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PRESS RELEASE

The New Frontier for Geographical Indications: The Napa Valley Vintners joins the global alliance of geographical indications producers

The Organization for an International Geographical Indications Network (oriGIn) is glad to announce that the Napa Valley Vintners (NVV), the non-profit trade association representing 430 Napa Valley wineries, has joined its global network. This move confirms the momentum origin products have been gaining in the United States, where Geographical Indications (GIs) have become a strategic tool for producers to generate revenue and ensure economic dynamism in rural areas, as well as for consumers to be informed and assured about the quality of the goods they wish to purchase.

For more than a decade, NVV has blazed the trail in securing global protection for its famous name, Napa Valley, and thereby its brand integrity. *“Consumers around the world need to be assured that when it says ‘Napa Valley’ on the wine label, the wine truly comes from this extraordinary place,”* said Linda Reiff, executive director of the NVV. *“We’ve witnessed the misuse of the Napa name domestically and internationally,”* Reiff said. *“That’s unfair to the vintners of Napa Valley who have worked very hard to achieve recognition for their consistent, quality wines, as well as to the consumers of our wine who rely on truthfulness and accuracy when it comes to information on wine labels.”* *“We have a history of partnering with likeminded organizations, so joining oriGIn was a logical next-step for us,”* said Pat Stotesbery, chairman of the NVV’s Napa Name Protection Committee and proprietor of Ladera Vineyards. The NVV was a founder of the Joint Declaration to Protect Wine Place and Origin partnership in 2005, along with Champagne, Porto and Jerez, Oregon, Walla Walla, and Washington State. That partnership now features 15 of the world’s premier winegrowing regions and continues to grow.

“We are proud to welcome the NVV in our global network. oriGIn – a platform where GIs producers from all over the world exchange their experience and coordinate their strategies – will greatly benefit from the participation of NVV,” said Ramón Gonzalez Figueroa, president of oriGIn and director general of the Consejo Regulador del Tequila (CRT). *“More and more consumers worldwide are aware that origin affects their quality of life. However, a lot remains to be done to ensure accurate information is provided to consumers in the global market. Attempts to justify the unfair appropriation of the GI reputation built over decades of hard labor, and the violation of the intellectual property deriving from GIs remain a serious risk. oriGIn will be there in the years to come to reveal the legal and economic weakness of any arguments used to justify those attempts”* concluded Gonzalez Figueroa.