

## Australia and EU Finalise Wine Agreement to Simplify Trade

30 March 2026 | News

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Australia and the European Union have concluded negotiations on a new wine agreement aimed at reducing trade barriers, streamlining export processes, and enhancing market access for Australian winemakers.

The proposed Australia–EU Wine Agreement builds on earlier frameworks by introducing simplified certification requirements, fewer testing obligations, and the adoption of electronic documentation. Notably, it will allow Australian producers to self-authorise export certification measures, expected to significantly cut costs and administrative burdens for exporters targeting European markets.

A key aspect of the agreement is the resolution of geographical indications (GIs), particularly concerning the use of the term “Prosecco”. Under the deal, Australian producers will retain the right to use “Prosecco” domestically, while exports using the term will be phased out over a 10-year transition period. Australia has also agreed to protect 50 new EU GIs, while the EU will recognise seven additional Australian GIs. Importantly, the agreement safeguards the continued use of existing grape variety names, even if they are designated as EU GIs in the future.

The wine agreement is expected to complement the broader Australia–EU Free Trade Agreement, under which tariffs on Australian wine exports to the EU will drop to zero upon entry into force, improving competitiveness in the region.

According to Wine Australia, the EU remains a significant export destination. In 2025, Australian wine exports were valued at \$2.4 billion globally, with shipments to the EU accounting for a notable share of both volume and value.

Martin Cole, CEO of Wine Australia, stated that the agreement will help reduce regulatory barriers and support exporters during the transition. The agreement is now subject to domestic approval processes before it can officially come into force alongside the broader trade deal.