

Media Release

Mr Danny Pearson MP

Minister for Economic Growth and Jobs

Minister for Finance



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FRANCE RAISES A GLASS TO VICTORIA'S WORLD-CLASS WINES

Victorian wines will be on show at the world's largest wine museum in France, highlighting the state's reputation as a premium wine makers – thanks to support from the Allan Labor Government.

Minister for Economic Growth and Jobs, Danny Pearson today announced that Victorian wineries will be featured at the iconic La Cité du Vin trade museum in Bordeaux, France. La Cité du Vin is a major tourist attraction that welcomes more than 400,000 wine lovers every year.

The Victorian wineries on display at La Cité du Vin include Ten Minutes by Tractor, William Downie, Bests Great Western, Yarra Yering, Brown Brothers, and Chambers Rosewood Vineyards. As part of the two-year partnership, other Victorian wineries have the chance to be displayed in the future.

The wineries on show are from Yarra Valley, Mornington Peninsula, Gippsland, Grampians and Hume – highlighting the diversity and vibrancy of the wines we produce as part of our \$9 billion wine industry.

The partnership with La Cité Du Vin follows the Wine Paris Vinexpo 2025 held last week, where Victorian wines was also celebrated on a global stage.

Boasting over 800 wineries and 21 distinctive wine regions, Victoria is home to more wineries than any other state – with the exports generating about \$141 million a year.

Wine is one of Victoria's key tourism drawcards and plays an important role in regional economies – jobs at wineries, vineyards and cellar doors provide people with good jobs close to home, while serving as popular tourist attractions.

The Labor Government's *Economic Growth Statement* identifies trade as a critical driver for boosting Victoria's economic growth and the new \$10 million *Boosting Victorian Exports Package* will help more businesses take their home-grown products to global markets.

Quotes attributable to Minister for Economic Growth and Jobs Danny Pearson

"We're promoting Victorian wines at one of the most influential wine museums in the world, strengthening our reputation as a premium wine destination and attracting more people to Victoria."

"Victoria is home to many of our country's most celebrated winemakers, and this partnership is sharing their talent with the rest of the world and boosting their export opportunities."