

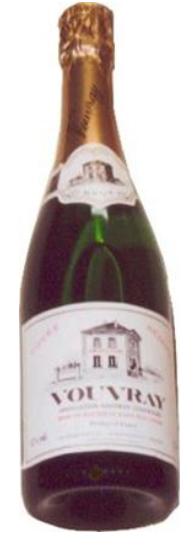
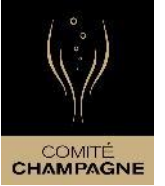


COMITÉ
CHAMPAGNE

THE PROTECTION OF THE APPELLATION CHAMPAGNE



« CHAMPAGNE ONLY COMES FROM CHAMPAGNE, FRANCE »



FRANCE, 1843
THE **FIRST COURT DECISION** IS
ISSUED TO PROTECT THE NAME
CHAMPAGNE AGAINST ITS
MISUSE FOR OTHER SPARKLING
WINES

A LIMITED GEOGRAPHIC AREA SINCE 1927



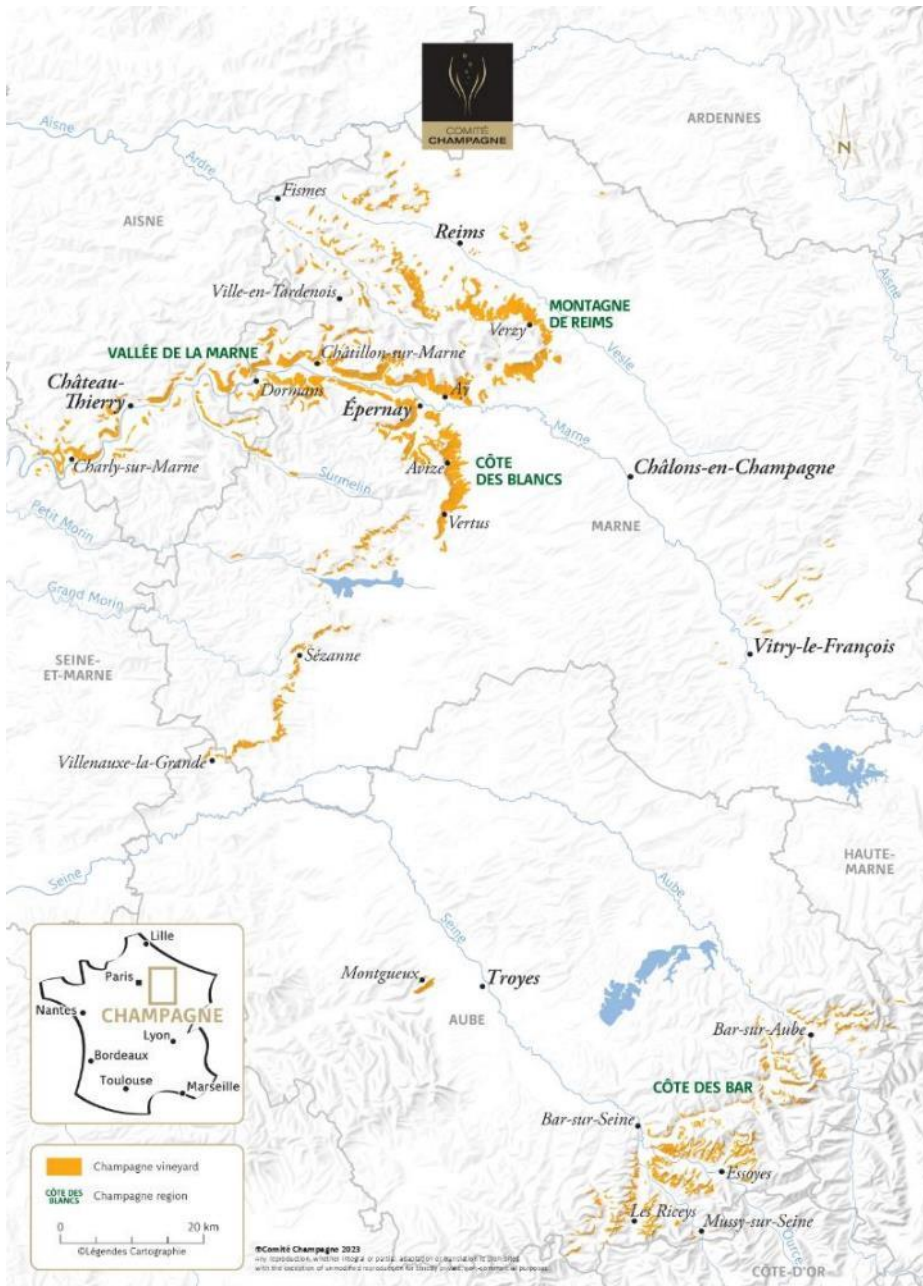
34 200 HECTARES
(4 % of French vineyard)



