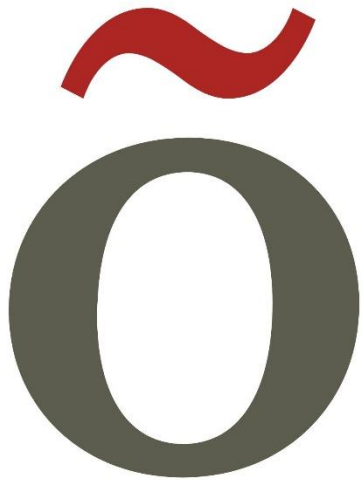


# TTIP & GIs from the point of view of consumers: Transparency v. misleading practices



O R I G E N  
E S P A Ñ A



# 1. Queso Manchego



Avenida del Vino, s/n.  
13300 VALDEPEÑAS Ciudad Real - ESPAÑA  
Tel.: 926-32 26 66 Fax: 926-32 27 12





*Regulating Council's label:  
logotype, stamp and serial  
number*



*At the back: the casein tab*



# CERTIFICATION MARK – Manchego

Prior U.S. Cl.: A

United States Patent and Trademark Office

Reg. No. 2,896,499

Registered Oct. 26, 2004

## CERTIFICATION MARK PRINCIPAL REGISTER

### MANCHEGO

CONSEJO REGULADOR DE LA DENOMINACION DE ORIGEN DE QUESO MANCHEGO  
(SPAIN TRADE ASSOCIATION)  
AVENIDA DEL VINO, S/N, 13300 VALDEPENAS  
CIUDAD REAL, SPAIN

FOR: CHEESE, IN CLASS A (U.S. CL. A).

FIRST USE 1-1-1984; IN COMMERCE 1-1-1984.

THE ENGLISH TRANSLATION OF "MANCHEGO" IS "PEOPLE FROM THE LA MANCHA REGION OF SPAIN".

THE CERTIFICATION MARK, AS USED BY AUTHORIZED PERSONS, CERTIFIES THAT THE GOODS MANUFACTURED BY SUCH AUTHORIZED PERSONS MEET THE STANDARDS ESTABLISHED BY THE CERTIFIER AND THAT SUCH GOODS COME FROM THE LA MANCHA REGION OF SPAIN. SUCH AUTHORIZED PERSONS ARE USING THE MARK BY APPLYING IT TO LABELS OR PACKAGES FOR THE GOODS.

SER. NO. 75-610,516, FILED 12-22-1998.

JULIA HARDY COFIELD, EXAMINING ATTORNEY



We love sharing our familia with yours.



Authentic Cheeses Meats Creams Yogurts Beverages

FRESH CHEESE

- Ranchero® Queso Fresco
Panela
Queso Blanco Fresco
Queso Fresco

MELTING CHEESE

- Asadero
Manchego
Mozzarella
Oaxaca
Queso Quesadilla
Queso Quesadilla Jalapeño

ROBUST CHEESE

- Cotija
Enchilado



Manchego

A natural traditional cheese, made with part skim Grade A milk and other natural ingredients, it's a great cheese to keep in the refrigerator year round, it does everything you could want from a cheese and is rich in flavor and creamy to the palate. All of our products are proudly made in the U.S.A.

TASTE

Nutty hearty flavor.

PERFORMANCE ATTRIBUTES

It shreds, melts and strings. Fabulous table cheese.

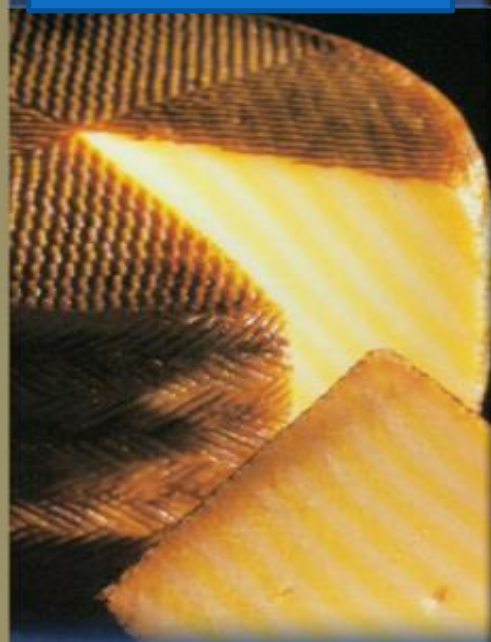
USAGE SUGGESTIONS

Excellent melting cheese, ideal in omelettes, panini pressed sandwiches, pasta dishes, and many authentic Mexican dishes.



