



Organization for an International  
Geographical Indications Network

## “OPERATION OPSON AND GEOGRAPHICAL INDICATIONS”

October 18th 2022



# oriGIn the Global Alliance of GIs



# oriGIn: Unique & United !

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- Global alliance of GIs
- Some 600 members (agricultural, non agricultural, wines and spirits GIs) from 40 countries
- Established in 2003
- Based in Geneva (national antennas & a local office in Brussels )

# Some of our Members



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



# Our goals

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- Strengthen the protection of GIs at the national, regional and international level
- Raise awareness on GIs & sustainable development
- Facilitate the exchange of experience among GI groups



# Tequila Regulatory Council, A. C.



Established in May 17, 1994, Nonprofit organization



National and International reach



Based on international models



Inspection Unit, Certification Body & test Laboratory



Accredited by EMA & Approved by DGN



Authorized by SHCP (Ministry of Finance and Public Credit) (Customs)

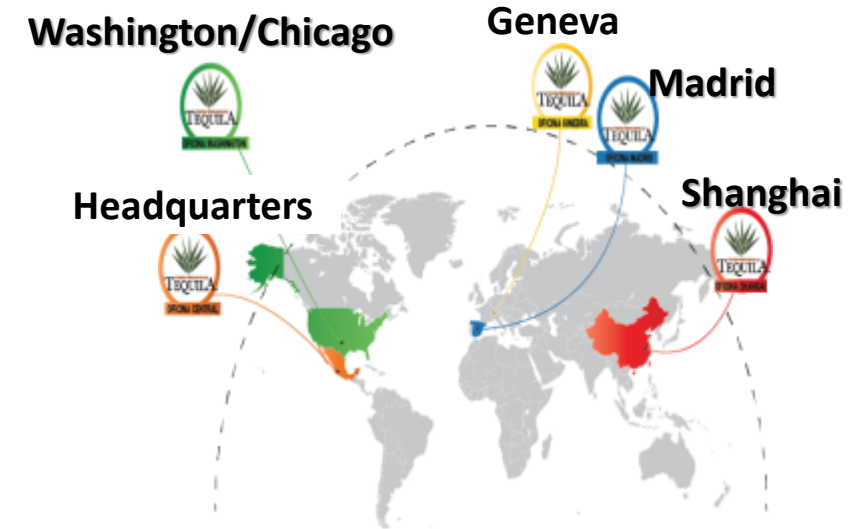


Authorized by COFEPRIS (Federal Commission for the Innocuity Risk Protection)



Accredited as a Certification Body-IGE, Approved by SEMARNAT

## CRT in the world



## Regional Offices

- ✓ Tequila
- ✓ Tepatitlán
- ✓ Arandas
- ✓ Atotonilco

# Goals & integration of CRT

## CRT Goals

To verify and certify the compliance with NOM 006.

To protect the AOT in Mexico and abroad.

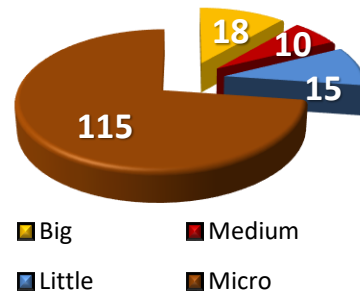
To guarantee the authenticity of tequila.

To issue timely and accurate information for agave-tequila productive chain.

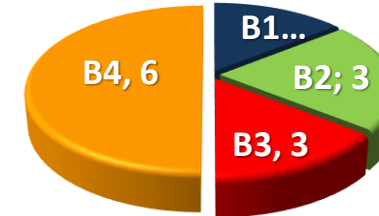
### CLASSIFICATION BY LITERS PRODUCED AT 55% Alc. Vol. PER YEAR

Big.....More Than 3 millón.  
 Medium ...From 1 to 3 million  
 Little .....From 300 thousand to 1 million  
 Micro ..... From 1 to 300 thousand.