319 CRUS
(cities and villages)



LOCATED IN 5 ADMINISTRATIVE DEPARTMENTS
Aube, Aisne, Haute-Marne, Marne, Seine-et-Marne



THE RECOGNITION OF AN APPELLATION

KEY DATES AND DEFINITION OF THE CONCEPT OF AOC

1

1935 : creation of the “*appellation d’origine contrôlée*” (AOC) concept

- *Defined geographical area*
- *Recognition expertise*

2

1936 : decree recognizing AOC Champagne

- *Strictly defined geographical area*
- *7 authorised grape varieties*
- *4 authorised pruning techniques*
- *Limited yield per hectare and for the pressing*
- *2nd fermentation in the bottle (“prise de mousse”)*
- *Cellar ageing (15 months minimum for non-vintage wines, 36 months minimum for vintage wines)*
- *Minimum potential alcohol content during the harvest*

3

1941 : creation of the Comité Champagne

KEY FIGURES OF THE CHAMPAGNE INDUSTRY

A SMALL PRODUCTION



0,5% of global vineyards area



9% of global sparkling wines consumption in **volume**



300 MILLIONS of bottles shipped on average per year



A WORLDWIDE PRESTIGE



1st viticultural PDO in the world in value
6 billions € turnover



35% of global sparkling wines consumption in **value**



Export to
190 COUNTRIES (57 % of the shipments)

COMITÉ CHAMPAGNE



The place of the collective since 1941

Private law organization, entrusted with a public service mission, possessing prerogatives of public authority

The objective is to ensure the common interest of Winegrowers and Champagne Houses

In a **balanced** and **consensus-based** manner.

A COMPLEX NETWORK TO MANAGE

A DIVERSITY OF ACTORS



16 200 GROWERS



130 COOPERATIVES



370 HOUSES



GROWERS
MANAGE
90 % OF THE VINES



HOUSES
SHIP MORE THAN
70 % OF THE TOTAL
VOLUME

MISSION 1 - MARKET REGULATION AND MONITORING OF THE WINE INDUSTRY



Founding date : 1938 - creation of **reserve system**



Reconciling irregular harvests with market demand



Record all transactions related to the production of Champagne



Track the movement and shipment of wine



Manage Champagne reserves, harvest and inventory declarations, professional registrations, etc.



MISSION 2 - QUALITY AND SUSTAINABILITY

VINES, WINE & ENVIRONMENT



CULTIVATING AN EFFICIENT AND SUSTAINABLE VINEYARD

- Varietal innovation: preserving existing grape varieties and creating new ones
- Precision viticulture: actively combating diseases and vineyard decline
- Managing and preserving the ecosystem and biodiversity of the vineyard
- Supporting professionals in their environmental certification
- Reducing the ecological footprint of the sector and aiming for carbon neutrality

REAFFIRMING THE SEARCH FOR EXCELLENCE

- Preserve the quality and typicality of wines in a context of climate change
- To ensure the safety of consumers

MISSION 2 - RESEARCH AND DEVELOPMENT

VINES, WINE AND ENVIRONMENT



4 EXPERIMENTAL VINEYARDS



EXPERIMENTAL CELLAR



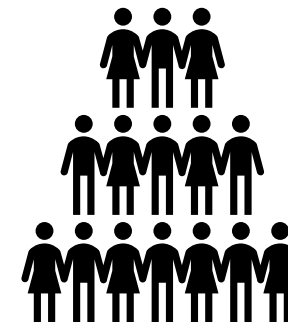
MICROBIOLOGY
LABORATORY



COFRAC ACCREDITED
LABORATORY



TASTING ROOM



NEARLY 60 EMPLOYEES

↘ More than 200
tests per year

MISSION 3 - VALORISATION OF CHAMPAGNE



UNDERSTANDING THE MARKET

To be able to understand its competitive environment and its consumers.



REPRESENTING THE APPELLATION

To be the voice and gateway of the appellation in France and in the world.



PROMOTING THE APPELLATION

To promote the appellation by highlighting the producers of the appellation.



