

PRESS RELEASE

An EU-Mercosur trade deal that delivers for wine: a *sine qua non* condition for its signature.

Brussels, 25 June 2019 – As endgame approaches for the EU-Mercosur trade deal, EU wine companies re-insist on the need for the agreement to deliver on market access and protection of geographical indications for wines.

After several years of technical work and intense discussions, the EU-Mercosur trade deal seems to be on the right track and approaching last stages. The EU wine companies have always been in favour of an ambitious deal and reiterate their must-haves.

Firstly, the deal must significantly improve **market access** by removing the tariffs applied to wine, thereby allowing EU products to compete on a level-playing field.

“Wine cannot miss this opportunity. Today, we are competing with countries that are not facing the same restrictions as we are” said Ignacio Sánchez Recarte, Secretary General of Comité Vins. *“We could do much better in Mercosur markets, that is why the deal must ensure the elimination of tariffs for EU wines within a reasonable timeframe”*.

A second issue which is crucial for EU wine companies is the **protection of geographical indications (GIs)**. The agreement should be signed only if it includes measures for an effective protection of wine GIs. *“It is not only about the agreement with Mercosur, the implications for our wine Geographical Indications go far beyond”* said Jean-Marie Barillère, President of Comité Vins. *“A failure of the EU on this subject would be particularly damaging, in view of other on-going and future negotiations.”*

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Note to Editors:

Comité Européen des Entreprises Vins (CEEV – www.ceev.eu) represents the wine companies in the industry and trade in the European Union: still wines, aromatised wines, sparkling wines, liqueur wines and other vine products. It brings together 24 national organisations and its members produce and market the vast majority of quality European wines, with and without a geographical indication, and account for over 90% of European wine exports.