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MEDIA RELEASE

Christmas Champagne shortage presents sparkling opportunities

With a number of media outlets reporting on a Champagne shortage in Australia this summer, Australian Grape & Wine is encouraging lovers of sparkling wine to explore what Australia has to offer. Australian Grape & Wine's team is offering their top tips to get better bubbles for your bucks this summer!

"The Champagne region of France might lay claim to the well marketed term "Champagne"; however, many Australian producers use exactly the same winemaking technique and grape varieties to produce world-beating sparkling wines" said Anna Hooper, Australian Grape & Wine's Manager of Industry Policy, who is also a winemaker and professional wine show judge.

"If you enjoy Champagne but want to explore Australian sparkling, ask for a Méthode Traditionnelle" said Ms Hooper. "You'll find you can often buy a higher quality vintage Australian sparkling for the same price as a non-vintage Champagne and that's exactly what I'll be doing this Christmas" said Ms Hooper.

In addition to traditional blends of Chardonnay, Pinot Noir and Pinot Meunier, the beauty of Australia's sparkling offering stems from its diversity of styles, varietals and regions. Australian Prosecco offers wine lovers a refreshing alternative, although the grape variety name is under threat from the EU's push to ban Australian producers from using the variety in Australia.

"The Australian public is rallying behind Australia's Prosecco producers who are defending their legitimate rights to using the name Prosecco" said Australian Grape & Wine's Damien Griffante, Director of Strategy and International Affairs. "What better way to show your support than by purchasing some Australian Prosecco this summer - I already have my bottle of King Valley Prosecco in the Fridge ready for Christmas Eve."

Our Director of Communications & Engagement, Ali Laslett, recommends people look for a high quality Australian sparkling Rosé to enjoy on New Years Eve. "It's become a tradition in our house to enjoy a great bottle of Australian sparkling Rosé to see in the new year and I'll be turning towards one of my favourites from Orange."

And for a uniquely Australian take on bubbles, why not try a sparkling red? "A chilled sparkling shiraz is my favorite way to kick off Christmas lunch" said Australian Grape & Wine's Chief Executive, Lee McLean. "I'll be sharing a bottle of sparkling Shiraz from the Barossa Valley this year and raising a glass to the growers and winemakers who contribute so much to local economies across Australia's 65 wine regions."

"Whatever you choose to enjoy this summer, whether it is sparkling, red, white or fortified wines we want you to choose Australian" said Mr McLean. "And we also want you to stay safe and make the right decisions in relation to how much you're drinking. DrinkWise offers loads of advice and information for people to refer to and I strongly encourage you to visit www.drinkwise.org.au for more information."

So instead of fretting about a Champagne shortage, we're calling on all Australian wine lovers to choose Australian sparkling this summer. 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 using the **#chooseaustralianwine** hashtag!

Merry Christmas and safe holiday season from all of us here at Australian Grape & Wine. We look forward to a prosperous 2023 and wish the sector the very best for the coming vintage.



- Ends -

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.