



**FOR IMMEDIATE RELEASE:** June 20, 2017

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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](#).