



Prosecco Objection

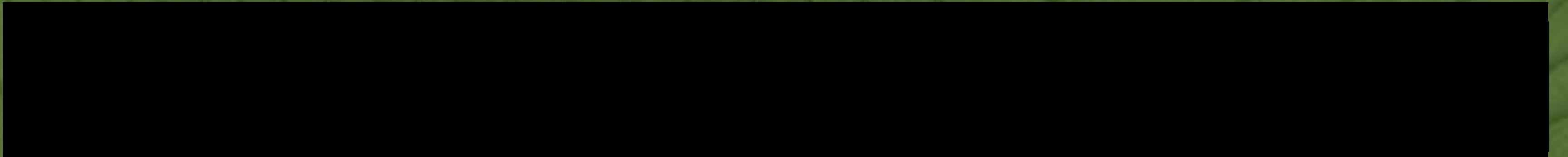
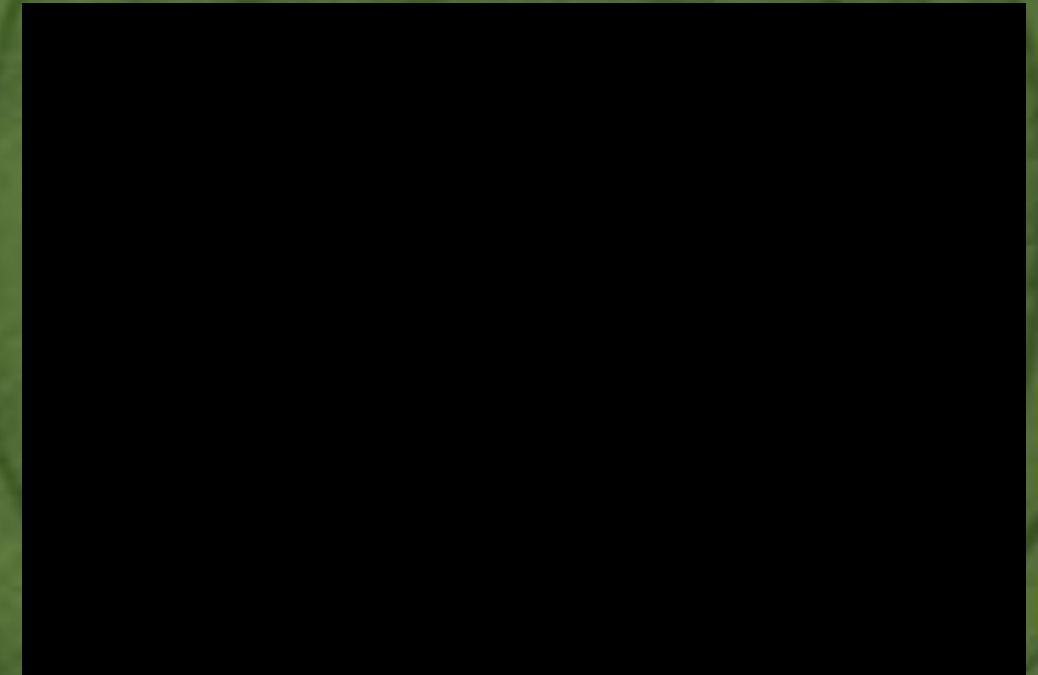
APRIL 20, 2023



