



Comité Champagne's actions in the USA

OriGIN's conference on international issues related to GIs
November 24, 2021

CHAMPAGNE IN THE USA



1st / 2nd

export market
(value/volume)



15.9%

of total exports
(volume)



20.8 million

bottles sold
(2020)



\$572.2 million

of annual revenue
(2020)

with 1.1L/year per adult

(France : 4,8L)

PROTECTION OF THE CHAMPAGNE NAME

The success of Champagne in the 19th century attracted numerous imitations from other producers.

The **Champagne Appellation d'Origine Contrôlée (AOC)** was established to protect the Champagne name.

On July 22, 1927, the zone of Champagne production was created.

In June 1936 Champagne was declared an AOC.

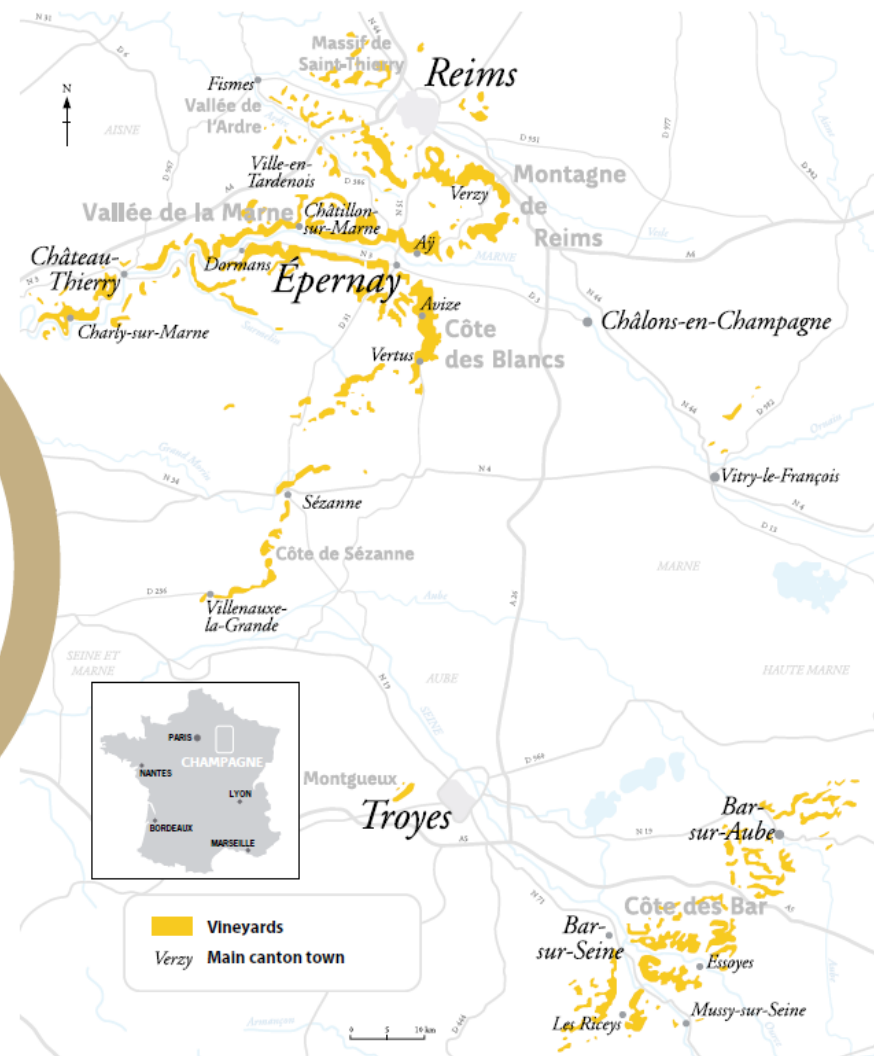
Hence, "Champagne only comes from Champagne, France"

AOC
relates the quality of
a product to its geographical origin,
with certain rules applied.

Champagne AOC
quality is under constant development
with one goal in mind: **excellence!**

Terroir is defined in the broadest sense,
embracing all the geographical,
geological, climatic and technical
components that contribute to
the personality of the wine.