SECTION "A" members 158 Tequila companies.



### SECTION "B" 14 agricultural associations



B-1.-Agricultural Org. With a min inv. 30 MA  
 B-2.-Agricultural Org. With a min inv. 10 MA

B-3.-Individuals or legal entities with minimum inventory of 15 MA

B-4.- Individuals or legal entities with minimum inventory of 1 MA



**CRT Members**  
(2019)

**SECTION C:**  
Bottlers and marketers.

**SECTION D:**  
Mexican Government (Health, Agric, Intellectual Property, Economy, Protection Consumer)





# ¿What does the Appellation of Origin Tequila represents to Mexico?



Culture and heritage for Mexicans



Presence of Mexico in the World



World Heritage List (UNESCO)



National Heritage



National Pride



Third Saturday of March of each year;  
Celebration of  
**“National Tequila Day”**

# México has 18 Appellations of Origin *(15 agroindustrial and 3 handicrafts)*

1		TEQUILA	1974
2		MEZCAL	1994
3		OLINALÁ	1994
4		TALAVERA	1997
5		CAFÉ DE VERACRUZ	2000
6		BACANORA	2000
7		ÁMBAR DE CHIAPAS	2000
8		SOTOL	2002
9		MANGO ATAULFO DEL SOCONUSCO DE CHIAPAS	2003



 **22 Mexican states**

 **+ 250,000 Families**

10		CAFÉ DE CHIAPAS	2003
11		CHARANDA	2003
12		VAINILLA DE PAPANTLA	2009
13		CHILE HABANERO	2010
14		ARROZ DE MORELOS	2012
15		CACAO DE GRIJALBA	2017
16		CHILE DE YAHUAICA	2018
17		RAICILLA	2019
18		CAFÉ PLUMA OAXACA	2020

# Agave-Tequila Productive chain relevance (2019)

## En México:

- ✦ **1098.8** millones de agaves
- ✦ **330 000** hectáreas plantadas
- ✦ **2.5** millones de jornales
- ✦ **2.018** millones de toneladas de agave consumido
- ✦ **167** destilerías
- ✦ **26 240** agaveros
- ✦ **70 000** familias dependen directa o indirectamente
- ✦ **1 582** marcas nacionales certificadas
- ✦ **527** millones de litros producidos



## En el Mundo:

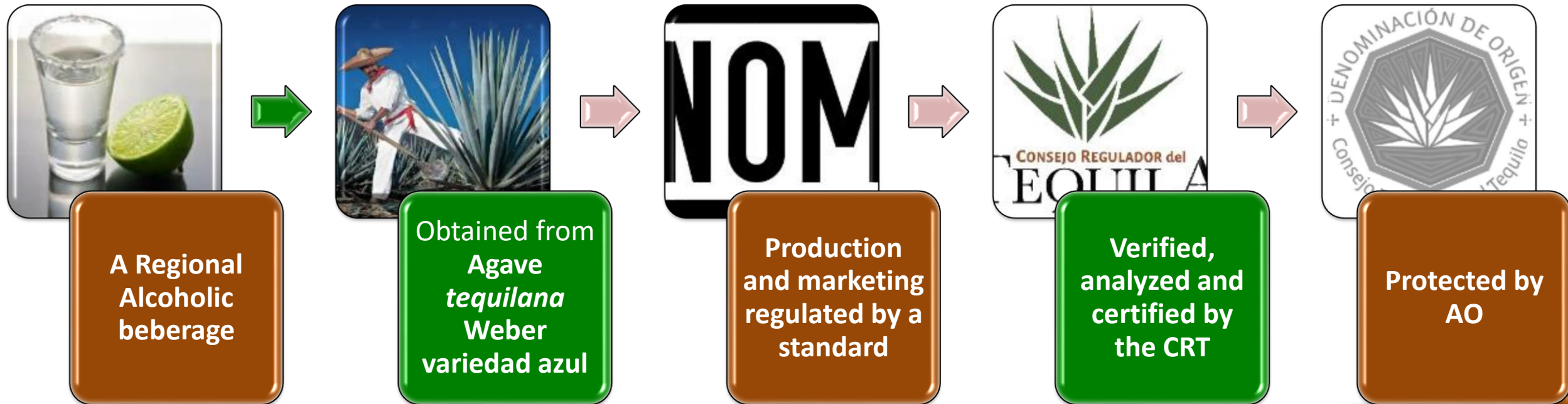
- ✦ Exportación total de **338.1** millones de litros.
- ✦ A más de **120 países**
- ✦ **85.28 %** a los EEUU
- ✦ **376** marcas extranjeras
- ✦ **202** envasadoras
- ✦ **2 700 MDD** valor de exportación