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1. Impact Statement

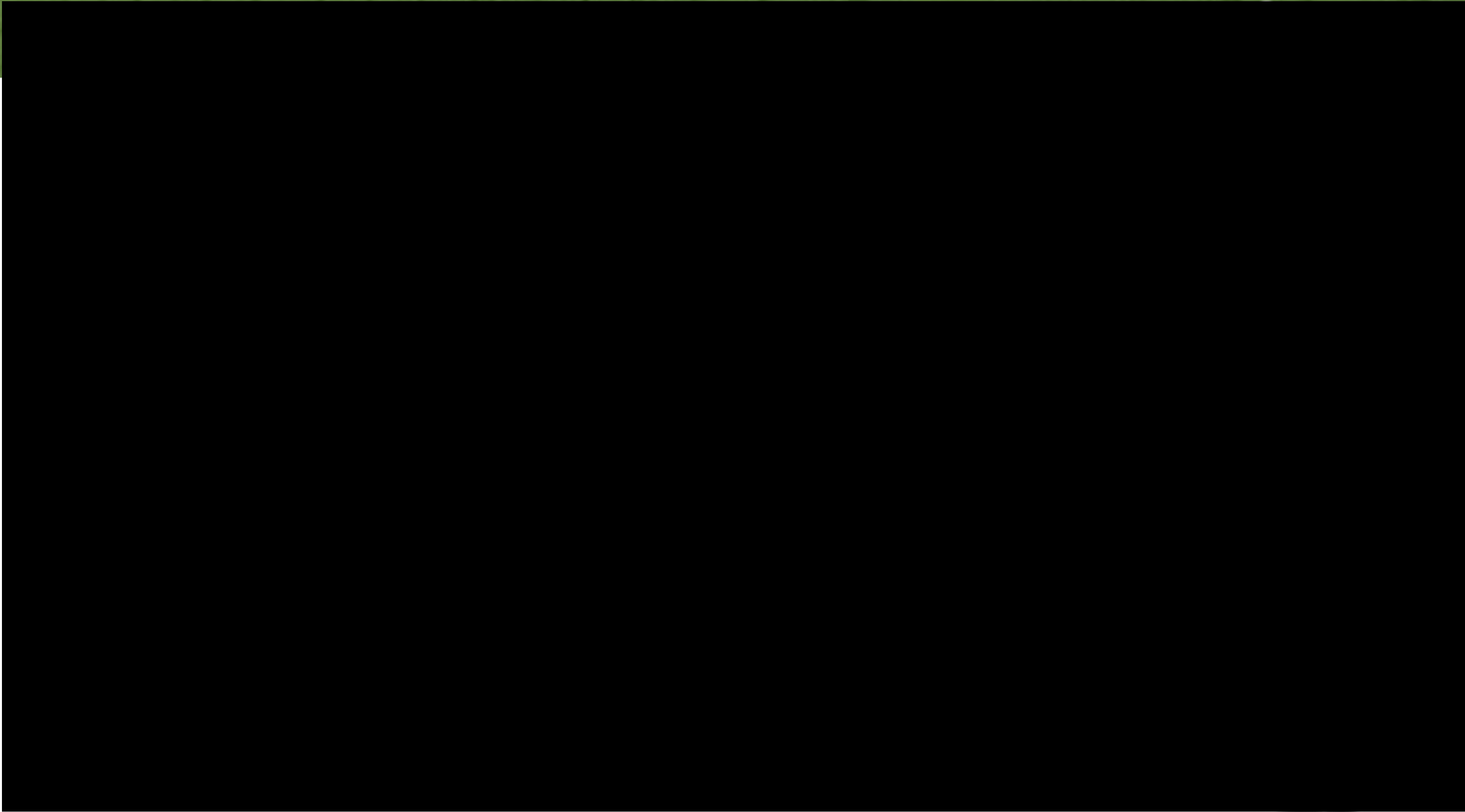


Overview:

