

# Media Release

**Mr Danny Pearson MP**

Minister for Economic Growth and Jobs

Minister for Finance

Minister for Government Services



Monday, 16 February 2026

## VICTORIAN WINES UNCORK RECOGNITION

Some of Victoria's top drops are headed to the world's largest wine museum, further cementing our international reputation.

Minister Pearson today revealed seven Victorian wineries will be featured at the Cité du Vin in Bordeaux, which welcomes more than 400,000 wine lovers a year.

With Victoria's exports booming, it's another high-profile opportunity to highlight our premium wines.

The wineries on show are from Hume, Barwon, Grampians and Yarra Valley regions, showcasing the diversity and vibrancy of our wine industry. They are:

- Oakdene Wines
- Pizzini Wines
- Rathbone Wines (Mount Langi Ghiran and Yering Station)
- Fowles Wines
- Stanton & Killeen
- De Bortoli
- Yeringberg

The *Victorian Wine Strategy 2025-30* outlines how Victoria will grow its \$9 billion wine industry, locally and internationally.

We have more than 700 wineries – more than any other state - 770 grape growers and 21 distinctive wine regions.

In 2024-25, wine exports generated \$186 million.

Labor continues to back the wine sector's world-class reputation, which is why we've delivered \$4.5 million to grow Victorian wine exports.

Wine is one of Victoria's key tourism drawcards and plays an important role in regional economies.

### Quotes attributable to Minister for Economic Growth and Jobs Danny Pearson

*"We are backing our regional growers and winemakers – supporting high-quality jobs in regional Victoria and driving the economy."*

*"Having Victorian wines centre stage at the world's largest wine museum strengthens our reputation as a premium winemaking region."*

### Quotes attributable to Minister for Agriculture Ros Spence

*"Victorian farmers and winemakers are at the heart of our thriving regional economy."*

*"Showcasing our wines on the world stage highlights the skill and dedication of our growers, and supports jobs and communities across Victoria."*

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