✦ **An agribusiness that contributes to regional development.**

# Appellation of Origin Tequila

The **Federal Law on Metrology and Standardization** published in **July 1992**, has established that **conformity assessment activities** may be carried out by private **Certification Bodies, Test or Calibration Laboratories** and by **Verification Units**.

## ¿What is Tequila?



# Agave Tequila Weber Blue Variety and Human Factors, The art of JIMA



# Tequila Classes and categories

The Official Mexican Standard applicable to Tequila (**NOM-006-SCFI-2012-Alcoholic Beverages-Tequila-Specifications**) considers two categories of Tequila: 100% Agave Tequila and Tequila and 5 classes for each: Silver, Young/Gold, Aged, Extra aged and Ultra Aged.

Elaborated with a minimum of 51% of sugars of Agave tequilana Weber Blue variety and 49% other sugars.

It can be bottled outside the protected territory by the AOT.



## 2 CATEGORIES

### 5 CLASSES

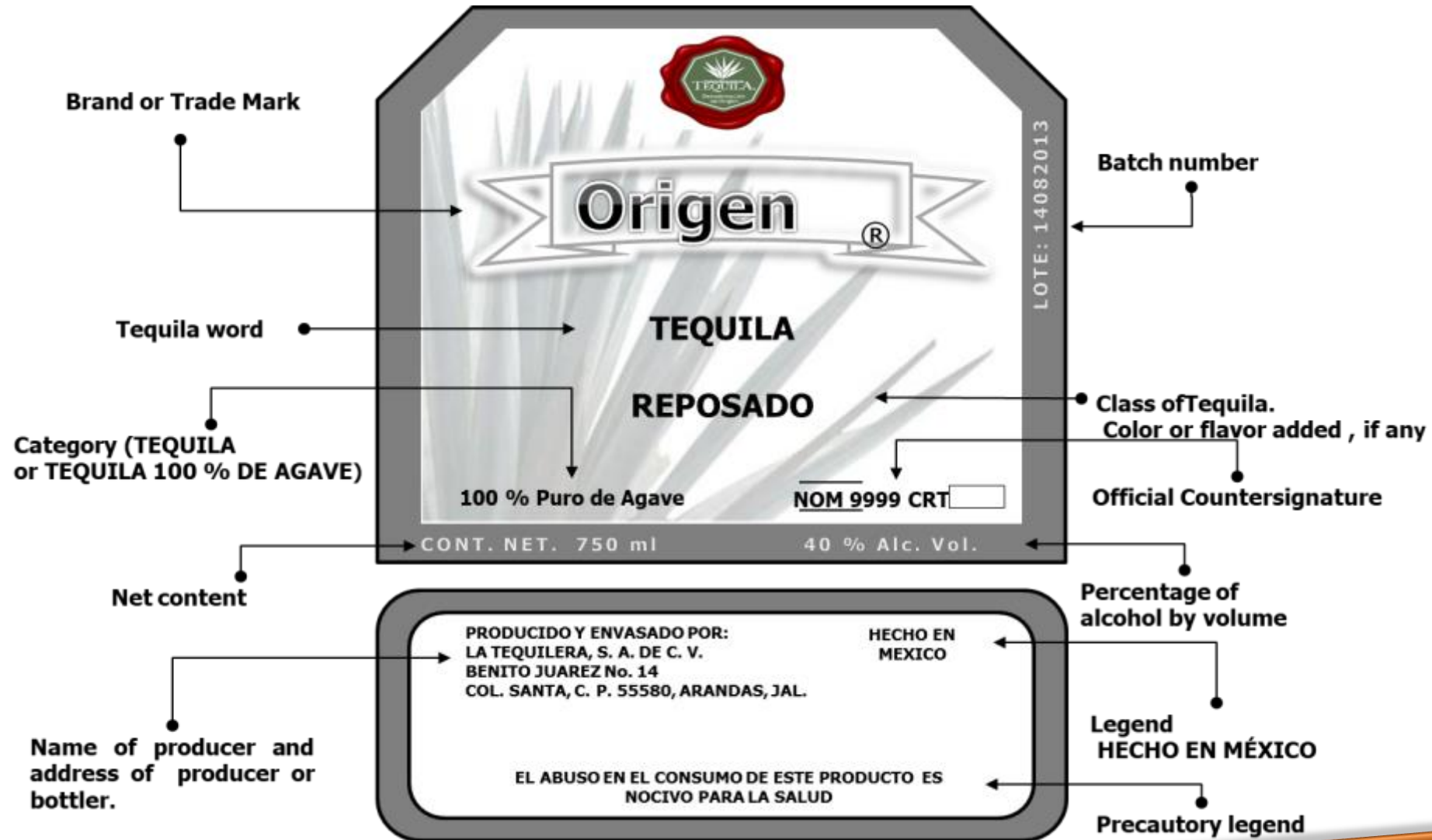
- |   |  |
|---|--|
| 1 | <b>Blanco / Silver</b>   |
| 2 | <b>Joven u Oro /Gold</b>   |
| 3 | <b>Reposado/ Aged</b><br><i>(Aging for at least 2 months)</i>          |
| 4 | <b>Añejo/ Extra Aged</b><br><i>(Aging for at least 1 year)</i>         |
| 5 | <b>Extra añejo / Ultra Aged</b><br><i>(Aging for at least 3 years)</i> |



100% elaborated With sugars from Agave tequilana Weber Blue variety.