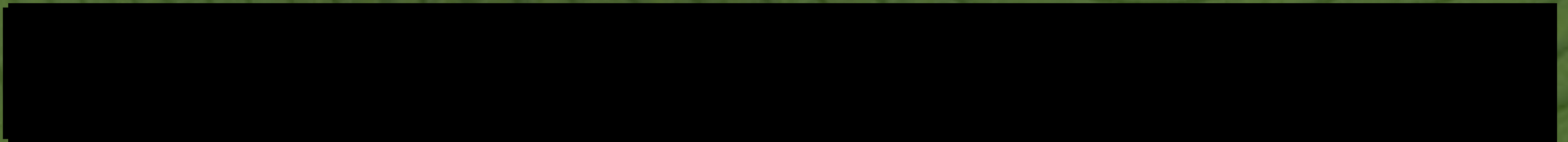
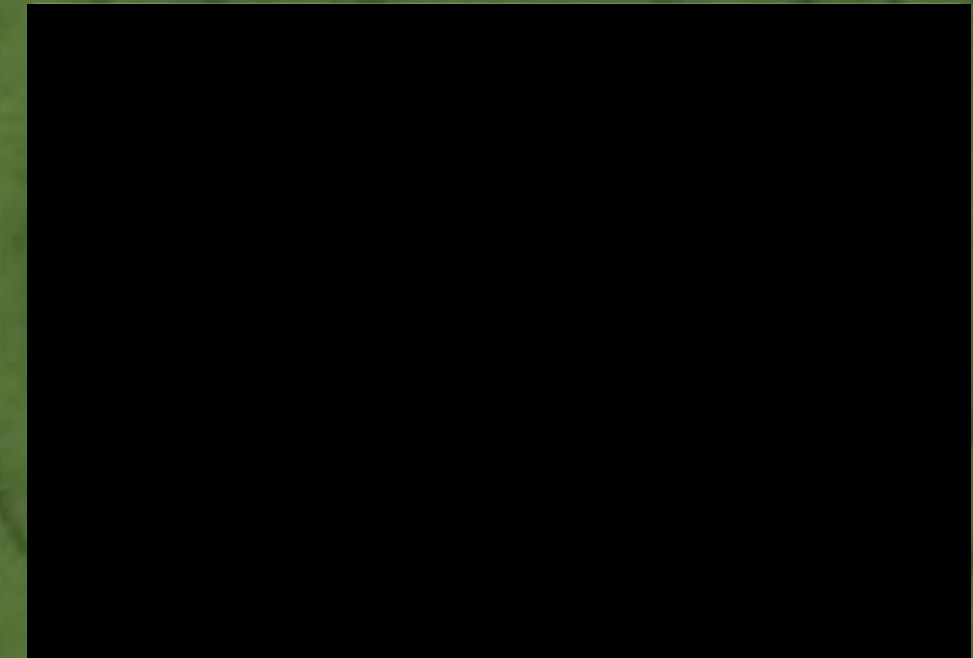
- [REDACTED] is the owner, producer and marketer of the world renowned [REDACTED]
- [REDACTED] has been producing and selling Prosecco variety wine under the [REDACTED] since 2017
- [REDACTED] has spent considerable time, resource and energy, advertising and promotional funds in promoting these products (Prosecco and Prosecco Rose) in the Australian market – via trade promotion, point of sale, social media, paid partnership (My Kitchen Rules television series), and events – see examples in this presentation
- A protected GI result would impact our company both commercially and from a brand perspective
- It is [REDACTED] assertion that these products would no longer be viable if they could not be named Prosecco – if so they would likely require deletion which would have a detrimental impact on our company revenue and brand positioning in retail outlets

[REDACTED]

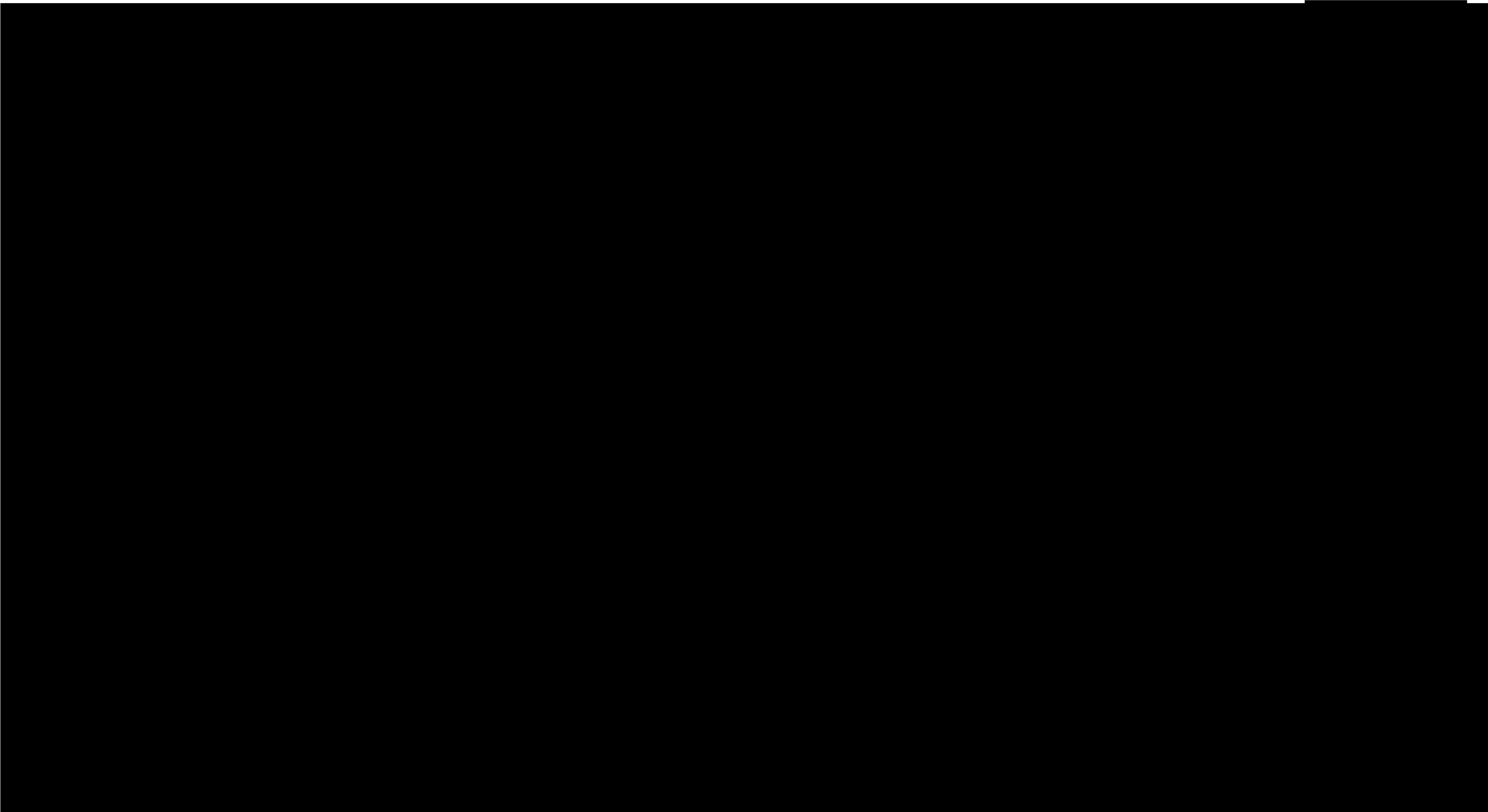
[REDACTED]

