



JOINT DECLARATION TO PROTECT  
WINE PLACE & ORIGIN

PRESS KIT

BORDEAUX, FRANCE

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## **Global Alliance to Protect Wine Place Names Welcomes Three New Members During Vinexpo 2017**

*Wine Origins group expands to 23 with addition of British Columbia, McLaren Vale and Texas*

**BORDEAUX, France** — Leadership from the world's premier wine regions hosted a tasting event today at Vinexpo 2017 to welcome three new members to the [Joint Declaration to Protect Wine Place & Origin](#). The [British Columbia Wine Institute](#) of Canada, which represents five wine regions in the province; the South Australian wine region of [McLaren Vale](#); and the [Texas Wine Growers](#) of the United States join the global movement to ensure wine place names are protected and not abused or miscommunicated to consumers.

"The continued expansion of our global alliance underscores the growing movement to protect wine region names, and the demand for accurate and fair labeling," said **Jean-Marie Barillère**, co-president of the Comité Champagne. "Consumers have a right to know that the information printed on a label accurately reflects the origin of the wine they are purchasing. While we are competitors in the market place, we agree that name protection is essential to ensuring the authenticity of the product we share with consumers."

**Maxime Toubart**, co-president of the Comité Champagne, added: "As a winegrower, I understand first-hand how the place impacts the wine I create. That is why, I am proud that Champagne is part of a growing global alliance of renowned wine regions committed to educating consumers about the importance of location."

Leadership from Champagne joined Barossa, Chianti Classico, McLaren Vale, Napa Valley, Porto and Texas to pour their wines for journalists and wine industry professionals at the 19<sup>th</sup> [Vinexpo](#) in Bordeaux. This foremost wine festival provided an opportunity for the wine origins group to highlight the importance a specific location plays in wine, and how the misuse of a wine region name is harmful to consumers.

"McLaren Vale is honored to have the opportunity to join this remarkable group of leading world wine regions dedicated to protecting place names," said **Jennifer Lynch**, General Manager of the McLaren Vale Grape Wine & Tourism Association. "Wines from McLaren Vale, like all those represented in this coalition, have a unique sense of place and can't be duplicated anywhere else in the world."

Since it was first signed in 2005, the Declaration efforts have led to increasing attention around the protection of wine place names both on labels and online. For example, in January 2016, American-based Internet name registry Donuts launched the new .wine and .vin domain extensions. Prior to the launch, members of the Declaration worked with Donuts on an agreement that put safeguards in place to ensure the extensions could not be falsely used to mislead consumers.

"We are thrilled to join this esteemed group of the world's leading wine regions and welcome the opportunity to elevate this issue within the United States and around the world," said Carl Money, Founding Member of the Texas Wine Growers. "Our members look forward to building upon these efforts to ensure that a wine's true origin be clearly identified on its label in order for consumers to make informed decisions when purchasing and drinking wine."

By becoming signatories of the Declaration, members agree that geographic names are fundamental tools for consumers to identify the special wines associated with specific winegrowing regions. They commit to working

together to bring necessary awareness and advocacy to ensure these names are protected and respected.

“The wine regions of British Columbia are excited to be the first in Canada to join with wine regions from Europe, Australia and the United States to recognize that nothing shapes a wine’s character like its location.” said Miles Prodan, President and CEO of the British Columbia Wine Institute. “From great winegrowing regions to consumer rights groups to everyday consumers, more and more are making their voices heard in the campaign to protect wine place names and we are proud to join this chorus.”

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### **About the Declaration**

The Joint Declaration to Protect Wine Place Names & Origin was signed in Napa Valley, California, on July 26, 2005. The signatories of the Declaration include: Barossa, Bordeaux, Bourgogne/Chablis, British Columbia, Champagne, Chianti Classico, Jerez-Xérès-Sherry, Long Island, McLaren Vale, Napa Valley, Oregon, Paso Robles, Porto, Rioja, Santa Barbara County, Sonoma County, Texas, Tokaj, Victoria, Walla Walla Valley, Washington state, Willamette Valley and Western Australia. For more information, visit [origins.wine](http://origins.wine) or follow the coalition on [Twitter](#) and [Facebook](#).



