

Ouzo P.G.I. The Breeze of the Aegean



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What is ouzo?

Alcoholic drink with, among else, anise, fennel, star anise, masticha, cinnamon, cloves, coriander, cardamom and mint.

When mixed with water or ice, it changes colour!

The dilution not only changes color, but also changes its aroma.





Ouzo:

A geographical indication product Agreements of the EU with third countries

Geographical Indication product:

- Defined geographical area +
- Specific product +
- Link between the two

"Full protection":

- In advertisements, in the internet, in services
- Any indication that misleads consumers that the product is authentic ouzo is prohibited
- Terms like “kind”, “type”, “style” + ouzo are prohibited



Ouzo
is part of the endless Greek Summer
and
the culture of the Aegean Islands

- Served in a tall and tubular glass
- Can be consumed
with or without ice, with or without water
- Can be the base for refreshing cocktails,
- Can be combined with fruit, vegetable
and liqueur juices
- Accompanies vegetables, olives,
cheese, fish, snacks and light dishes



Ouzo: a GI product of both Greece and the Republic of Cyprus

A clear message by the EU

- that "the EU extends from North to South and west to East"
- that the eastern borders of the EU coincide with the Greek borders,
- on the single geographical area of Greece-Cyprus, and

A clear message of the EU

to register and protect a product whose image is directly linked to the Aegean as a GI product of both Greece and the Republic of Cyprus





Thank you very much for your attention!

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