

„Bayerisches Bier“ (PGI)

**500 years of purity and tradition
are in need of legal protection in times of globalization**

Dear negotiators,

dear ladies and gentlemen,

thank you very much for the opportunity to give you a short overview of the long history of our protected geographical indication “Bayerisches Bier (Bavarian beer, bière bavaroise) and our experiences during the last 10 years of globalization.

For centuries Bavaria has been famous for its beer specialities, the huge number of small and middle-sized breweries, its beergardens, the well-known oktoberfest and that people are drinking beer out of big glasses.

In 2013, 1349 breweries were located in Germany where by nearly 50 % (626) of these are situated in Bavaria.





Since the Middle Age we maintain in Bavaria a unique brewing tradition.

This tradition is based on the so called “purity law” for beer - or as we in Germany say “Reinheitsgebot” issued on the 23th of april 1516 by our duke William IV in the city of Ingolstadt near Munich.



„Particularly we want that from this time on everywhere in our towns, markets and in the country to no beer more pieces than only barley, hop and water should be used.“

This is the wording of the Bavarian purity legislation for beer, which means that “Bayerisches Bier” is only allowed to be brewed with 4 natural ingredients: water - malt - hops and yeast - and nothing else.



The purity law is the basement of our PGI “Bayerisches Bier”.

It can be seen as the world’s eldest food legislation, that is still valid.

And we are proud that we will celebrate it’s 500 th anniversary next year.

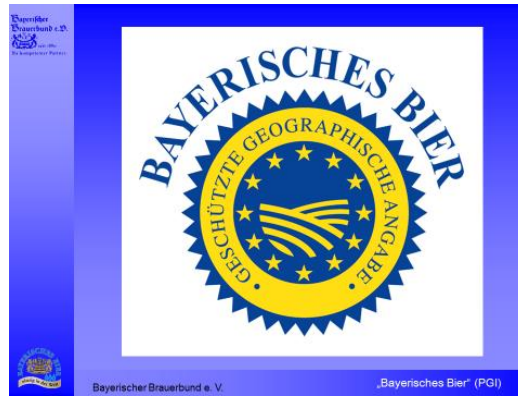
From the four permitted raw materials the bavarian brewers nowadays produce about 40 different types of beer with approximately 4000 - 5000 different beer-brands.

Each of the Bavarian breweries represents a part of Bavarian’s cultural identity, as well as a part of its **economic** history and of its ancient traditions.

Today 10.000 people are employed, producing about 23 million hl of beer, with a turnover of 2,2 billion Euro.

In **June 2001** the Council of Ministers of the European Union approved the application of the Bavarian Brewers Association to register the designation “Bayerisches Bier” as a PGI in Europe.

This means that only the brewers in Bavaria may market their beer, brewed in accordance with the purity law, in Europe under the designation “Bayerisches Bier”.



Therefore the use of the term “Bayerisches Bier” is strictly forbidden to all other producers outside of Bavaria.

Thus foreign producers are not allowed to profit from the high worldwide reputation of our original beer (which obviously can be seen by the fact, that our **export** has increased about 200 % since 2001 - from 1,6 to 4,5 million hl).



Since the registration of “Bayerisches Bier” in Europe as a PGI and our increased exports, we are facing more and more cases of any kind of mis-use.

Really annoying for us is the fact, that the consumer is not only misled about the **origin** (Bavaria), but also about the **quality** of our beer, since

other beers are usually brewed with artificial ingredients such as sweeteners, colorings etc.

Both facts reduces the excellent reputation “Bayerisches Bier” enjoys world wide.

To protect the name “Bayerisches Bier” against misuse and misappropriations in foreign markets, and enforce the rights associated with the GI, it is extremely challenging and very expensive (in average 100 000 € / year worldwide) especially in countries where the only instrument available are trademarks, collective trademarks or certification marks as in the United States, where

- “Bayerisches Bier” (N.3.665.896) and
- “Bavarian Beer” (N. 3.656.877)

were both registered in 2009.

Knowing this background, you will certainly understand that the Bavarian Brewers Association welcomes any effort within the framework of the Transatlantic Trade and Investment Partnerships (TTIP) to improve the protection and reduce legal costs associated with the enforcement of GIs.

As a consequence, future generations will continue to have the chance to enjoy “Bayerisches Bier” one day in the same quality as fixed in the “purity law” of 1516.

Thank you!