## **WINE REGION REPRESENTATIVES AT DECLARATION TASTING**

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### **BAROSSA (Australia)**

- James MARCH, CEO, Barossa Grape & Wine Association

### **BOURGOGNE/CHABLIS (France)**

- Claude CHEVALIER, Vice President, Bureau Interprofessionnel des Vins de Bourgogne
- Christian VANIER, Directeur Général, Bureau Interprofessionnel des Vins de Bourgogne

### **CHAMPAGNE (France)**

- Jean-Marie BARILLÈRE, Co-President, Comité Champagne
- Maxime TOUBART, Co-President, Comité Champagne; Champagne Maxime Toubart
- Bruno PAILLARD, Champagne Bruno Paillard
- Luc GAIDOZ, Champagne Gaidoz Forget
- Maxime BLIN, Champagne Maxime Blin
- Emmanuel MANNOURY, Secrétaire General au Syndicat Général des Vignerons de la Champagne; Champagne Mannoury E & M
- Joël FALMET, Champagne Joël Falmet
- Vincent PERRIN, Director General of the Comité Champagne
- Charles GOEMAERE, Director of Economics and Legal of the Comité Champagne

### **CHIANTI CLASSICO (Italy)**

- Silvia FIORENTINI, Marketing & Communication Manager, Chianti Classico Wine Consortium

### **MCLAREN VALE (Australia)**

- Jennifer LYNCH, General Manager, McLaren Vale Grape Wine & Tourism Association

### **NAPA VALLEY (United States)**

- Emma SWAIN, Immediate Past Chair, Napa Valley Vintners Board of Directors
- Darioush KHALEDI, Member, Napa Valley Vintners Board of Directors; Founder of Darioush winery
- Rex STULTS, Government Relations Director, Napa Valley Vintners

### **PORT (Portugal)**

- Louisa FRY, Marketing and Communications, Instituto dos Vinhos do Douro e Porto

### **TEXAS (United States)**

- Carl MONEY, Founding Member, Texas Wine Growers; Owner, Pontotoc Vineyard

# Joint Declaration to Protect Wine Place & Origin

Whereas, it is generally acknowledged that there are a handful of truly extraordinary places on earth from which great wine is consistently produced.

Whereas, the names of these places are printed on labels side-by-side with the names of the producers to identify the origin of the wine.

Whereas, wine, more than any other beverage, is valued based on its association to its place of origin—and with good reason.

Whereas, even before modern technology allowed us to tie specific definitions to the soils, terrain, and climates of noted wine regions, winemakers were drawn to these special places.

Whereas, the names of these places are familiar, and synonymous with quality.

Whereas, we respectfully submit that the place where wine is grown plays a very important role in a consumer's selection process.

Whereas, we are furthermore united in our belief that the geographic place names of wine regions are the sole birthright of the grapes that are grown there, and when these names appear on wines that do not contain fruit from that region, they lose their integrity and their relevance, becoming merely words.

Therefore, be it resolved that we, as some of the world's leading wine regions, join together in supporting efforts to maintain and protect the integrity of these place names, which are fundamental tools for consumer identification of great winegrowing regions and the wines they produce.





# WHEN IT COMES TO WINE, LOCATION MATTERS

Since 2005, 23 worldwide wine regions support the importance of location and protection of wine place names.



Join us at [origins.wine](http://origins.wine).

# BAROSSA



Located 43 miles northeast of Adelaide in South Australia, the Barossa wine region is one of the only areas in Australia to have neighboring warm and cool climate growing conditions. Barossa is home to some of the oldest continuously producing vineyards in the world including Shiraz, Cabernet Sauvignon, Semillon, Mataro and Grenache.

## Region

**13,652** hectares growing area  
**23** viticulture areas

## Production

**67 million** bottles produced  
**5.6 million** cases produced  
**AU \$113,773+** million total value grapes  
**AU \$129.6+** million total value wine exports

## People

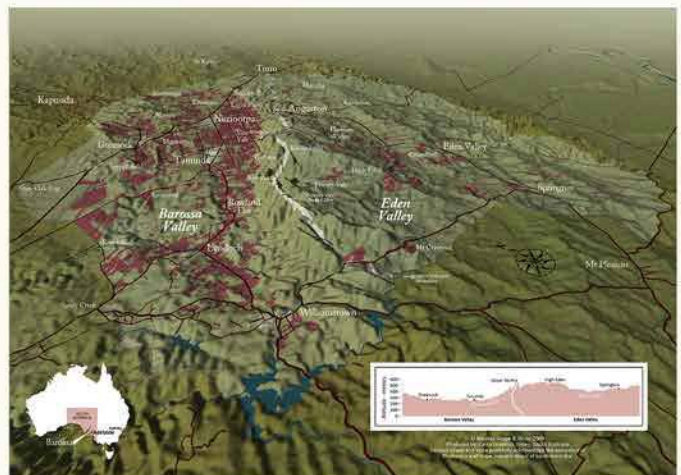
**550** wine grape growers  
**170** wine companies

## Impact

**2,700** jobs  
**1 million** visitors

## Primary Grape Varietals

**Shiraz** | **Grenache** | **Cabernet Sauvignon** |  
**Riesling** | **Chardonnay** | **Semillon**



For more information, visit [www.barossa.com/wine](http://www.barossa.com/wine) or follow @BarossaDirt on Twitter, Facebook and Instagram.





