

██████████ object to the EU claim to “Prosecco” as a Region.

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

██████████ produce Prosecco Wine.

██████████ commenced producing Prosecco Wine on the firm belief that Prosecco is a grape variety and labelled the wine accordingly.

██████████ have invested in the promotion of our Prosecco Wine, which will be lost if the product has to be renamed and we have to start again.

██████████ presents the following to support our position.

Prosecco is a grape variety

Italian government decision to call it a GI was unilateral – protectionist motive, this is the equivalent of the Yarra Valley claiming Chardonnay is a region and stopping anyone else from using the variety globally.

Dal Zotto Wines imported Prosecco grape vines 20 years ago.

If the EU succeeds this sets a precedent for other grape varieties which are already the next target of the EU like Vermentino, Sangiovese, Fiano, Montepulciano, Nero d’Avola and others.

North East Wine Zone

In 2022 the NEWZ Industry Group commissioned research in the form of a background paper which was conducted by RMCG to estimate the economic contribution of the north east wine industry and outlines key production data to inform the North East Wine Zone Industry Strategic Plan.

The research highlighted that the largest crush volume variety in the north east region is Prosecco with an estimated 8,300 tonnes across the three regions of King Valley (37%), Alpine Valleys (30%) and North East Victoria zone other (26%).

The research also demonstrated that the wine sector in North East Victoria contributes a significant proportion to the local economy. The direct economic impact estimated includes the value generated through vineyards, wineries and wine related tourism.

The wine sector also has significant 'flow-on' linkages to other sectors within the economy that are associated with the supply of goods and services that are required for wine making, grape growing and wine tourism. The direct and flow-on impacts of each sector make up the total contribution to the economy.

The economic contribution of the North East Victorian wine industry was estimated to be \$1 billion in 2021 (gross regional output), comprising:

\$332 million direct effect

\$673 million flow-on effect.

A total of 2,075 people are employed as a result of activity in the sector, comprising:

875 direct jobs in grape growing, wine production and wine-related tourism

1,200 flow-on jobs in broader goods and services.

Prosecco is an important part of the Australian Wine sector

\$205 million value of production in Australia, increasing from \$60 million in 2017.

95 per cent of Australia's Prosecco production is sold in Australia.

Prosecco grapes crushed in Australia have been increasing year on year, in 2022 it reached 15,397 tonnes, approximately 11.5 Million litres of wine.

Prosecco has grown to the 9th largest white grape variety produced in Aus and continues to fetch the second highest average price per tonne of any other white grape variety \$960/t national average, only surpassed by high value Riesling.

Grown in 20 regions across Australia

Top 3 producing areas are King Valley (58%), Murray Darling (28%) and Alpine Valleys (7%).

It is important to a number of other boutique producers across the country.

Investment

King Valley has invested significant amounts into the Prosecco Road tourism campaign, building its reputation for regional tourism on the variety.