



Efforts to protect "Tequila": the cases of the EU and Brazil

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**WIPO
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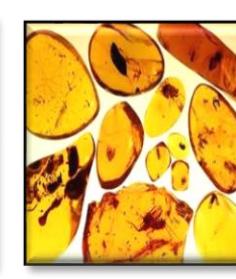
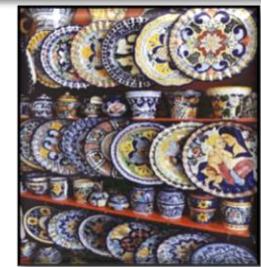


The Tequila Regulatory Council (CRT)



Mexican Appellations of Origin

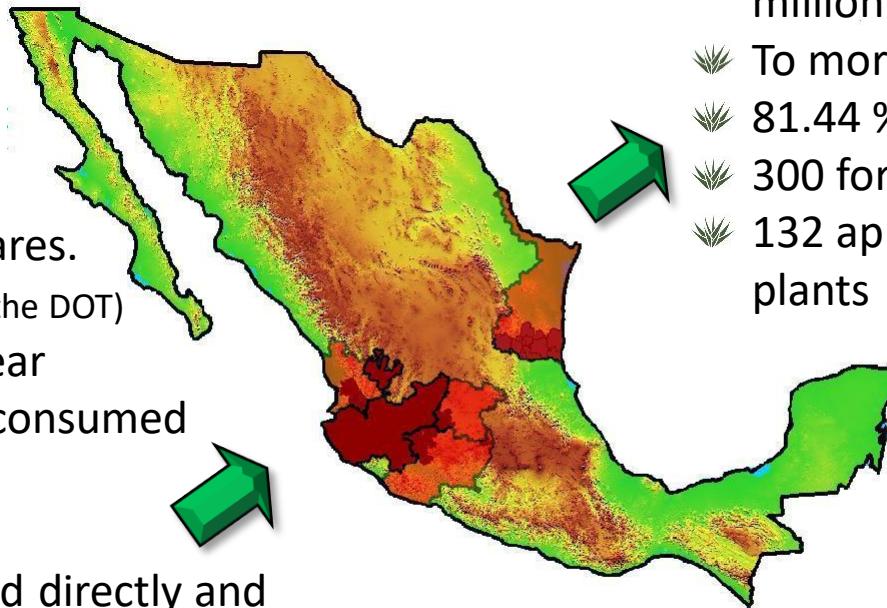
1. **Tequila (1974)**
2. **Mezcal (1994)**
3. **Olinalá (1994)**
4. **Talavera (1997)**
5. **Café Veracruz (2000)**
6. **Bacanora (2000)**
7. **Ámbar De Chiapas (2000)**
8. **Sotol (2002)**
9. **Mango Ataulfo Del Soconusco De Chiapas (2003)**
10. **Café De Chiapas (2003)**
11. **Charanda (2003)**
12. **Vainilla De Papantla (2009)**
13. **El Chile Habanero (2010)**
14. **Arroz De Morelos (2012)**
15. **Cacao De Grijalva (2016)**
16. **Chile Yahualica**
17. **Raicilla (Pending authorization)**



Economic value of the AO Tequila

In Mexico:

- ❖ 433.3 million agaves
- ❖ 140 000 planted hectares.
(5% of the territory covered by the DOT)
- ❖ 1 million wages per year
- ❖ 956,00 tons of agave consumed
- ❖ 152 distilleries
- ❖ 6 544 agave growers
- ❖ 70 000 families depend directly and indirectly
- ❖ 1415 national certified brands
- ❖ 309.1 million liters produced
- ❖ 11 500 millions of pesos in domestic market



In the world:

- ❖ Total export 222 739 655 million liters.
- ❖ To more than 120 countries
- ❖ 81.44 % to USA
- ❖ 300 foreign brands
- ❖ 132 approved bottling plants

Tequila protection in Brazil



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Tequila Protection in Brazil

Timeline

- **01 August de 2008;** CRT filed Application of Appellation of Origin Registration before INPI.
- **26 mayo 2015;** Declaration of Mutual recognition of Tequila and Cahaca by Fomers Presidents Dilma Rousseff and Enrique Peña Nieto.
- **26 July 2016;** Siganture of the Agreement Tequila and Cachaca between Mexico and Brasil.
- **12 february 2019,** INPI grants Tequila registry as an Appellation of Origin in Brasil becoming the 9th Foreign GI to be registered.



Tequila Protection in the EU



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Tequila protection in the EU

- Bilateral Agreement of Mutual recognition in the sector of Spirit Drinks between Mexico and the EU, (Bilateral Agreement of 1997).
- EU Trademark 2008, EUIPO
- Tequila protection at Customs Regulation 608 / 2013, concerning customs enforcement of intellectual property rights and repealing Council Regulation (EC) No 1383/2003
- CRT filed application for obtaining GI registration Regulation EU 110/2008 OCTOBER 23, 2012.
- Protection of Tequila as a GI has entered into force on 20 March 2019.



Seon online - Dutch Tequila

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16:50
03/04/2019



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Muchas gracias!

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