THE CHAMPAGNE VINEYARD



PROTECTION OF THE CHAMPAGNE NAME

The **Comité Champagne (CIVC)** was created in 1941 as a joint trade association representing the joint interests of all the Champagne Houses and Growers.

Ensures the **common interest** of Champagne **Growers** and **Houses** to contribute towards the **competitiveness** and the **balance** of the economic sector.

Missions:

- **Research** and **development** (viticulture, œnology and environment)
- **Protection** of the appellation
- **Market regulation** and **monitoring** the winegrowing activity
- Champagne **education** and Champagne **promotion**

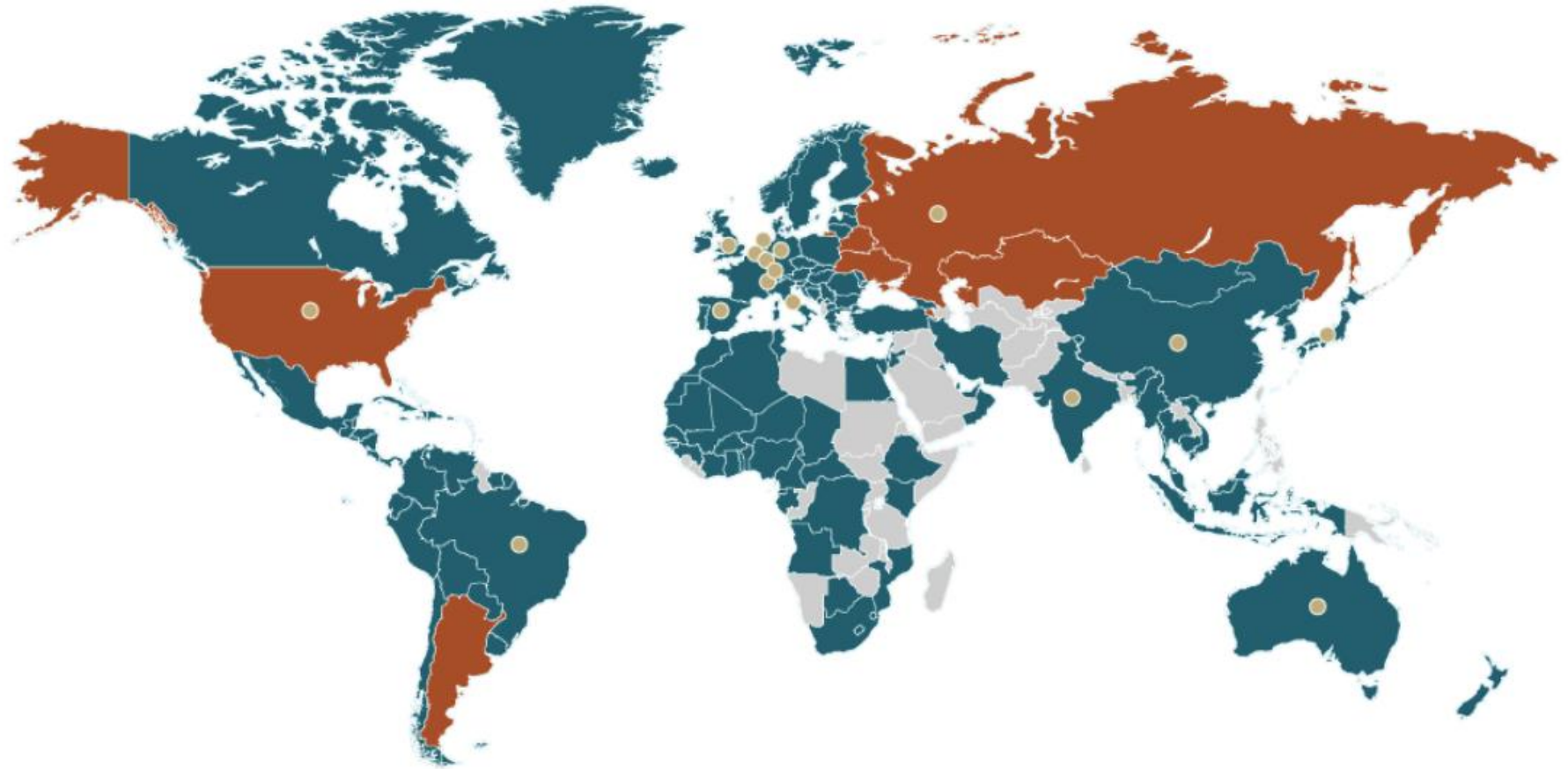
The **Champagne Bureau, USA**, is the official U.S. representative for the CIVC.



