Australian wine brand protection

Australian Grape & Wine welcomed today's announcement by The Hon. David Littleproud MP, Minister for Agriculture, Drought and Emergency Management, of the passing of the Wine Australia Amendment (Label Directory) Bill 2019. The amendment will allow for the establishment of a Wine Export Label Directory which will provide a key step in strengthening protection for Australian wine labels against fraudulent activity.

Tony Battaglione, Chief Executive of Australian Grape & Wine said 'The integrity of Australia's wine is a key part of our brand proposition'. This legislation allows Wine Australia to establish the Wine Export Label Directory, a public facing, online database of all Australian wine labels for export.

"We worked closely with the government to develop this directory in order to further strengthen our wine export regulatory system, to prevent the export of copycat labelled wines said Tony Battaglione.

'A strong regulatory system underpins the consumer trust in the safety and integrity of our wine. We know that increasingly, unscrupulous operators seek to profit from imitating well-known brands around the world, and the directory extends our ability to combat this'.

As Australia seeks to produce ever higher quality wine and diversify our export markets, this will provide trust and add value.'

We thank all sides of politics who supported this Bill and recognise the faith they have in helping a strong grape and wine sector deliver jobs, growth and economic prosperity to Australia.

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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 Battaglione, 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.