TRAINING THE PROFESSIONALS

To promote the value and uniqueness of Champagne.

PROTECTION OF THE APPELLATION

MAIN ACTIVITIES

Champagne is protected in more than 125 countries

1

Fight against counterfeiting and misuses of the Champagne appellation

2

Cooperation, public affairs and lobbying, for a better protection in the world, including the follow-up of FTA Agreements (regular contribution to EU DGTRADE subcommittees on IP).

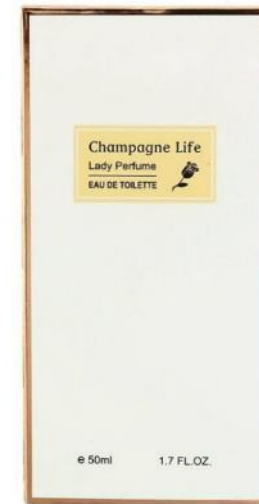
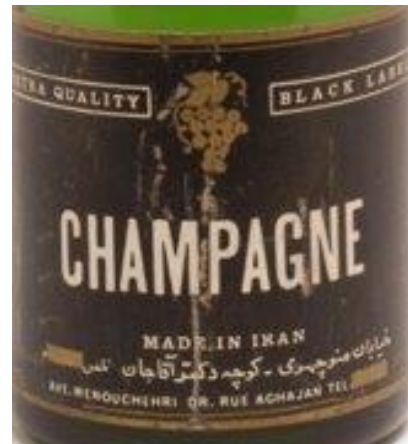
REGISTRATIONS AS GI IN NON-EU COUNTRIES:

Bolivia (2013)
Brazil (2012)
Cambodia (2019)
Canada (2015)
China (2013)
Colombia (2013)
Costa Rica (2013)
Dominican Republic (2011)
Ecuador (2015)
El Salvador (2103)
Guatemala (2013)
Honduras (2013)
India (2010)
Indonesia (2010)
Laos (2019)
Malaysia (2011)
Mauritius (2022)
Mongolia (2014)
Myanmar (2014)
New Zealand (2021)
Oman (2021)
OAPI (2006)
Nicaragua (2013)
Panama (2010)
Paraguay (2020)
Peru (2012)
Singapore (2019)
Thailand (2006)
Turkey (2017)
Uruguay (pending)
Venezuela (pending)



PROTECTION OF THE APPELLATION

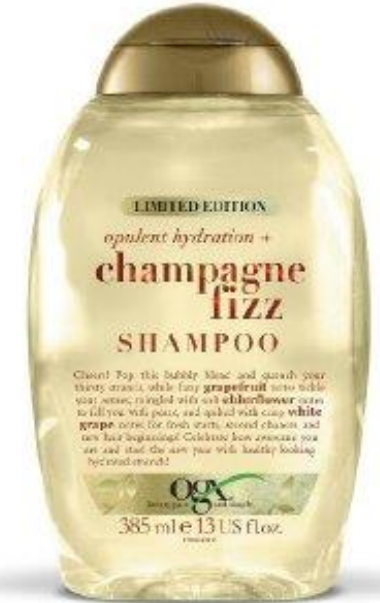
OUR STRATEGY: TOWARD AN ABSOLUTE PROTECTION



TOWARD AN ABSOLUTE PROTECTION OF THE NAME CHAMPAGNE

- **Zero tolerance against counterfeiting**
- Online and offline watches
- Customs trainings and free analyzes on demand
- Actions against trademark applications
- Actions against any and all kind of misappropriations of the name, including evocation
- Relations with the authorities
- In 2023 : 312 new cases, including 47 new proceedings
- 45,438 ads detected and 5514 ads removed from 68 e-commerce platforms
- A budget of 1,5 million € and a team of 4 people