# BOURGOGNE/ CHABLIS



**BOURGOGNES**

*Bureau Interprofessionnel  
des Vins de Bourgogne*

Bourgogne enjoys a climate that is particularly well-suited to vine cultivation. Here, the wines are mainly single varietal. This "purity of expression" means that each plot (Climat) gives each vintage its own personality and unique characteristics.

## Region

**28,920** hectares growing area (Average 2011-2015)

**100** appellations

**33** Grand Cru Appellations

**44** Village and Premier Cru Appellations

**23** Régionale Appellations

## Production

**180 million** bottles sold

**€1.52 billion** total worldwide sales

**48% to 52%** of all bottles are exported

## People

**3,890** wine growing estates

**17** cooperatives wineries

**282** wine merchants

## Impact

**45,200** jobs created

**3%** of wine sales worldwide in terms of value (Average 2008-2012)

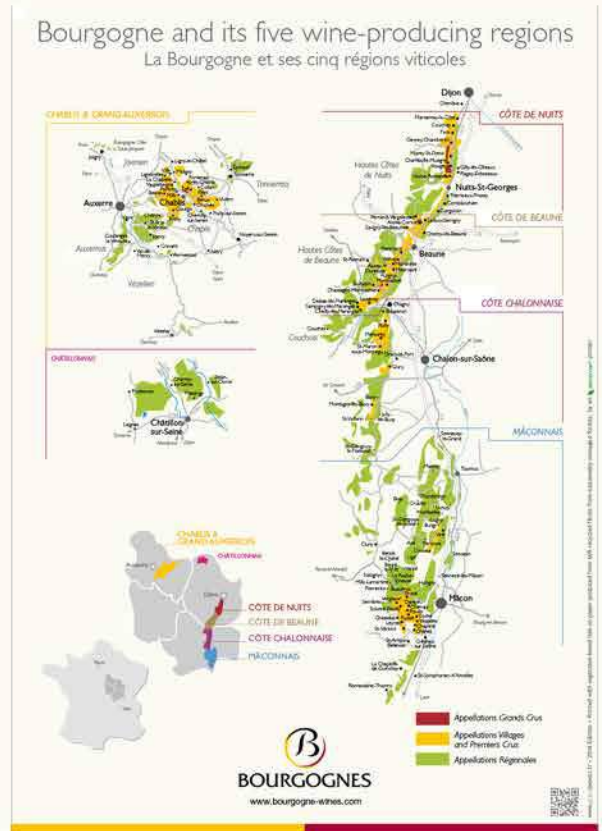
**18%** of exports of still French VQPRD wines

**7%** of total employment in Bourgogne

**3.5%** of GDP in the Bourgogne region

## Primary Grape Varietals

**Chardonnay | Pinot Noir**



For more information, visit [www.bourgogne-wines.com](http://www.bourgogne-wines.com) or follow  
@BourgogneWines on Twitter and Facebook.





# CHAMPAGNE



Located 90 miles northeast of Paris with 4 sub-regions, the Champagne region's terroir is known for its cool climate, chalky subsoil and sloping vineyards.

## Region

**34,500** hectares growing area

**4** sub-regions

**319** crus

## Production (2016)

**306 million** bottles shipped

**€4.71 billion** total worldwide sales

## People

**15,736** winegrowers

**349** Champagne houses

**143** cooperatives

## Impact

**30,000** direct jobs created with 120,000 harvest-related employment

**30%** export value of all French wine is due to Champagne

## Primary Grape Varietals

**Chardonnay | Pinot Noir | Meunier**



For more information, visit [www.champagne.com](http://www.champagne.com) or follow @ChampagneBureau on Twitter, Facebook and Instagram.



# CHIANTI CLASSICO



Produced within the original territory of Chianti that was first delineated in 1716, Chianti Classico is known for its long-held winemaking traditions.

## Region

**7,200** hectares growing area

**18,000** acres

## Production

**38 million** bottles produced annually

**€600 million** total worldwide sales

**80%** of wines exported

## People

**580** members

**376** bottlers

## Impact

**12,000** jobs created

**3,000** jobs in the agritourism sector

**1 million** tourists each year

## Primary Grape Varietal

**Sangiovese**



For more information, visit [www.chianticlassico.com](http://www.chianticlassico.com) or follow @chianticlassico on Twitter and Instagram, and @ChiantiClassicoUSA on Facebook.





# MCLAREN VALE



Located 45 minutes south of Adelaide - the capital of South Australia -  
McLaren Vale is the birthplace of wine in South Australia.

