

Brussels, 6th September 2011

PRESS RELEASE

THE « COMITE EUROPEEN DES ENTREPRISES VINS » (CEEV) WELCOMES THE EUROPEAN COMMISSION DRAFT REGULATION ON AROMATIZED WINE PRODUCTS, WHICH ALLOWS TO BETTER TAKE INTO CONSIDERATION BOTH THE PRODUCERS' AND THE CONSUMERS' EXPECTATIONS.

The EU wine companies welcome the Commission's proposal, which offers a clear regulatory framework respecting the specificities of this sector's traditional products, leaving room for innovation in their elaboration, and clarifying their presentation.

Brussels, 6th September 2011 – The CEEV welcomes the European Commission's draft regulation on aromatized wine products, offering a clear framework for those beverages, in line with the international standards recently adopted by the OIV (International Wine and Vine Organization).

The draft regulation of the Commission features a qualitative approach of the aromatized wine products sector, promoting, amongst other factors, the quantity of wine used during the elaboration process, thereby reinforcing the connection with the wine filière and its economy. Each year, more than 2 million hectolitres of wine are used by the wine-based aromatized products sector.

The Commission takes into account and reaffirms the traditional nature – both production- and presentation-wise – of some products (vermouth, etc.) well known by the consumers, thereby ensuring better quality and information levels.

The draft regulation also acknowledges the technological innovations of the last 20 years, which allows the producers to guarantee the quality and diversity of their products, to ensure the competitiveness of the sector, and to protect the consumers' interests.

"The aromatized wine products sector is an important outlet for the EU wine sector and requires a clear regulatory framework for the sake of a quality production. It is crucial that the traditional products keep all their characteristics and that the sector remains innovative and competitive. The EC draft regulation is a step in the right direction towards these objectives", said Enrique Fabregat, President of the "Aromatized Wines" Commission of the CEEV. "We now hope that the EU Parliament and Council adopt this regulation rapidly."

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Note to the editors:

The **Comité Européen des Entreprises Vins** (CEEV – “Comité Vins”, www.ceev.be) represents the wine industry and trade in the European Union: *still wines, aromatised wines, sparkling wines, liqueur wines and other wine products*. It brings together 24 national organisations. With more than 7.000 companies, mainly SMEs, and more than 200.000 direct jobs in the EU, 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. With around 6 billion € worth of exports every year, the wine sector makes a contribution of over 3 billion € to the EU trade balance

The CEEV represents more than 90% of aromatized wine beverages producers.