PROTECTION OF THE CHAMPAGNE NAME

The Champagne name is protected in over 120 countries.

The U.S. is one of the very few countries that allows the Champagne name to be used for wine not from Champagne, France.



- Bureau du Champagne
- Pays qui reconnaissent l'appellation Champagne
- Pays qui ne protègent pas l'appellation Champagne

PROTECTION OF THE CHAMPAGNE NAME

Brands who use misleading labels in the U.S. are already using 'sparkling wine' on labels on products sold in neighboring countries.

US label



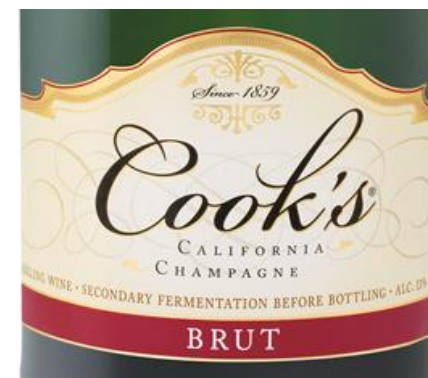
Barefoot Bubbly



Korbel



Cook's



Canadian label

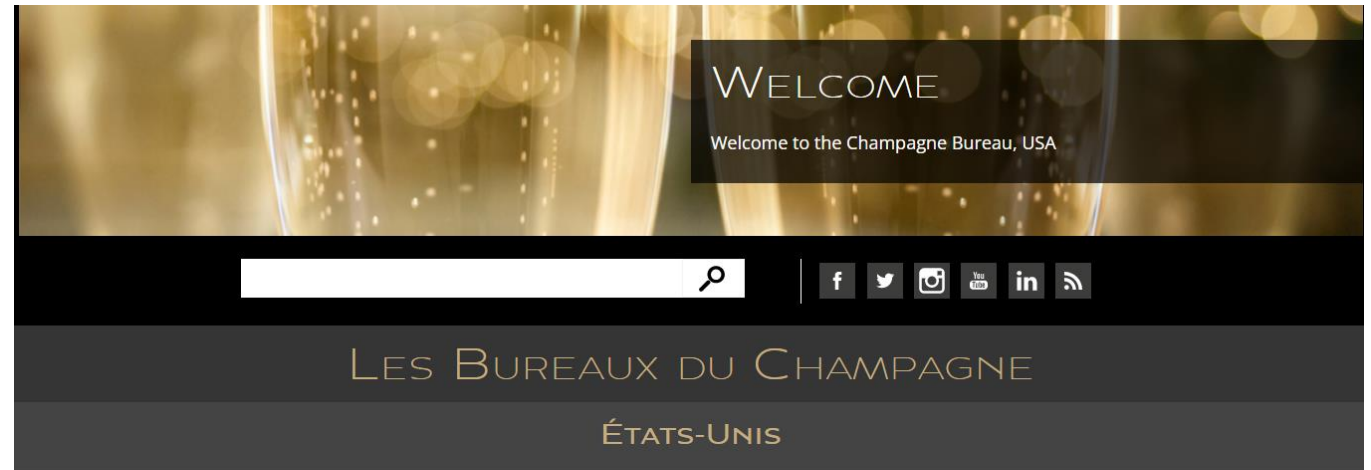


CHAMPAGNE BUREAU IN THE USA

A Champagne Bureau since 1954

Located in Washington, DC, it has the mission to educate US consumers, work to improve Champagne's protection in the US

A team of lobbyists



WELCOME TO THE BUREAU DU CHAMPAGNE, USA

The Champagne Bureau located in Washington, DC, is the U.S. representative of the Comité Champagne, the trade association that represents all the grape growers and houses of Champagne, France. The Bureau works to educate US consumers about the uniqueness of the wines of Champagne and expand their understanding of the importance location plays in the creation of all wines. We are intently focused on ensuring Champagne is properly protected in the United States, as it is in most of the rest of the world.