**"BOTTLED AT ORIGIN"**

# Label Prototype



# 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**). with **indefinitive duration**
- EU Trademark 2008, EUIPO Registry **004867263**
- Tequila protection at Customs **Regulation 608 / 2013**, concerning customs enforcement of intellectual property rights and repealing Council Regulation (EC) No 1383/2003.
- EORI: **ESN4121072E**
- CRT is an active member of OPSON operations of EUROPOL and the Enforcement Portal Base, former (EDB) from EUIPO.



# Tequila protection in the EU

- 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, with official **File number: PGI-MX-01851**



# Tequila protection in the EU

## Tequila

22 08 905400

*Prepared foodstuffs; beverages, spirits and vinegar; tobacco and manufactured tobacco substitutes > Beverages, spirits and vinegar > Undenatured ethyl alcohol of an alcoholic strength by volume of less than 80 % vol; spirits, liqueurs and other spirituous beverages > Other > Other spirits and other spirituous beverages, in containers holding > 2 litres or less > Other > Spirits (excluding liqueurs) > Other*

 show in list of goods

select product >

## Tequila

22 08 907500

*Prepared foodstuffs; beverages, spirits and vinegar; tobacco and manufactured tobacco substitutes > Beverages, spirits and vinegar > Undenatured ethyl alcohol of an alcoholic strength by volume of less than 80 % vol; spirits, liqueurs and other spirituous beverages > Other > Other spirits and other spirituous beverages, in containers holding > More than 2 litres > Spirits (excluding liqueurs)*

