

MEDIA RELEASE

Prosecco – a variety of opportunity

Wine producers from across Australia are hosting an event for Federal Parliamentarians in Canberra to showcase Prosecco – a burgeoning wine variety already worth an estimated \$60 million and growing fast.

Winemakers' Federation of Australia (WFA) and Wines of the King Valley have organised tonight's showcase to highlight the economic contribution and potential of the variety for the Australian wine industry and ensure producers rights to use and label the variety are maintained.

"Australian and international consumers are enthusiastically embracing sparkling wine," WFA President Sandy Clark explained. "This includes Prosecco which is outselling Champagne in some markets. To meet this growing demand, the production of Prosecco grapes in Australia has tripled since 2015.

"The global market potential is huge, particularly in Australia, UK, US, New Zealand and a number of emerging Asian markets," he said. "Growth projections estimate that the value of Australian Prosecco sales could reach \$200 million within a few years. The Australian industry is well-positioned to take advantage of this growth and we want to ensure that policy settings continue to support this great opportunity to generate more jobs and investment in rural and regional areas."

King Valley Prosecco producer Michael Dal Zotto said the evening in Canberra was a great opportunity to showcase the quality and importance of Australian Prosecco.

"Dal Zotto Wines led the industry with the first commercial plantings of Prosecco grapes in Australia and we have been producing Prosecco for almost 20 years now," Mr Dal Zotto said. "It's great to see that our confidence in the variety and investment from our family-owned wine business is now supporting around 30 employees. We are completely committed – financially and personally – to the future of the Australian Prosecco industry."

Australian Prosecco producer Ross Brown, Executive Director of the iconic family-owned wine business Brown Brothers, said he was delighted to be in Canberra along with fellow producers from around Australia.

"It's a privilege to be in Canberra to showcase the breadth and quality of Australian Prosecco," explained Mr Brown. "Of course the bigger story is the enormous economic potential that this grape variety holds for the Australian industry and the direct boost it will give to our regional economies," he said.

"Australian Prosecco is gaining a significant foothold in fiercely competitive and rapidly expanding international markets. That makes us a target for other international producers trying to get an edge with consumers. We relish the opportunity to compete on a level international playing field and believe that the potential returns for Australia's regional economies are enormous."

-ENDS-

Media Contact: *Alexia Deegan – 0400 767490*