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## MEDIA RELEASE

### Wine sectors' shift into recovery mode boosted by innovation funding

Australian Grape & Wine is delighted to receive a grant from the South Australian Government's [South Australian Wine Industry Development Scheme \(SAWIDS\)](#) to boost innovation in the South Australian wine sector.

The grant will help fund a project to review procedures for assessing wine and winegrape quality parameters, importantly, including those smoke affected grapes as a result of bushfires.

Australian Grape & Wine Chief Executive, Tony Battaglene said "As the Australian wine sector shifts into recovery mode from bushfires and COVID-19 restrictions, this boost to innovation projects in South Australia couldn't be more timely."

"The grant awarded to Australian Grape & Wine will fill a significant resource gap, providing up to date industry endorsed guidelines containing clearly defined procedures for best-practice wine and winegrape assessment, with the inclusion of an additional procedure for the use of sensory analysis".

"Improving the transparency of how certain assessments are made will build trust between growers and winemakers. We expect the flow-on effect will be the continuous improvement of not only South Australian wine, but Australian wine more broadly".

"This project builds on the important work that Australian Grape & Wine is undertaking to strengthen the Australian Wine Industry Code of Conduct, thus supporting the long-term viability of the sector by providing a foundation for building commercial relationships between growers and winemakers that are fair, equitable and mutually beneficial" said Mr Battaglene.

- 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 and Wine Inc 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.