 show in list of goods

select product >

Image source: European Commission Trade Helpdesk

# Authorized Mexican customs offices for Tequila Exports

- México City's International Airport.
- Aguascalientes.
- Altamira.
- Ciudad Hidalgo.
- Ciudad Juárez.
- Colombia.
- Guadalajara.
- Guanajuato.
- Lázaro Cárdenas.
- Manzanillo.
- Mexicali.
- México.
- Nogales.
- Nuevo Laredo.
- Piedras Negras.
- Tampico.
- Tijuana.
- Tuxpan
- Veracruz.

# International cooperation agreements



- ✦ Scotch Whisky Association.
- ✦ Bureau Interprofessional of Cognac.
- ✦ Interprofessional Committee of Champagne Wine.



- ✦ Consorzio Prosecco.
- ✦ Regulatory Council of qualified A.O. Rioja.
- ✦ Regulatory Council of qualified A.O. of Ribera del Duero.



- ✦ Regulatory Council of Brandy of Jerez.
- ✦ Regulatory Council for Jerez Wines
- ✦ Spanish Spirits Federation.



- ✦ Brazilian Institute of the Cachaza.
- ✦ Regulatory Council of the appellation origin Pisco.



- ✦ Mesa Sectorial de la Red de Inversiones y Exportaciones (REDIEX).
- ✦ Producers Association of Rum from the Dominican Republic.



- ✦ World Customs Organization.
- ✦ Madrid Public Health Laboratory.
- ✦ US TTB.
- ✦ INTERPOL AND EUROPOL



# Tequila protection in the EU

- **EU and Mexico conclude negotiations for new trade agreement on April 28,2020**

## **Chapter on Trade in Goods**

### **Section: Trade in Wine and Spirits**

#### *Article X.4*

#### **Certification of wines and spirits**

**6. In the case of Tequila and Mezcal imported by the European Union, the European Customs Authorities shall require the presence of the export authenticity certificate of those products issued by the Conformity Assessment Bodies accredited and approved by the Mexican authorities.**

# Tequila International Registers (Total 53 countries)

	COUNTRY	REGISTRATION FIGURE	YEAR
	CANADA	Certification Mark	1979
	SUDAFRICA	Certification Mark	2004
	CHINA	Certification Mark/ Appellation of Origin	2006 / 2014
	UNION EUROPEA	Collective Mark / Geographical Indication	2008 / 2019
	URUGUAY	Appellation of Origin	2008
	HONDURAS	Appellation of Origin	2009
	COSTA RICA	Appellation of Origin	2009
	PANAMA	Appellation of Origin	2009
	PARAGUAY	Mark	2009
	ECUADOR	Appellation of Origin	2009
	COLOMBIA	Appellation of Origin	2010
	TAILANDIA	Appellation of Origin	2012

	COUNTRY	REGISTRATION FIGURE	YEAR
	RUSIA	Appellation of Origin	2012
	AUSTRALIA	Certification Mark	2012
	NICARAGUA	Appellation of Origin	2012
	CHILE	Appellation of Origin	2012
	INDIA	Appellation of Origin	2013
	EL SALVADOR	Appellation of Origin	2014
	FILIPINAS	Collective Mark	2014
	MALASIA	Geographical Indication	2015
	BRASIL	Indicación Geográfica y Producto Distintivo	2016
	INDONESIA	Geographical Indication	2016
	ESTADOS UNIDOS	Certification Mark	2017
	HONG KONG	Certification Mark	2019
	REINO UNIDO	Certification Mark	2019
	GEORGIA	Collective Mark	2019

# Estadística enero – diciembre 2021

	AÑO 2020	AÑO 2021	DIF (%) 20 VS 21	% TOTAL 2021
<b>PRODUCCIÓN</b>	Millones L 40% Alc. Vol.			
<b>TEQUILA 100% DE AGAVE</b>	228.0	365.8	60.4 %	69.4 %
<b>TEQUILA</b>	146.0	161.2	10.4 %	30.6 %
<b>TOTAL</b>	<b>374.0</b>	<b>527.0</b>	<b>40.9 %</b>	