## Region

**7,412** hectares growing area  
**19** appellations or sub-districts

## Production

**9.2 million** litres of wine exported  
**AU \$75 million** total worldwide sales (2016)

## People

**125** wineries  
**400** grape growers  
**60** tourism operators  
**20** associated wine industry businesses

## Impact

**2,100** jobs created  
**721,000** visitors per year

## Primary Grape Varietals

**Shiraz** | **Grenache** | **Cabernet** | **Fiano**  
**Vermentino** | **Tempranillo** | **Sangiovese**



For more information, visit [www.mclarenvale.info](http://www.mclarenvale.info) or follow @mclaren\_vale on Twitter  
and Instagram and @McLarenValeWine on Facebook.



# NAPA VALLEY



napa valley vintners

Located in Northern California, the Napa Valley is only 30 miles long and less than five miles wide at its widest point. Only grapes grown in the appellation, or any of its 16 sub-appellations, can be labeled Napa Valley wines.

## Region

**45,000** acres or **18,200** hectares  
of growing area  
**16** sub-appellations

## Production

**8.5 million** cases produced  
**\$5.5 billion** in retail value

## People

**700** grape growers  
**475** wineries  
**1,000** brands

## Impact

**46,000** jobs in Napa County  
**303,000** jobs in the United States

## Primary Grape Varietals

**Cabernet Sauvignon | Chardonnay |  
Merlot | Sauvignon Blanc | Pinot Noir**



For more information, visit [www.napavintners.com](http://www.napavintners.com) or follow  
**@NapaVintners** on Twitter, Facebook and Instagram.





# PORT



Instituto dos Vinhos do Douro e do Porto, I. P.

The Douro Demarcated Region covers over 250,000 hectares in Northeast Portugal within the Douro River basin.

## Region

**43,480** hectares growing area

**3** sub-regions

## Production (2016)

**7.2 million** cases shipped

**€308 million** total worldwide sales

## People

**21,432** winegrowers

**39,000** farmers

## Primary Grape Varietals

**Bastardo** | **Mourisco Tinto** | **Touriga**  
**Francesa** | **Tinta Amarela** | **Tinta Barroca** |  
**Tinta Cao** | **Tinta Roriz** | **Touriga Nacional** |  
**Donzelinho Branco** | **Gouveio** | **Malvasia**  
**Fina** | **Rabigato** | **Viosinho**



For more information, visit [www.ivdp.pt](http://www.ivdp.pt) or follow [@ivdp\\_ip](https://twitter.com/ivdp_ip) on Twitter and [@VinhosdoDouroedoPorto](https://www.facebook.com/VinhosdoDouroedoPorto) on Facebook.



# TEXAS



Some of the earliest vineyards in the United States can be traced back to Texas.  
Today, Texas has become one of the fastest growing wine tourism destinations  
in the United States - second only to Napa Valley.

## Region

**8,000** acres growing area  
**8** distinct wine growing regions

## Production

Avg **1.03** million gallons/year  
(**3.89** million liters)

*\*total production not all of Texas appellation*

## Impact

**1.8** million visitors per year  
**\$2.2** billion in economic value to the state

Primary Grape Varietals: Texas Hill Country AVA

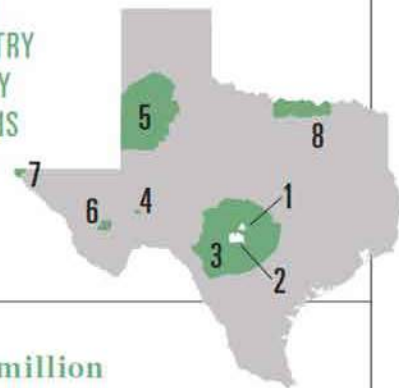
**Malbec** | **Mourvèdre** | **Sangiovese** |  
**Vermentino** | **Viognier** | **Tempranillo**  
**Tannat** | **Petite Sirah**

Primary Grape Varietals: Texas High Plains AVA

**Syrah** | **Carignan** | **Tempranillo** | **Cabernet**  
**Franc** | **Cabernet Sauvignon** | **Petit Verdot** |  
**Roussanne** | **Trebbiano**

## TEXAS HAS EIGHT VITICULTURAL AREAS:

1. BELL MOUNTAIN
2. FREDERICKSBURG
3. TEXAS HILL COUNTRY
4. ESCONDIDO VALLEY
5. TEXAS HIGH PLAINS
6. DAVIS MOUNTAIN
7. MESILLA VALLEY
8. TEXOMA



**\$437.8** million  
generated thanks to  
wine-related tourism

For more information, visit [www.texaswinegrowers.com](http://www.texaswinegrowers.com).

