

## MEDIA RELEASE

25 October 2017

### Prosecco goes to Parliament

Australian Prosecco producers yesterday met with federal politicians to brief them on the outstanding prospects for domestic and international market growth.

Winemakers expect the European Union (EU) to try to prevent Australian producers from marketing wine with the grape variety *Prosecco* on the label as part of the upcoming Free Trade Agreement (FTA) negotiations.

Australian producers, Ross Brown (Brown Brothers), Michael Dal Zotto (Dal Zotto Wines) and Eliza Brown (All Saints Estate) said this would be devastating, wiping out millions of dollars of marketing and brand building investment by regional businesses, and cutting off the growth prospects of the Australian Prosecco industry at its knees.

Ross Brown, Executive Director of Brown Brothers, the largest Australian producer of Prosecco, noted that *Prosecco* is a globally recognised grape variety and that this would be akin to losing the right to use the term *chardonnay* or *sauvignon blanc*.

Michael Dal Zotto's family were the first to commercially grow Prosecco in Australia and said, "This is a cynical move by the Italians to prevent other countries participating in the huge growth opportunities in the domestic and international Prosecco markets".

Eliza Brown, CEO of All Saints Estate said, "the quality and unique offerings of Australian Prosecco match any premium Prosecco in the world, including Italian Prosecco".

Tony Battaglione, Chief Executive of the Winemakers' Federation of Australia (WFA) said that the industry was looking to work cooperatively with Australian Government trade negotiators to develop a strategic approach to the negotiations that would allow Australian prosecco to trade throughout the world.

"We need the Government and Opposition representatives to understand that there are real jobs and investment at stake. We fought off an EU claim on this same issue in 2013 and the industry will be fighting hard to again defend its right to use the term *Prosecco* as a grape variety," he said.

“In the past, FTAs have delivered significant benefits to the Australian wine industry, and we are strong supporters of these agreements. However, the right to use *Prosecco* is key to the Australian wine sector’s future success.”

-ENDS-

**MEDIA NOTE: Available for interview - WFA Chief Executive Tony Battaglione – 0413 014 807**

**MEDIA CONTACT: Alison Laslett – 0424 135 381**

