

## The Impacts of a Name Change.

██████████ is a family Winery located in the Rutherglen Wine Region of North East Victoria.

██████████ produce a comprehensive range of fortified Wines. One of the largest ranges in Australia.

██████████ were faced with having to change a number of names for our products due to the Australian EU bilateral Wine Agreement and the protection of registered GIs.

██████████ had to:

1. Stop using the term Port.
2. Stop using the name Tokay.
3. Stop using the name Sherry.

The easiest of these to deal with was Port as the largest volumes of the wine style sold in Australia was Tawny Port. Under the terms of the agreement Australia are able to use the term “Tawny” with an appropriate descriptor, eg Rutherglen Tawny. I strongly believe that the ability to use the word “tawny” helped protect the sales of this category from decline.

The difficulty arising from having to rename “Sherry” and “Tokay” has led to lower public awareness and a reduction in the volume of the categories. This is anecdotal and based on our experience within our own winery. “Sherry” has been replaced by “Apera” and has yet to gain widespread understanding within the market place. “Topaque” has replaced “Tokay” and has also suffered within the marketplace, though not as significantly as Apera (anecdotal).

The renaming of these products was a major task and was supported by a grant from The Federal Government. ██████████ was part of the team working on these name changes.

The loss of the name “Prosecco” as a grape variety will lead to widespread disruption in the marketplace and considerable research will need to be undertaken to find a suitable replacement. If our experience with the new names for Sherry and Tokay is anything to go by, then there will be dissent in the industry as to a suitable name, causing fracturing within the wine category and the loss of growth opportunities.