



AUSTRALIAN PROSECCO



Prosecco is the name of a grape variety used to produce sparkling wine in countries across the world. The International Organisation of Vine and Wine (OIV) recognises Prosecco as a grape variety in its International list of vine varieties and their synonyms – the global reference point for grape variety names.

Australia's Prosecco market is booming

The total value of Australian Prosecco production is estimated at around \$205 million to December 2021, growing from a small base of just over \$60 million in 2017. Around 95% of this is currently sold on the Australian domestic market.

Internationally, the Prosecco market is growing at a phenomenal rate. Prosecco now outsells French Champagne in volume with a 36% total volume market share of sparkling wine. Australia is one of the fastest growing sparkling wine markets in the world and in the US, Prosecco is the fastest growing sparkling wine category. In New Zealand, Australian Prosecco exports have shown continued growth with current value of \$3.3 million.

The EU (Italy) is driving a protectionist agenda through FTA negotiations.

In 2009, Italy changed the name of the Prosecco grape variety to Glera within the European Union (EU). Italy then registered Prosecco as a Geographical Indication (GI) in the

EU, effectively shutting out imports labelled with the Prosecco grape variety from all other countries.

The EU is now expanding efforts to gain exclusive use of the name Prosecco in other global markets. In 2013, the Australian wine industry successfully challenged an EU application to claim Prosecco as a GI in Australia.

Prosecco could be the tip of the iceberg. In recent EU trade negotiations China, Japan, Mexico, Brazil, Argentina, Paraguay, Uruguay and New Zealand attempts were made to protect an expanding list of grape varieties including Prosecco, Fiano, Montepulciano, Barbera, Nero d'Avola, Alicante, Dolcetto, and others as GIs. All of these varieties are grown across Australia's 65 wine regions.

The EU is exporting a protectionist agenda out of step with Australia's longstanding commitment to rules-based international trade. If the EU is willing to ban French producers from using the grape-variety name "Vermentino" (as happened in 2022) imagine how willing they would be to trample on the rights of Australia's grape growers and winemakers.

Prosecco is a well-known and internationally recognised grape variety name.

#SaveAussieProsecco

Australian Prosecco is high quality and has great potential to supply a large part of an internationally growing wine category. Its exponential market growth will support jobs and investment in regional Australia.

In the EU-Australian Free Trade Agreement (FTA) negotiations, the Australian Government must continue to support Australian regions, jobs and investment by maintaining Australian Prosecco producers' legitimate rights to use the grape variety name to maintain a level international playing field for Prosecco produced in Australia.

Australian Prosecco producers relish international competition and will put their wines up against anything Italy has to offer. But should be able to compete on a level playing field and have confidence that the goalposts won't be shifted during the game.

AUSTRALIAN PROSECCO THE FACTS



Australian Prosecco
is grown in 20 wine
regions across
Australia



8TH

Most produced white
grape variety in
Australia



The King Valley and
the Murray Darling
- Swan Hill regions
are the largest
producing areas



36%

Global market
share of sparkling
wine category
Outsells French
Champagne



\$205M

Aus Sales Value
To Dec 2021



32%

Annual export
volume growth

Over the last 5 years.
527,000 litres to
December 2021.



48%

2021 Aus Export
Value Growth
33% growth over the
last 5 years



↑14%

increase in Aus
domestic sales
in 2021



↑603%

Aus Crush Increase
since 2015

15,397 tonnes in 2022

2nd highest
average value of any
other white grape variety
during the 2022 vintage
at 960\$/Tonne in 2021.

More than double most
whites, with only high value
Riesling surpassing this
average price.



32%

Annual export
volume growth

Over the last 5 years.
527,000 litres to
December 2021.

Lower
input
costs

High
yielding

Higher
value
return

Contains
most
grape
varieties