

Media Release

Wednesday 2 February 2022

HEALTH MINISTER SUPPORTS NEW INITIATIVE FOR WINE LOVERS TO KEEP TABS ON THEIR TASTINGS

Wine tasters at cellar doors across Australia will have access to new ‘scratchies’ and other resources as part of a national campaign to help eliminate the confusion surrounding how many tastings add up to a standard drink.

Launched in Victoria today by Minister for Health and Aged Care, the Hon. Greg Hunt MP, the *Stay tasteful while tasting* initiative is a partnership between DrinkWise and Australian Grape and Wine with the assistance of the Mornington Peninsula Wine Industry.

Stay tasteful while tasting resource packs – including the innovative ‘scratchie cards’ for cellar door visitors to track tastings, and other responsible drinking resources are being distributed to over 1,800 cellar doors and tourism associations across Australia as part of the initiative.

Minister for Health and Aged Care and Federal Member for Flinders the Hon. Greg Hunt MP, said the education packs are a great tool to ensure that visitors to local wine regions have a safe and enjoyable experience.

“This is a vital initiative from DrinkWise and Australian Grape & Wine to help Australians better track their alcohol consumption when visiting cellar doors and wine festivals on the Mornington Peninsula and across the country,” Minister Hunt said.

“With wineries typically located a long drive away from cities, it’s imperative that wine tasters know how much they’re consuming in order to make responsible choices”.

DrinkWise CEO Simon Strahan said the education campaign is aimed at helping consumers make better choices when tasting wines.

“In order to promote a healthier drinking culture, we need to continually provide education campaigns about alcohol,” Mr Strahan Said.

“DrinkWise works with the industry to deliver these important messages when people are purchasing or consuming alcohol and this partnership with Australian Grape & Wine is a vital component in educating Australians who choose to consume alcohol, to do so in a healthier and safer way.”

“With Australians holidaying locally, we want to remind everyone to remember to choose to drink wise if they are out visiting cellar doors and tasting wines,” Strahan said.

To help more people make responsible choices, the initiative has also been expanded beyond cellar doors, with the scratchies and digital resources available to festivalgoers at next months Peninsula Piers & Pinots wine festival on the Flinders foreshore.



Australian Grape & Wine CEO, Tony Battaglione, added: “We’ve been absolutely delighted to see so many people visit cellar doors and wine festivals again after the challenges of the last couple of years.

“This new resource and education pack is the perfect way to display to consumers what they need to know to help them make the responsible choice and track their tastings when visiting cellar doors and wine festivals around the country.”

Mornington Peninsula Wine CEO, Olivia Barrie said “The Mornington Peninsula is home to some of Australia’s great wines and tourism is an essential contributor to our economy. It’s been a difficult period for our cellar doors and we’re excited to welcome everyone back.

“These resources assist our local wineries to educate our visitors and help them to make responsible choices. Consumer education and duty of care are really important to all of us, so we are actively encouraging all wine businesses in Victoria to use these resources in their cellar doors”.

A formal launch of the initiative in Victoria, featuring Minister for Health and Aged Care and Federal Member for Flinders, the Hon. Greg Hunt MP, will be held at 12.30pm on Wednesday 2 February 2022, at Crittenden Estate Winery, 25 Harrisons Road, Dromana.

For more information or interviews please contact:

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About DrinkWise

DrinkWise is an evidence-based social change organisation dedicated to changing the Australian drinking culture to one that is safer and healthier. We do this through national education campaigns, partnerships with community leaders and organisations, and the development of practical strategies and resources that better support the community in relation to the responsible use of alcohol. DrinkWise is funded through voluntary industry contributions across the alcohol sector and has previously been in receipt of funding from both Coalition and Labor governments.

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.

About Mornington Peninsula Wine (Mornington Peninsula Vignerons Association)

Mornington Peninsula Wine (Mornington Peninsula Vignerons Association) is the peak industry body representing grape and wine producers of Mornington Peninsula to promote the wines and region, to represent and advocate for the region’s wine industry to government and liaise with related industry and regional associations, and to provide technical research support and activities to the wine industry.

DrinkWise.



It is an independent, not-for-profit membership association, funded by members' businesses, income from association-run events, with additional support from industry sponsors, and project-based ad hoc funding from all levels of government. Mornington Peninsula Wine has strong membership support of the region, representing over 80% of the production of the region in a cohesive and collaborative community.