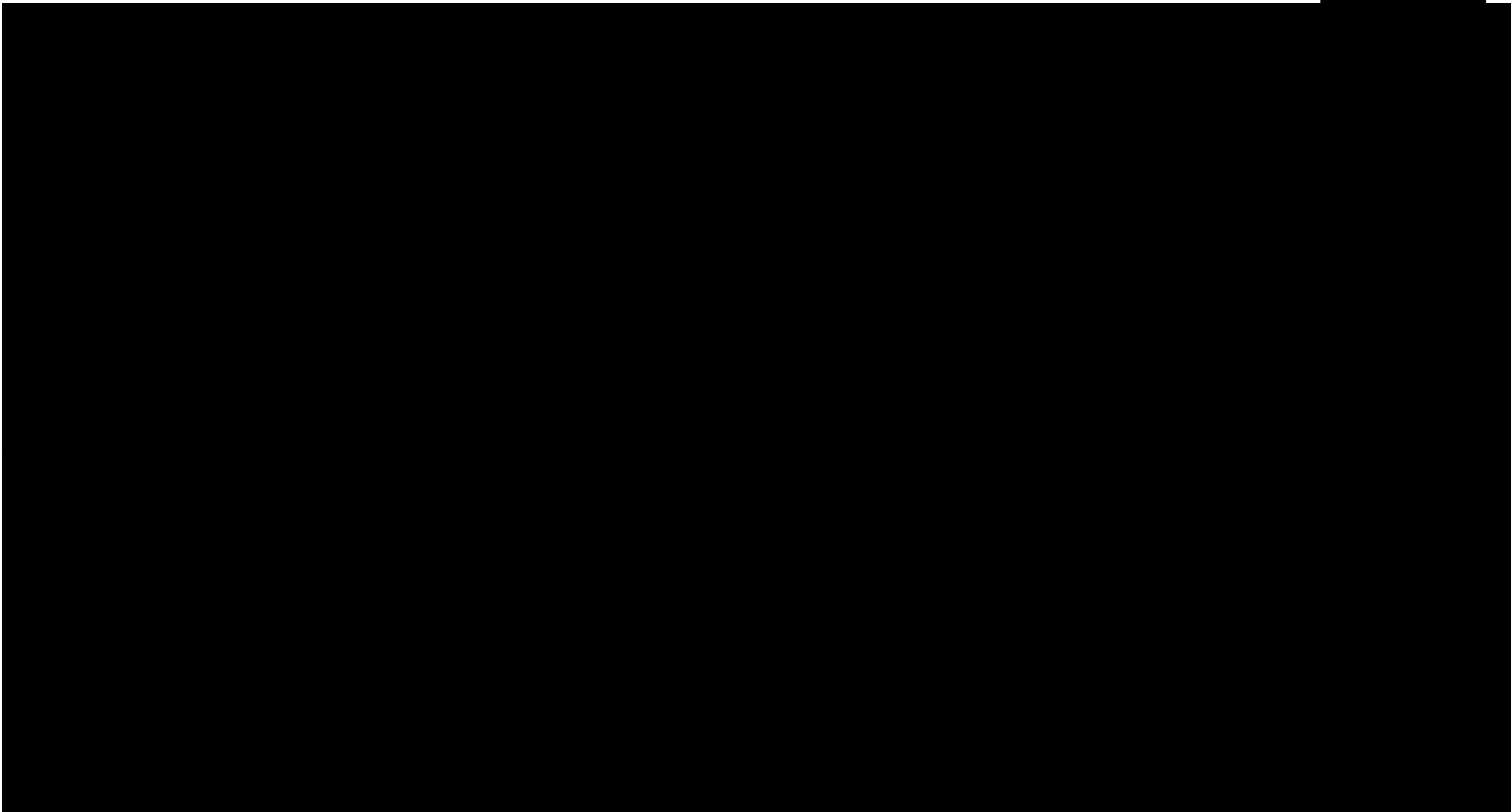


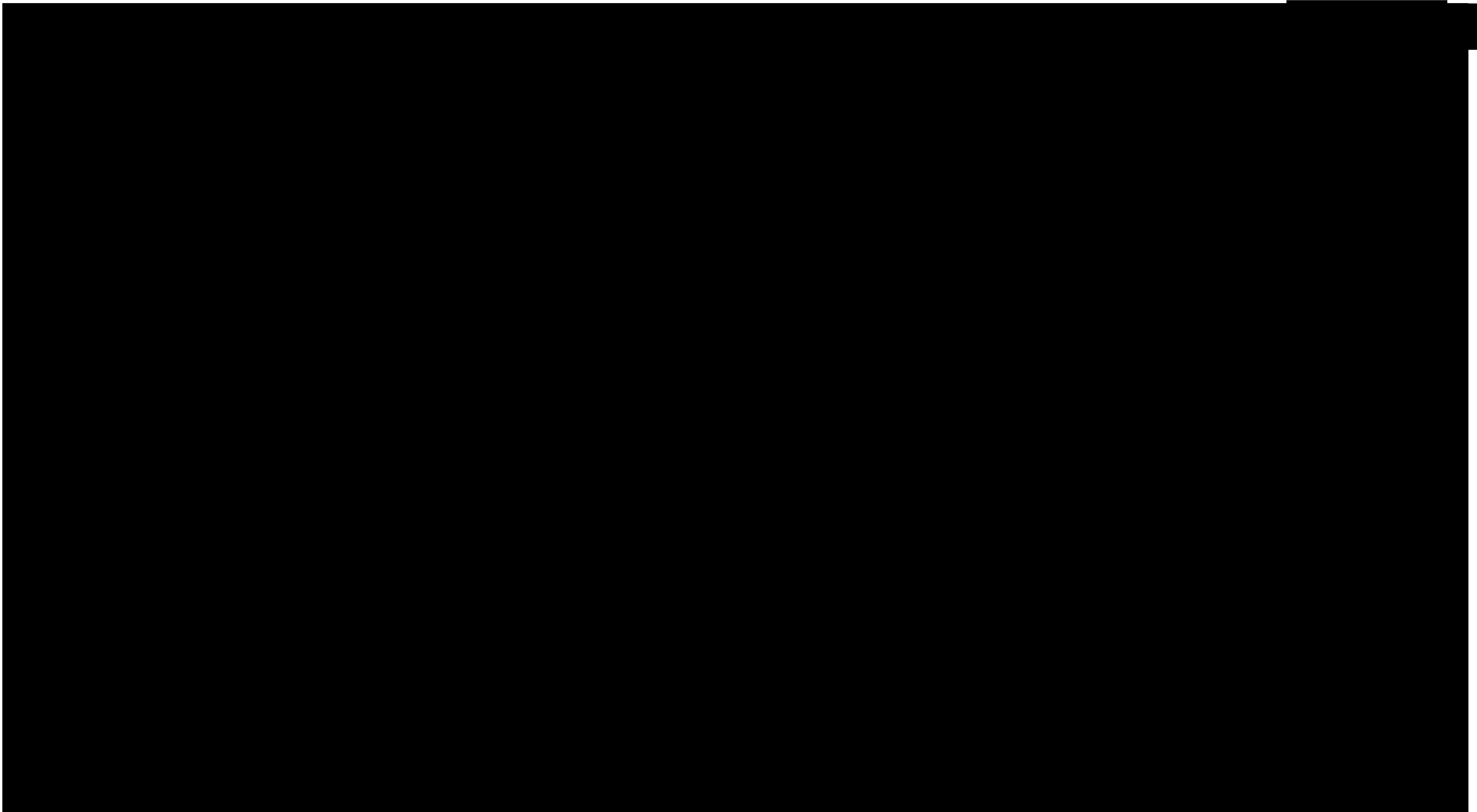
2. Evidence of Use - Australia