Bureau du Champagne,
USA

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Fax. (00/1/202) 318.0063
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CONTACTEZ CE BUREAU



CAMPAIGN IN THE USA

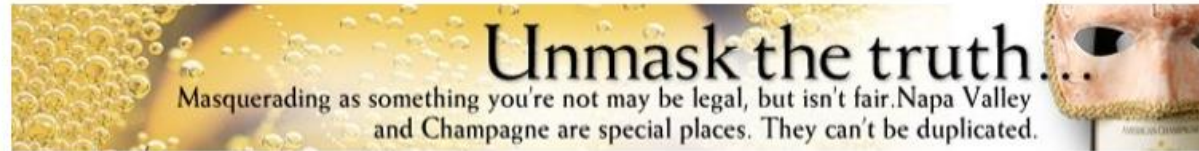


In 2004



In 2005 and 2006

CAMPAIGN IN THE USA



From 2007 to 2010

Unmask the truth...

AMERICAN CHAMPAGNE
Extra Dry

No more cover-ups.

It's not just subprime mortgages and derivative insurance that bury honesty in legal mumbo jumbo. A legal loophole allows some U.S. wines to masquerade as something they're not.

There are many fine sparkling wines, but only those from **Champagne** can use that region's name. Names of American wine regions like Napa Valley and Willamette are also misused.

Consumer groups agree: deceptive wine labeling must stop. Tell Congress to protect consumers. Sign the petition at www.champagne.us.

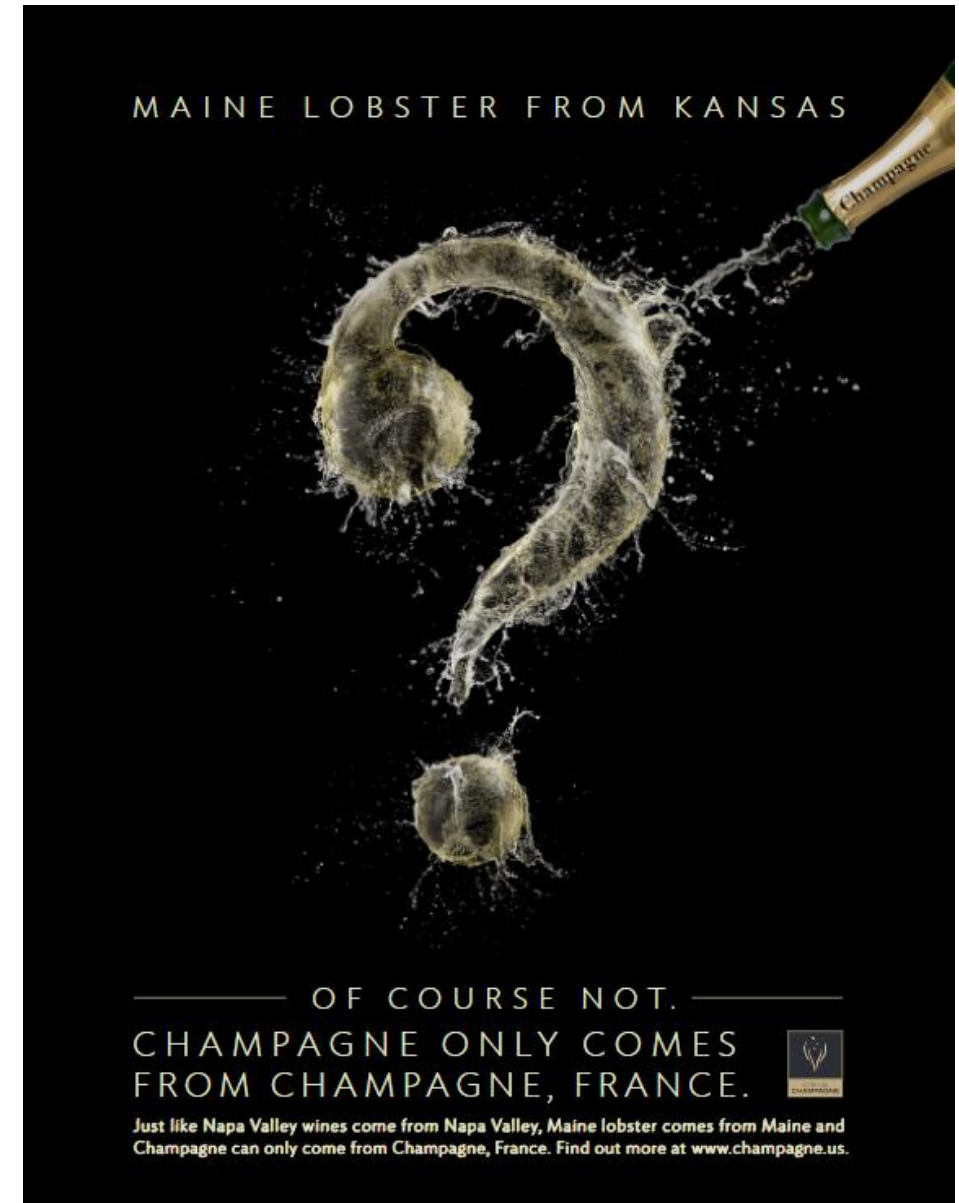
Champagne *only* comes
from Champagne, France.