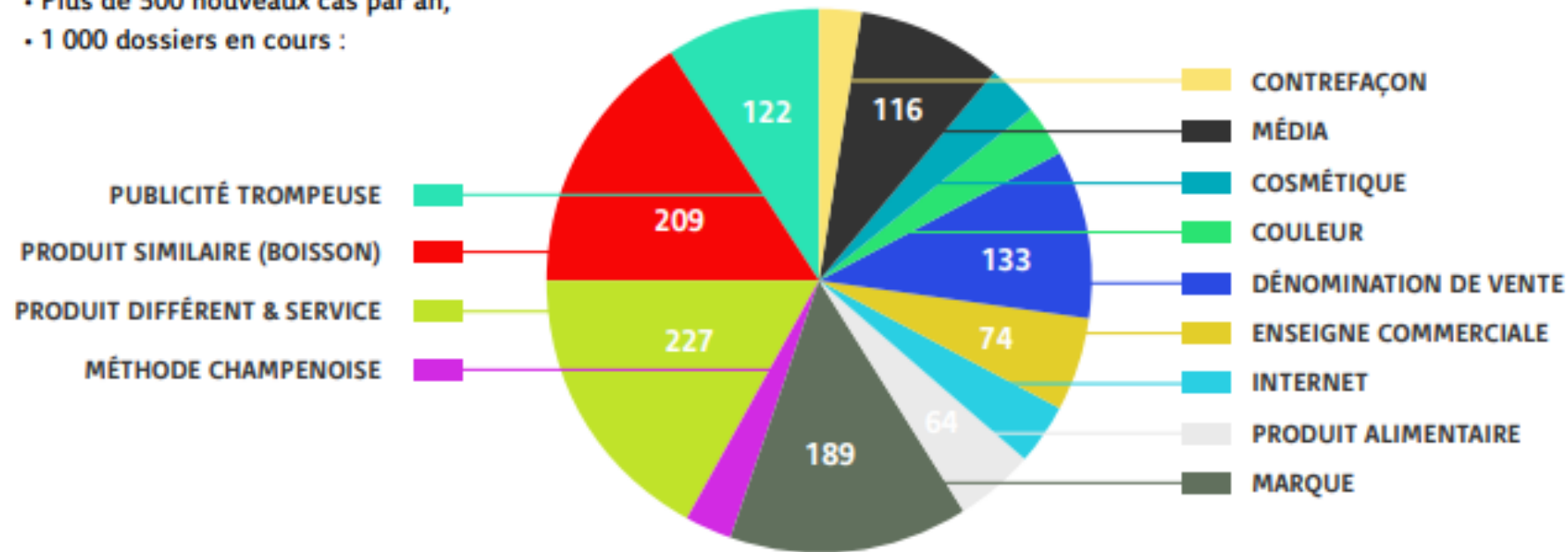
A SHORT SELECTION OF MISUSES



PROTECTION OF THE APPELLATION

OUR CASES

- Plus de 500 nouveaux cas par an,
- 1 000 dossiers en cours :



500 misuses
detected **per year**

1000 ongoing matters
(oppositions, nullity actions, civil proceedings, criminal proceeding, Customs seizures, non contentiuous matters...)

A LARGE DEFINITION OF COUNTERFEIT IN THE EU



FRANCE (2021): 35 000
Soda COURONNE FRUIT
CHAMPAGNE from Haïti



THE NETHERLANDS (2024):
800 sprays CHAMPAGNE
CHEERS from UK



BELGIUM (2022): 2000
cans of beer MILLER
THE CHAMPAGNE OF
BEERS from USA

TRADEMARK WATCH

2024 ACHIEVEMENTS

- **Position : oppose identical or similar/evoking trademarks, in all classes of goods and services**

- Moldavia :  in class 32
- Portugal :  in class 43
- South Korea : CHAMPAGNE 3CON in class 9 for sunglasses
- Germany : PINK SCHAMPAIN in class 43
- Armenie: Ring for Champagne in classes 33, 35, 41
- Chili: CAMPAGNE GOURMET & WINES in class 33
- Espagne: BUBBLES & CHAMPAGNE in class 41
- Brazil: LE CHAMP in class 33
- Finlande: CHAMPARTY in class 33

OPPOSED
AND REJECTED

COOPERATION WITH NATIONAL AUTHORITIES

IN FRANCE AND WORLDWIDE

1

SHARING INFORMATION

Training in the EU and in non EU-countries (2023/2024: Serbia, Bosnia, Macedonia, Vietnam, Laos, Myanmar, Ivory Coast, Kenya), **leaflets, free laboratory analysis**



2

TARGETED OPERATION

Participation in WCO and EUROPOL operations (e.g. Opson); Champagne Plan with French Police since 2012



ÉLÉMENTS D'IDENTIFICATION D'UNE BOUTEILLE DE CHAMPAGNE

Vin mousseux de qualité
Exclusivement élaboré en France, dans l'aire délimitée de la Champagne viticole

Code représentative de droits (CRD)
Couleur verte, obligatoire pour le marché français, avec le numéro du département de production :
51 (Marne), 10 (Aube), 02 (Aisne), 77 (Seine-et-Marne), 52 (Haute-Marne)