					
Home Page	Company	Our Cheese	Recipes	Serving Suggestions	Tour the Plant

Contact Us | Become A Distributor



## Our Cheeses



### MANCHEGO (domestic)

Our domestic version of the national cheese of Spain is made from 100% cow's milk, which gives it a creamy golden color and mild nutty flavor. Its distinctive exterior is based on the traditional molds used to form the cheese - molds made out of straw and flowers which imprinted the sides with a zigzag decor.

#### Details & Health Information

- Cow's milk cheese (45% fat)
- Type: semi-soft
- Shape: wheel
- Available in: 6 lb wheel
- Shelf life: 120 days

#### Serving Suggestions

[CLICK HERE](#)





**MANTORO**  
SPANISH STYLE CHEESE

**TODAY'S SPECIAL**

DOMESTIC MANCHEGO  
IT'S BACK -- \$11.99/LB  
NEW YORK, NY 10011

71 SEVENTH AVE  
NEW YORK, NY 10011  
812.86.7771  
www.mantoro.com

	<b>Manchego</b>	<b>Imitaciones</b>
<b>ORIGEN</b>	Comarca Natural de La Mancha	EE.UU. y México
<b>MATERIA PRIMA</b>	Leche de oveja manchega	Leche de vaca
<b>PRECIO DE LA LECHE</b>	1,20 €/litro (Oveja)	0,40 €/litro (Vaca)
<b>MADURACIÓN MÍNIMA</b>	Al menos dos meses	No se exige
<b>PRECIO VENTA ORIGEN (POR KILO DE QUESO)</b>	9 €	4 €
<b>CALIDAD SENSORIAL</b>	Alta	Baja