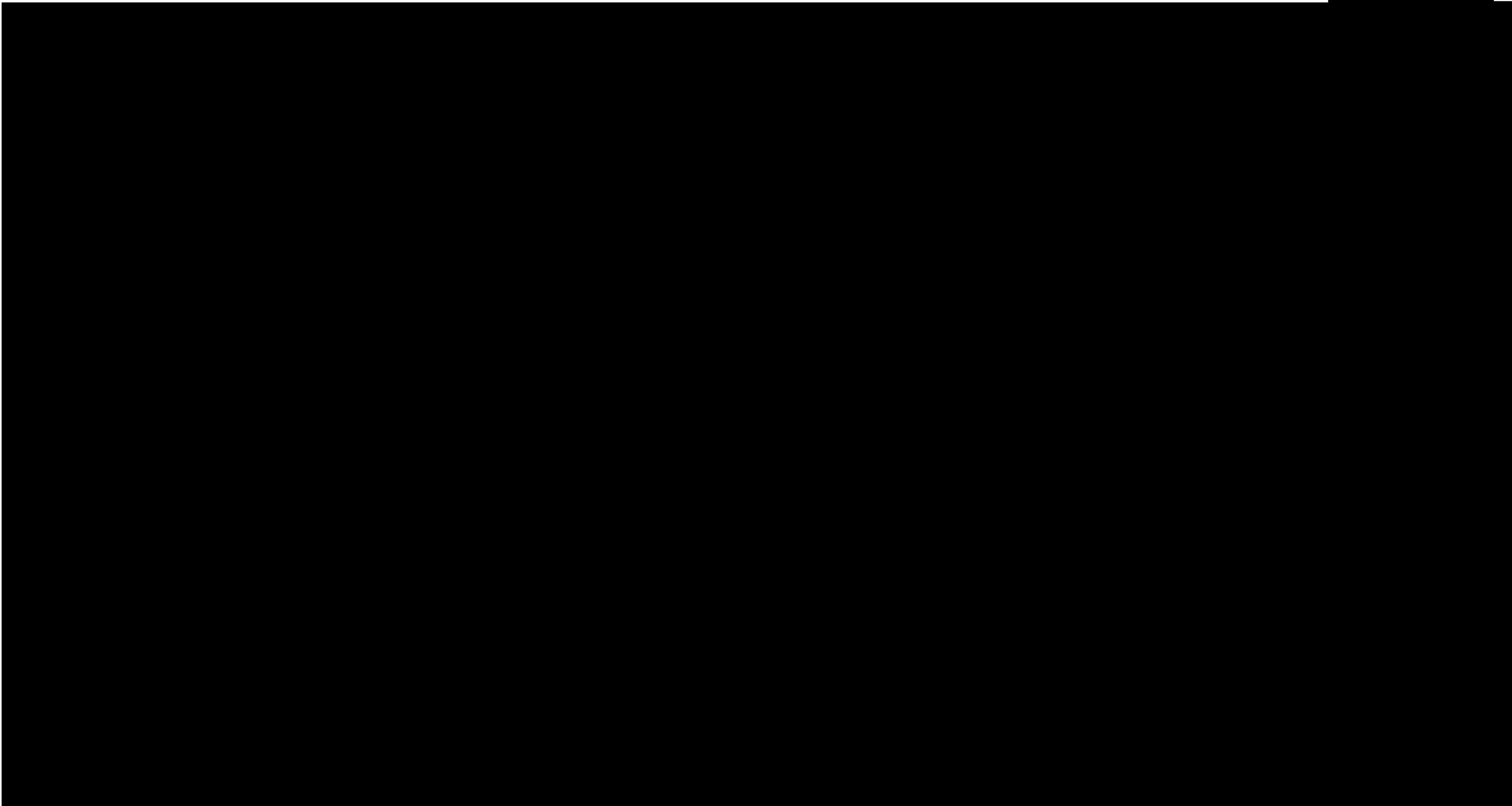
















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