COMITÉ CHAMPAGNE
CHAMPAGNE BUREAU

CAMPAIGN IN THE USA

Last campaign in 2012-2013 :

- Delivered materials to over 70 retailers across the U.S., representing a variety of shops in seven top Champagne consuming markets.
- Each retailer was sent an initial packet including multiple:
 - bumper stickers
 - Posters
 - Magnets
 - Postcards



WINE ORIGINS ALLIANCE

Champagne is not alone in advocating for the protection of wine place names. In fact, Champagne is a founding member of the **Wine Origins Alliance**, which includes 31 organizations in 11 countries spanning North America, Europe, Asia, and Australia. Collectively, they work to end trade barriers on wine. Visit **origins.wine** for more information.



GI Yamaguchi

WINE ORIGINS ALLIANCE

The Wine Origins Alliance (WOA) recognizes the importance of location in winemaking and therefore works to protect the names of all wine regions globally and eliminate all barriers to trade in wine.



GOALS

- Gain protection for wine region names globally, as wine is intricately tied to the place where it is grown
- Eliminate all barriers to trade in wine, including both tariffs on wine and non-tariff barriers
- Grow membership to become a stronger global coalition that can effectively represent the interests of wine regions around the world

OBJECTIVES

- Develop programs and tactics to achieve favorable advocacy outcomes around key issues
- Raise awareness of and support for our mission among the global wine consumer base
- Recruit new members and allies





Wine Origins Alliance

Overview – January through June

Website

5,802 page views

18% new visitors since Jan 1

2.69 average pages viewed
each session on site

Facebook

9,536 likes

99 posts

155,399 impressions

Instagram

305 followers

63 posts

76,750 impressions

Twitter

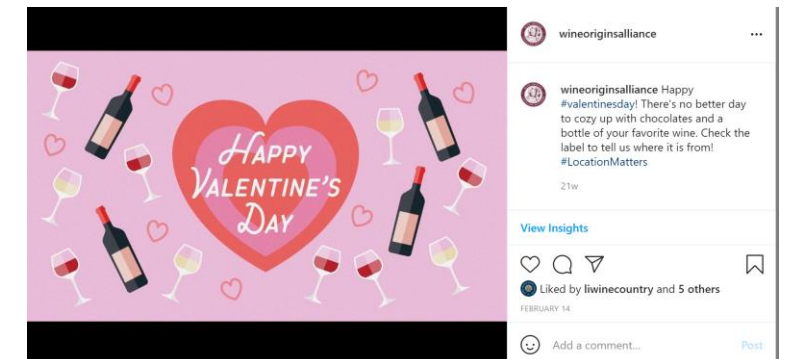
3,222 followers

97 tweets

187,600 impressions

Social Channels

Our content from January to June 2021 focused on the importance of protected appellations around the world. We used holidays like National Wine Day and Valentine's Day as well as original content, including a Sustainability Series that spotlighted our members, to increase engagement with our diverse audience. **To promote our second annual Wine On Earth Taste-A-Thon, we posted content on Twitter, Facebook and Instagram, including a countdown leading up to the day of the event and tweets and Instagram stories promoting specific member events.**





