



**Respondent No:** 76

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**Responded At:** Apr 12, 2023 14:44:23 pm

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**IP Address:** [REDACTED]

Q1. Name	[REDACTED]
Q2. Email address	[REDACTED]
Q3. Mailing address	[REDACTED]
Q4. Phone	[REDACTED]
Q5. Organisation name (if applicable)	[REDACTED]
Q6. Entity type	<div>Wine producers</div> <div>Grape growers</div> <div>Importer</div> <div>Exporter</div>
Q7. Please select which EU wine geographical indication (GI) your submission is against	Prosecco
Q8. Grounds of objectionA submission against one or more of the wine GIs must be based on at least one of the four grounds of objection.	The EU GI name is used in Australia as the name of a grape variety, plant variety, or an animal breed.

**Q9. Please provide further details, based on the grounds of objection for each GI. (If submission based on existing trade mark please provide trade mark number. If submission based on unregistered trade mark please provide evidence of use on Australia).**

Thank you for the opportunity to comment on the proposal via the Public Objections Process. [REDACTED]

[REDACTED] object to the proposal from the European Union (EU) to protect the term 'Prosecco' as an EU geographical indication (GI). The grounds for our objection is that the term 'Prosecco' is used in Australia as the name of a grape variety. There is no question that 'Prosecco' is an internationally-recognised grape variety. The International Organisation of Vine and Wine (OIV) recognise 'Prosecco' as a grape variety in their award-winning global reference point for grape variety names. There are several other academic text references to 'Prosecco' as a grape variety including: • Viala and Vermorel, Ampelographie (1909) • Robinson (ed), The Oxford Companion to Wine (1994) • Robinson, Robinson's Guide to Wine Grapes (1996) • Cernilli and Sabellico, The New Italy (2000) • Johnson, Pocket Wine Book (2000) • Anderson, The Wines of Italy (2004) • Bastianich and Lynch, Vino Italiano: The Regional Wines of Italy (2002, 2005) • Walton, New Encyclopedia of Wine (2006) • Anderson, Which Winegrape Varieties are Grown Where? A Global Empirical Picture (2013) Grape vines called 'Prosecco' were first imported into Australia from Italy in 1997, and a sparkling wine called 'Prosecco' has been produced in Australia, in commercial quantities since the early 2000s. [REDACTED] are one of the major producers of sparkling wine in [REDACTED]. Protection of the term 'Prosecco' as an EU GI would significantly impact on our business. Strategically, we have invested heavily in the grape variety 'Prosecco' in the past 24 months as a result of increasing domestic demand. Domestic sales of Prosecco in Australia increased by 14% in 2021. Prosecco is the 8th most produced white grape variety in Australia with 15,397 tonnes of grapes crushed in 2022. We label wine from the grape variety Prosecco, as Prosecco. It is a variety widely recognised by consumers both in Australia and abroad. If the proposal is successful, our organisation would incur costs from rebranding and labelling changes. We have invested in the marketing and promotion of our Prosecco and keep stocks of all dry goods associated with the wine. If the proposal were successful, it would also be costly for the industry to reframe the consumers awareness of the product and whatever new term was used to describe it, given the wide awareness of Prosecco and what it tastes like. We do not wish to see a precedent set which bans the use of common grape variety names. This will expose the Australian wine industry to uncertainty and risk surrounding future attempts at securing GIs. Prosecco is the historically and widely accepted name of a grape variety. Prosecco should not be permitted to be restricted as the name of a proposed GI and this proposal should be viewed as an attempt to protect Italian Prosecco producers from international competition.

**Q10. Would you like to make a second selection of EU wine geographical indications (GI)?**

Yes

**Q11. Please select the second EU wine GI your submission is against**

Colli Asolani - Prosecco / Asolo – Prosecco

**Q12. Grounds of objectionA submission against one or more of the wine GIs must be based on at least one of the four grounds of objection.**

The EU GI name is used in Australia as the name of a grape variety, plant variety, or an animal breed.

**Q13. Please provide further details, based on the grounds of objection for each GI. (If submission based on existing trade mark please provide trade mark number. If submission based on unregistered trade mark please provide evidence of use on Australia).**

We object to compound terms incorporating the word 'Prosecco' for the same reason. It is not appropriate, nor necessary, to incorporate grape varietal terms into EU GIs. It is our view that the geographical element of the compound term is sufficient. Prosecco is the grape variety grown in these provinces, not the geographic reference point. We recommend that the EU adopt the Australian approach, with GIs relating exclusively to geographic areas with clear and recognised boundaries and naming conventions of GIs having no reference to any grape variety or varieties that are grown.

**Q14. Would you like to make a third selection of EU wine geographical indications (GI)?**

Yes

Q15. Please select the third EU wine GI your submission is against	Conegliano Valdobbiadene - Prosecco / Valdobbiadene - Prosecco / Conegliano - Prosecco
Q16. Grounds of objectionA submission against one or more of the wine GIs must be based on at least one of the four grounds of objection.	The EU GI name is used in Australia as the name of a grape variety, plant variety, or an animal breed.
Q17. Please provide further details, based on the grounds of objection for each GI. (If submission based on existing trade mark please provide trade mark number. If submission based on unregistered trade mark please provide evidence of use on Australia).	<p>We also object to compound terms incorporating the word 'Prosecco' for the same reason. It is not appropriate, nor necessary, to incorporate grape varietal terms into EU GIs. It is our view that the geographical element of the compound term is sufficient. Prosecco is the grape variety grown in these provinces, not the geographic reference point. We recommend that the EU adopt the Australian approach, with GIs relating exclusively to geographic areas with clear and recognised boundaries and naming conventions of GIs having no reference to any grape variety or varieties that are grown.</p>
Q18. Would you like to make a fourth selection of EU wine geographical indications (GI)?	No
Q19. Please select the fourth EU wine GI your submission is against	not answered
Q20. Grounds of objectionA submission against one or more of the wine GIs must be based on at least one of the four grounds of objection.	not answered
Q21. Please provide further details, based on the grounds of objection for each GI. (If submission based on existing trade mark please provide trade mark number. If submission based on unregistered trade mark please provide evidence of use on Australia).	not answered
Q22. Would you like to make a fifth selection of EU wine geographical indications (GI)?	not answered
Q23. Please select the fifth EU wine GI your submission is against	not answered
Q24. Grounds of objectionA submission against one or more of the wine GIs must be based on at least one of the four grounds of objection.	not answered
Q25. Please provide further details, based on the grounds of objection for each GI. (If submission based on existing trade mark please provide trade mark number. If submission based on unregistered trade mark please provide evidence of use on Australia).	not answered

Q26. Upload your supporting evidence for each EU wine GI you have selected.

[REDACTED]

Q27. Would you like to upload another supporting document?

[REDACTED]

Q28. OtherAny other information on the impacts EU GIs may have on Australian businesses or industry.

not answered

Q29. Is your response confidential?

Yes, part of it

Q30. Please specify the parts of your response that are confidential.

The attachments [REDACTED]

Q31. Do you agree to your response being published on our website?

Yes

Q32. Please de-identify my response

Yes

Q33. Confirm that you have read and understand this privacy notice.

Yes

Q34. Confirm that you have read and understand this declaration.

Yes