Champagne
Inscrit sur la bouteille, les factures, tout emballage (caisses, cartons, étuis, ...) et sur la partie du bouchon intégrée dans le col de la bouteille

Élaborateur
Indiqué en toutes lettres sous la forme "Elaboré par (raison sociale de l'élaborateur), (commune de son siège social), France"

Immatriculation
Délivrée obligatoirement par le Comité Champagne avant toute mise sur le marché et reproduite sur l'étiquetage sous la forme d'un code : 2 lettres (NM-8M-RC-CM-MA-ND) et plusieurs chiffres

Bouchon en liège
Maintenu par un fil de fer (le muselet) et revêtu d'une feuille recouvrant la totalité du bouchon et en tout ou partie le col de la bouteille

3

WORKING GROUPS & FORUMS

Participation and **monitoring works** in France and worldwide (e.g. CNAC, UNIFAB, INTA GI committee)



ProtectionAOCChampagneEurope

OFFLINE MARKET SURVEILLANCE

- **Monitoring of physical points of sale:** market surveys, monitoring of wine fairs.
- **AFA - Application for customs intervention** (UE, Norway, Moldova, Albania, Bosnia Herzegovina, Kosovo, Montenegro, North Macedonia, Serbia).
- **Work in progress:** AFA in Brazil, Mexico, Ukraina
- Worldwide **monitoring of trademark applications** including or evoking CHAMPAGNE in classes 1-45.



ONLINE MARKET SURVEILLANCE

In 2023, **5514 TAKE DOWN** / CHINESE PLATFORMS ARE THE FIRST INFRINGERS

Alternative Proceedings

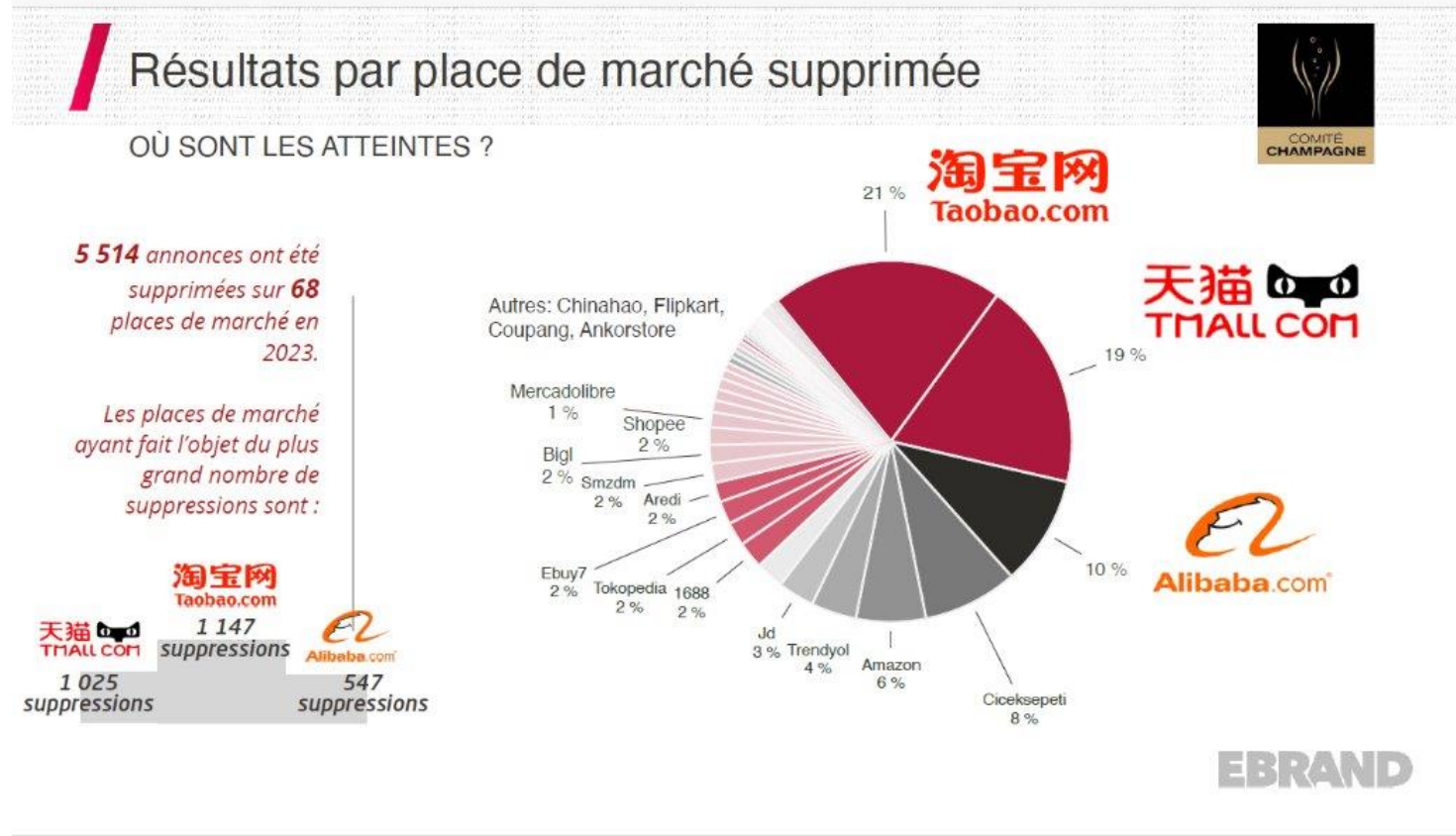
- CEPANI, 20 dec. 2004, champagnes.be
- OMPI, 4 july. 2005, champagnes.fr
- UK Dispute Resolution Service, 15 may 2007, champagne.co.uk
- OMPI, 5 feb. 2008, champagne.ie
- SYRELI, 10 march 2022 champagne-co.fr