	Millones L 40 % Alc. Vol.			
<b>EXPORTACIONES</b>				
<b>TEQUILA 100% DE AGAVE</b>	163.1	210.4	29.0 %	62.0 %
<b>TEQUILA</b>	122.9	127.7	3.9 %	38.0 %
<b>TOTAL</b>	<b>286.0</b>	<b>338.1</b>	<b>18.2 %</b>	

<b>ENVASADO</b>	189.0	239.0	26.4 %	70.7 %
<b>GRANEL</b>	97.0	99.0	2.0 %	29.3 %

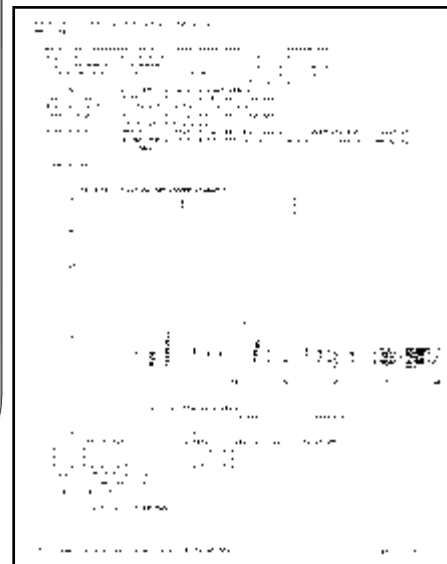
	Miles de Toneladas			
<b>CONSUMO DE AGAVE</b>				
<b>TEQUILA 100% DE AGAVE</b>	1 092.8	1 674.3	53.2 %	82.9 %
<b>TEQUILA</b>	314.2	344.3	9.6 %	17.1 %
<b>TOTAL</b>	<b>1 407.1</b>	<b>2 018.6</b>	<b>43.4 %</b>	

	Millones L 40 % Alc. Vol.			
<b>PRODUCCIÓN DE BEBIDAS CON TEQUILA</b>	<b>13.1</b>	<b>16.4</b>	<b>25.2 %</b>	

	TOP 10 países importadores	Millones de LITROS a 40 % Alc. Vol.	% DEL TOTAL
1	Estados Unidos de América	288 362 166	85.28 %
2	Alemania	6 446 745	1.91 %
3	España	4 715 059	1.39 %
4	Canadá	3 134 281	0.93 %
5	Francia	3 110 223	0.92 %
6	Reino Unido de la Gran Bretaña e Irlanda del Norte	3 059 370	0.90 %
7	Colombia	2 938 700	0.87 %
8	Australia	2 869 727	0.85 %
9	Italia	2 066 242	0.61 %
10	Letonia	2 044 100	0.60 %
	<b>Total de litros EXPORTADOS</b>	<b>338 123 177</b>	
	<b>Litros exportados por minuto</b>	<b>643</b>	

# Export Certificates (FA 22089003) / 19 CUSTOMS ONLY

- Certificate by Batch
- Safety sheet
- Date
- Manufacturer's Name
- Customer name
- Destination Address
- Tequila Category
- Tequila class
- Quantity
- Alcoholic Content
- Brand
- Physical-chemical analysis
- Batch
- Customs office



- In 2019, the CB issued **48 309 certificates of authenticity for the export of Tequila**, to more than 120 countries, as well as **2 150 certificates of the NMX-V-049, drinks containing Tequila**.
- Currently in the most important market for Tequila, the United States, this certificate is required for all bottled Tequila entering that country.
- And thanks to the coordinated work between the Government of Mexico and the CRT, from the entry into force of the TLCUEM, the Export Certificate issued by the CRT will be required at all customs offices of entry of the EU member countries, for the benefit and in defense of the AOT.
- We will continue working hand in hand with the Government so that this document of that guarantees the authenticity of the Tequila is required in more countries where our Tequila is present.



