

To whom it may concern,

I am writing to express my strong objection to the proposal to use Prosecco as a Geographical Indication (GI) rather than a grape variety in Australia. As a wine industry employee, I believe that this decision would have negative consequences for the Australian wine industry and could potentially mislead consumers.

The proposal to use Prosecco as a GI in Australia would restrict the use of this name to only wines produced in certain regions of Italy, effectively preventing Australian producers from using the name to market their own sparkling wines made from the same grape variety.

Prosecco is a grape variety that was historically grown in the Veneto region of Italy, where it has been used to produce sparkling wine under the Prosecco name. In the late 1990's, this Prosecco grapevine material was first sold to Australian wine producers, with prosecco wine being made from these grapes for over two decades.

This would be a significant blow to Australian wine producers who have been growing and investing in Prosecco grapes and making sparkling wines from them for many years. It would also be confusing for consumers, who understand the Prosecco grape variety and the quality it produces in Australia. Restricting the use of Prosecco as a GI would potentially stifle innovation and creativity in the Australian wine industry putting many jobs at risk.

In light of these concerns, I urge you to dismiss the proposal to use Prosecco as a GI and instead support the use of grape varieties as the primary means of identifying and marketing Australian wines. This would not only support the Australian wine industry but also ensure that consumers have access to a diverse range of high-quality wines from around the world.

Thank you for your consideration of this important issue.