Obstacle : UDRP = trademark requirement

- OMPI, 21 june 2011, champagne.co

Judicial Proceedings

- TGI Paris, 7 sept. 2001, champ-pagne.com
- TGI Paris , 15 dec. 2005, vins-de-champagne.com
- TGI Paris, 5 oct. 2007, auchampagne.com
- TGI Paris 10 april 2008 champagne.ch



COOPERATION AND CHALLENGES

UKRAINA AND RUSSIA



- 2021/2022 - Cooperation in the field of the EU-Ukraine FTA / Trainings online and in France to Ukrvinprom – association of winegrowers, producers and researchers
- Toward the full discontinuance of the use of Champagne for Ukrainian sparkling wines
- Several TM oppositions ongoing



- 2021: meetings in Russia with sparkling wine producers (Kuban Vino, Abrau-Dourso, Lefkadia, Usadba Divnomorskoe), Rosalkogoregulirovanie (RAR), ROSPATENT, UE delegation
- Toward a full protection of the appellation
- Good results at the ROSPATENT against TMs including CHAMPAGNE

COOPERATION AND CHALLENGES

U S A



WINE ORIGINS ALLIANCE

WHEN IT COMES TO WINE, LOCATION MATTERS

- More than 30 members in 11 countries spanning North America, Europe, Africa, Asia, and Australia.
- Since 2025, Comité Champagne has been funding member
- Twenty-five members represent wine regions in the United States or the European Union, from Napa Valley to Champagne, Willamette Valley to Bordeaux, Texas to Sherry, and Missouri to Douro & Porto.
- Goals:
 - **PROTECTION FOR WINE REGION NAMES AROUND THE WORLD**
 - **FIGHT AGAINST TARIFF AND NON TARIFF BARRIERS**

US CHAMPAGNE BUREAU + A LOBBYISTS TEAM

- The use of inaccurate terms like “American Champagne” or “California Champagne” by U.S. sparkling wine producers leads to consumer confusion about what is and what is not Champagne.
- 272 distinct U.S. wine regions are legally recognized by the U.S. government as “American Viticultural Areas” (AVAs).
- The misuse of the Champagne name undermines the intent and purpose of the AVA system, state legislation, and all other efforts to create value for U.S. wine regions.
- The correct use of the Champagne name would encourage innovation by the U.S. wine industry and investment in rural communities and align U.S. standards with the rest of the world.

COOPERATION AND CHALLENGES

IVORY COAST



- Training to Customs autorités (2021 and 2024)
- Training to local judges (2023) during the conference LES JOURNEES DE LA MARQUE IVOIRIENNE INNOVANTE



COOPERATION AND CHALLENGES

JAPON, THAILAND, SOUTH KOREA

SHARING OUR GI MODEL IN COOPERATION WITH THE EC AND FRENCH MINISTRY OF AGRICULTURE

- June 2022: Japanese delegation of the International affairs and agriculture ministries
- July 2022: Thai delegation of the IP Office
- June 2023: South Korean delegation of the Ministry of Agriculture and IP Office





THANK YOU FOR YOUR ATTENTION

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