



Mr. John Lom

Director, International Division,
The Alcohol and Tobacco Tax and Trade Bureau (TTB)

Geneva, 12 September 2016

Re: Misuse of the denomination “Prosecco” by the US company Ca’ Momi Wineries

Dear Mr. Lom,

oriGIn is the global alliance of geographical indications, which counts among its members 400 associations of producers from 40 countries, including some United States (US) geographical indications. oriGIn advocates for a more effective legal protection of geographical indications at the national, regional and international level and promotes them as a sustainable development tool.

I would like to draw your attention on the use of the denomination “Prosecco” by “Ca’ Momi Wineries” – a wine producer from Napa (<http://www.camomiwinery.com>). One of its locally produced wine (denominated Ca’ Secco) makes reference to the Italian Protected Designation of Origin (PDO) “Prosecco”, both in the bottle’s labelling (see Annex I) as well as in the company online shopping page (<http://shop.camomiwinery.com/product/Ca--Secco-Sparkling>).

“Prosecco” is recognised in the European Union (EU) as a PDO, scheme which guarantees the origin and the quality of such wine produced in a defined geographical area respecting specific viticulture and vinification rules. Moreover, “Prosecco” is recognized in the United States (US) as name of origin via the Agreement between the European Community and the United States of America on trade in wine (2006). Since 2011, the denomination “Prosecco” is listed in the Agreement’s Annex IV.

We believe the above-mentioned direct reference to “Prosecco” by “Ca Momi Wineries” (both in the bottle’s labelling as well as in the company online shopping page) runs against the 2006 US/EU Agreement on trade in wine and is detrimental to American consumers. Consequently, on behalf of



the Consorzio Prosecco – a member of our Organization – we seek the intervention of the TTB to make sure the relevant rules of the 2006 Agreement are fully implemented.

I thank you for the attention you will give to this letter and remain at your disposal for any further information you might require.

Yours sincerely,

A handwritten signature in blue ink that reads "Massimo Vittori". The signature is written in a cursive style and is centered on a light-colored rectangular background.

Massimo Vittori
Managing Director
oriGIn

Annex I



Front of the bottle label

Annex I



Back of the bottle label