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### **STATE GOVERNMENT REVAMPS WINE LABELLING REGULATIONS**

Minister for Consumer Affairs, Jennifer Rankine, has announced innovative changes to the State's wine labelling requirements.

The new rules further reduce red tape by allowing South Australian wine makers to use labels already utilised in countries around the world, which will significantly expand export opportunities for our wine industry.

"It's estimated the new labelling system will save the State's wine industry \$12.75 million a year by enabling wine exporters to use a single label for both the local and the international markets. This is a positive and exciting step for South Australia's wine industry and makes us the first state in the nation to adopt international standards," Ms Rankine said.

The new regulations allow wine producers to place the measurement statement anywhere on a wine container (excluding the base or cap) provided that it can be viewed together with the country of origin, alcohol content and product description.

The European Union has already embraced the labelling rules, and more countries are expected to follow under the recent World Wine Trade Group Agreement. While Australia signed the agreement last year, South Australia is the first of the Australian States and Territories to implement it.

"South Australia is home to premium wines and has repeatedly set the benchmark in the Australian wine industry. This shows the world we are serious about supporting our wine industry," Ms Rankine said.

South Australian wine producers will have the choice of complying with the new wine labelling standards or they continue abiding by the existing rules for the local market.

"This initiative forms part of the South Australian Government's commitment to reduce red tape for local businesses. People will continue to be protected and kept appropriately informed as the measurement statement will still be required on the wine label," Ms Rankine said.

Minister Rankine has endeavoured to encourage other States and Territories to amend the uniform trade measurement laws to meet the ever-evolving needs of the wine industry.

"It is my hope that the Rann Government's decision to take the lead on this issue will encourage the other States and Territories to make similar changes," Ms Rankine said.

For more information about changes to the wine labelling requirements under the *Trade Measurement (Pre-Packed Articles) Variation Regulations 2007*, contact the Office of Consumer and Business Affairs on (08) 8234 2036