Wine Origins Alliance

Outreach with U.S. and EU Officials to End Trade Barriers

Outreach with U.S. and EU Officials: Spring Zoom-In and USTR Engagement

- In March, WOA sent a letter following the confirmation of new U.S Trade Representative Katherine Tai emphasizing our opposition to retaliatory tariffs on wine and urging the Biden administration to protect the names of wine regions. We issued a press release about her confirmation and our letter as well.
- In April and May, WOA members met virtually with policymakers in the EU and U.S. to discuss barriers to trade in wine, including tariffs and the lack of protection of wine region names around the world.
- We issued press releases following both of the above activities, which were also shared on Twitter. These tweets garnered **306 impressions** and **21 engagements**.





Wine Origins Alliance

Wine On Earth Taste-A-Thon

Second Annual WOA Global Virtual Tasting: *Wine On Earth Taste-A-Thon*

- On June 17, we successfully held our second annual virtual tasting with **14 members participating around the world** – from the United States, Europe, South Africa and Australia. Our members held **30 tastings** on **various platforms** (Facebook, Instagram, YouTube, Zoom, Demio and Eventtia). The **wineonearth.org website** included information about our participating members and their events, and there were **4,280 visits to the site** from people looking to learn more and find events.
- We encouraged members to use **#WineOnEarth** and **#LocationMatters** hashtag to further promote our message about protecting wine place names. With our hashtags, we were able to reach **289,845 people**.
- Overall, our paid promotion generated **420,248 impressions**.
 - On **Twitter**, posts received **173,604 impressions** and led to **599 link clicks**.
 - On **Facebook**, we reached **154,228 users** with an additional **76,659 users** reached on **Instagram**. These posts generated **4,962 link clicks** and received **160 post “reactions.”**



Wine Origins Alliance

Wine On Earth Taste-A-Thon

Second Annual WOA Global Virtual Tasting: *Wine On Earth Taste-A-Thon*



Protect Wine Origins
@WineOrigins

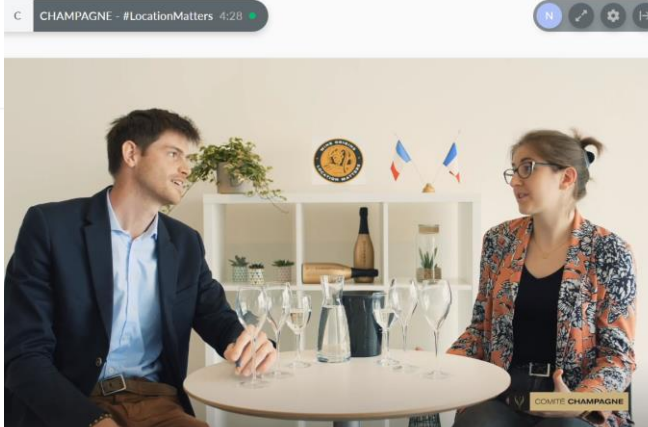
The #WineOnEarth Taste-A-Thon is going on all day! Find an event that fits your schedule and join us for a celebration featuring wine regions from around the globe. wineonearth.org #LocationMatters



Wine on Earth Taste-A-Thon

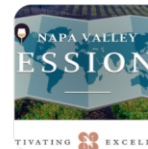
A series of virtual tastings hosted by some of the most famous wine regions all taking place on a single day.

wineonearth.org



Protect Wine Origins
@WineOrigins

What better way to close out our 2nd #WineOnEarth Taste-A-Thon than with our friends at @NapaVintners? Register here and tune in on Zoom at 8:30 ET/ 5:30 PT to discover why #LocationMatters to Napa Valley!



Welcome! You are invited to join a webinar: Wine on Earth T...
Join John Michael Morcilio of Urban Wine Tribe, as we build bridges between the wine industry and the world. In this ...
zoom.us

8:00 PM · Jun 17, 2021 · TweetDeck

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