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MEDIA RELEASE

We are all in this together

Australian Grape & Wine has been recently made aware of a social media campaign aimed at urging Australians to steer clear of 41 Australian wineries, after a viral list revealed they were owned or part-owned by Chinese companies. This campaign is in response to punitive import duties placed on Australian wine on 28 November 2020.

China has imposed a preliminary determination in the anti-dumping investigation that involves an import duty on all Australian produced bottled wine ranging from 107% to over 212%. The duties will be in place for at least 4 months and possibly as long as 12 months. The preliminary finding was disappointing, as on all available evidence and information, Australian wine exports to China have not been at dumped prices. Essentially this decision will close the China market for much of Australian bottled wine exports, including those produced by Chinese owned companies here in Australia.

This type of campaign fails to recognise that all grape, wine and export businesses contribute to Australian regional investment, jobs and economic growth. Boycotting companies because of their investors is harmful to the Australian economy and particularly to rural and regional Australia.

Tony Battaglione, Chief Executive of Australian Grape & Wine said 'I am outraged and disappointed that this campaign targets Chinese owned businesses. The Australia -Chinese community is an important and valued part of the Australian wine sector. They make great wine, employ local people and generate money into the local and national economy'.

"I would also emphasise that the Chinese consumers also continue to value our wine, but will be unable to access our wine due to the unjustified and punitive import duties that have been placed on our wine in China."

"If Australians really want to support the grape and wine sector, then buy a case of Australian wine for your friends, give it to them for Christmas and then every time you share a bottle with family and friends you will know you are helping rural and regional Australia. Let's not unjustifiably target a group who are valued members of the community "".

- Ends

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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.