



Protection of the Champagne name : The fight against counterfeiting

27 November 2020



COMITÉ
CHAMPAGNE

Champagne, a unique appellation creator of value



THE WORLD'S LEADING WINE AOC BY VALUE



KEY FIGURES	
	297.6 MILLION bottles shipped, of which 52,4% exported
	5.0 BILLION euros in sales*
	A stock of over 1 BILLION bottles

* excluding taxes, from Champagne

A DEFINED TERRITORY	
	34,300 HECTARES
	3 REGIONS Grand Est, Hauts-de-France, Île-de-France
	5 DEPARTMENTS Aube, Aisne, Haute-Marne, Marne, Seine-et-Marne
	319 CRUS (villages)

COMITÉ CHAMPAGNE, A TRADE ORGANISATION SERVING THE CHAMPAGNE APPELLATION



4 lawyers, 8 Champagne Bureaux, 70 law firms in the world

600 new cases per year

A budget of 2 millions €

2 keys ideas

- Champagne wines cannot change their name
- The value of the appellation results from the exclusive link name / product

2 principles

- Improve protection step by step
- Explore boarder of the protection and try to push them back

A long-standing and worldwide protection



First ruling
France, 1843



« Spanish Champagne »
United-Kingdom, 1960



« Australian Champagne »
New-Zealand, 1991

Cooperation with Customs and authorities



ProtectionAOCChampagneEurope



REGULATION (EU) No 608/2013 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL
of 12 June 2013

concerning customs enforcement of intellectual property rights and repealing Council Regulation
(EC) No 1383/2003

(5) 'counterfeit goods' means:

(b) goods which are the subject of an act infringing a geographical indication in the Member State where they are found and, bear or are described by, a name or term protected in respect of that geographical indication;

(c) any packaging, label, sticker, brochure, operating instructions, warranty document or other similar item, even if presented separately, which is the subject of an act infringing a trade mark or a geographical indication, which includes a sign, name or term which is identical to a validly registered trade mark or protected geographical indication, or which cannot be distinguished in its essential aspects from such a trade mark or geographical indication, and which can be used for the same type of goods as that for which the trade mark or geographical indication has been registered;

Seizure of non-wine products



2016: 5.600 candles from China to France

2020 : 106.000 bottles from Santa Lucia to the Netherlands



- Market surveillances
 - Application for Customs actions
 - Key elements to recognize fake from genuine
 - Free trainings
 - Free chemical analysis
-
- Zero tolerance





Protection in 122 countries

Registration in 70 countries
under a GI system



Home > Industry News Releases > Paraguay Recognizes and Protects the Champagne Appellation of Origin

INDUSTRY NEWS RELEASES WINE BUSINESS

Paraguay Recognizes and Protects the Champagne Appellation of Origin

By **Press Release** - November 18, 2020 73 0

In Latin America : Bolivia, Brazil, Colombia, Costa Rica, Nicaragua, Panama, Paraguay, Peru, Ecuador, El Salvador, Guatemala, Honduras



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THANK YOU
FOR YOUR ATTENTION !