

20 December 2023

MEDIA RELEASE

Unlock the flavours of Australia: Explore and support local wine regions this holiday season

As 2023 comes to a close and we look towards the Christmas and New Year break, Australia's cellar door operators look forward to welcoming locals and tourists alike to explore our vibrant wine regions this holiday season.

Australian Grape & Wine Chief Executive, Mr Lee McLean said "Local communities lie at the heart of these regions, and by embarking on a journey to these areas, visitors not only indulge in the pleasures of wine tasting but also actively contribute to the livelihoods of those who call these regions home."

"Visiting our wine region is more than just a tasting journey; it's an immersive experience into the soul of our community," shared Bruce Tyrrell of Tyrrell's Wines, Hunter Valley. "When visitors choose local accommodation options and engage with our artisans, they play an integral role in supporting our local economy, enabling us to continue crafting the wines that tell our story."

Echoing this sentiment, Rollo Crittenden of Crittenden Estate in Mornington Peninsula added, "Our wine region is a testament to passion and dedication. By supporting local businesses, travellers become custodians of our heritage, ensuring that our communities flourish and our wines continue to be revered."

"We want people to visit our regions this summer and to enjoy everything they have to offer in a safe and responsible way" said Mr McLean.

The DrinkWise cellar door moderation resources including the innovative 'scratchie cards' encourage visitors to *Stay tasteful while tasting* in a simple and practical way. "In most regions, visitors travel between cellar doors by car. These scratchie cards are an easy way for visitors to understand how many tastings add up to a standard drink and keep track of their tastings during cellar door visits, particularly if they are driving," said Simon Strahan, Chief Executive Officer of DrinkWise Australia.

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 2024 and wish the sector the very best for the coming vintage.

- Ends -

Media Contact: Ali Laslett, 0424 135 381 / ali@agw.org.au

Available for Interview: Lee McLean, Chief Executive. 0418 998 749 / lee@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.