



For immediate release

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Wine industry welcomes new legislation

News of the passing of the Geographical Indications (Wine and Spirits) Registration Amendment Bill in parliament last night has been welcomed by New Zealand Winegrowers.

“The Geographical Indications (Wine and Spirits) Registration Act will be a significant advance for the New Zealand wine industry,” said New Zealand Winegrowers CEO, Philip Gregan. “Our ‘Geographical Indications’ - the names and places where our wines come from - are at the very heart of the New Zealand wine story and this new law provides an additional level of protection for them.”

“The registration system established by the Act will be world class, providing a solid platform for New Zealand wine producers to promote our wines and regions in international markets. We would like to thank the government for making this commitment to the long term future success and growth of the New Zealand wine industry.”

New Zealand wine exports are valued at \$1.6 billion for the year to the end of October 2016. The industry is working towards a goal of \$2 billion of exports in 2020.

-ENDS-

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