## 2. Jijona y Turrón de Alicante



**Consejo Regulador  
de Jijona y Turrón de Alicante**



**GENERALITAT VALENCIANA**  
CONSELLERIA D'AGRICULTURA, PESCA, ALIMENTACIÓ I AIGUA



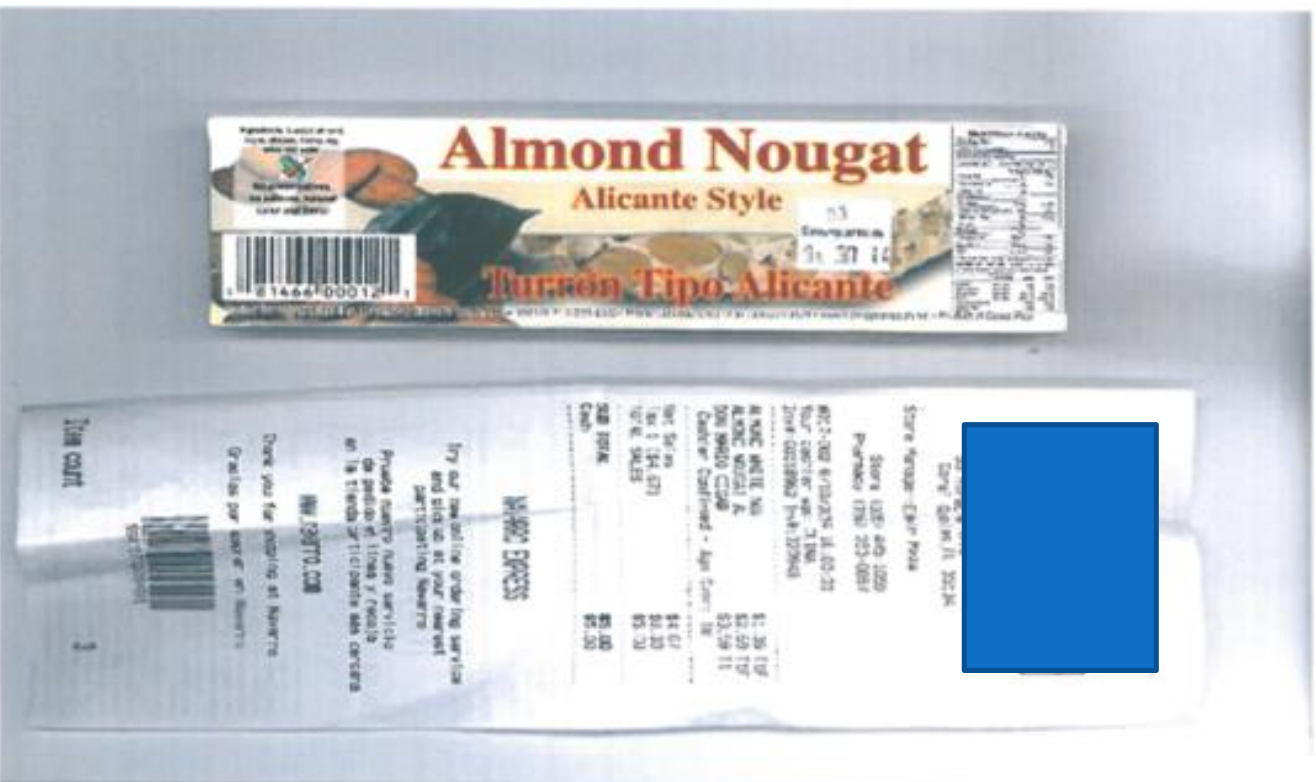
# USPTO denied trademark protection

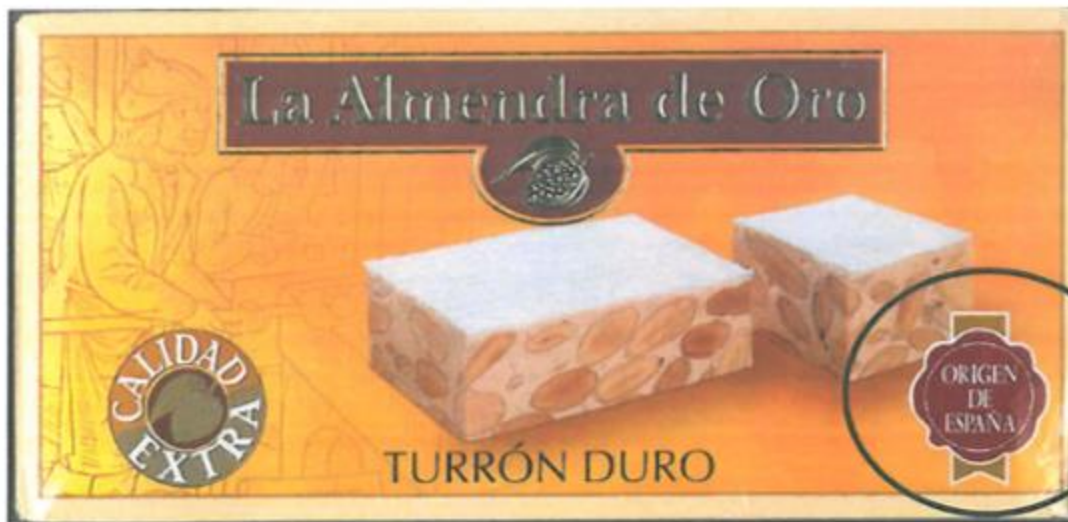
October 2001:

- Trademark application 76/163282: “Turrón de Jijona”
- Trademark application: 76/163283: “Turrón de Alicante”



Consejo Regulador  
de Jijona y Turrón de Alicante





- Comercializado en MIAMI - EEUU  
 1900 N. W. 92 ND AVENUE  
 MIAMI, FLORIDA 33172



# 3. Kona coffee