# CRT Certificate of Exports new feature Quick Response Code (QR)

1. QR Code

2. Digital signatures

CONSEJO REGULADOR del TEQUILA, A.C.  
CERTIFICADO DE AUTENTICIDAD PARA LA EXPORTACIÓN DE TEQUILA  
SE EMITE PARA FINES DE EXPORTACIÓN CONFORME A LA NORMA OFICIAL MEXICANA DE TEQUILA EN VIGOR.  
NOM-009-SCFI-2012 BEBIDAS ALCOHÓLICAS DE TEQUILA ESPECIFICACIONES.

**CANCELADO**

**CERTIFICADO Número: 596371** | Fecha Emisión: 27/05/2020 | Vigencia: 25/08/2020

**DATOS GENERALES DEL EXPORTADOR**  
Nombre o Razón Social: .....  
Domicilio: .....  
Ciudad: ..... | País: MEXICO  
Certificado de Cumplimiento con la Norma: ..... | R.F.C.: .....  
Contraseña Oficial y Registro de Productor Autorizado: .....  
Número de Convenio de Corresponsabilidad: 3168/2018 | Número de Solicitud: 724212

**DESCRIPCIÓN DEL EMBARQUE QUE AMPARA EL CERTIFICADO**  
Categoría: TEQUILA/////// | Clase: BLANCO  
% Alc. Vol. a 20°C: 54.850% | Sabor:///////  
Marca: .....  
Volumen: 92 256.00 L | Contenido en: 1 JUMBOTANQUE  
Envasado en:///////  
Lotes(s): .....

**ORIGINAL ADUANA / ORIGINAL CUSTOMS**  
Aduana de Despacho: PIEDRAS NEGRAS, COAH. | Fracc. Arancelaria: MEX 22089003  
Número de Factura: .....  
Número de Análisis: .....

**DESTINATARIO**  
Nombre: .....  
Domicilio: .....  
Ciudad: INDIANA | País: ESTADOS UNIDOS DE AMERICA  
DSP://///// | Número de Registro de Envasador: .....

**TRANSPORTE**  
Placas: JCIX 026820 | Fajillas:///////  
Sellos: CRT.208019,CRT.208020,CRT.208021,CRT.208022,CRT.208023


**MO-RC/24** | Unidad de Verificación | Organismo de Certificación

Firma Electrónica: C8A74074-AF94-478B-6A7C-103712DBAE5B6596371-020000035AC8D06C07E5E9A7D0B065E1802  
Firma Electrónica: C8A74074-AF94-478B-6A7C-103712DBAE5B6596371-020000035AC8D06C07E5E9A7D0B065E1802

CONSEJO REGULADOR del TEQUILA



# CRT Certificate of Exports new feature Quick Response Code (QR)



**TEQUILA REGULATORY COUNCIL**  
CERTIFICATE OF AUTHENTICITY FOR EXPORTS OF TEQUILA

Accredited by **ICEXCI**  
Valid through **May 31st, 2018**  
Approved by **DGN 05/06**

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Certificate Number  
 Date of Issue  
**GENERAL INFORMATION OF THE EXPORTER**  
 Name of Person or Company  
 Address  
 City  
 Federal Tax ID  
 Certificate of Compliance with the Standard  
 Official Courtmark (NOM) And Registration of Authorized Producer  
 Number of Co-Responsibility Agreement

Application Number

**DESCRIPTION OF THE SHIPMENT COVERED BY THE CERTIFICATE**

Category  
 % Alc. Vol. at 20°C  
 Trade Mark  
 Volume  
 Bottled in  
 Lot ID  
 Chemical analysis Number  
 Customs Part of Exit  
 HS Tariff Number

Invoice Number


**CONSIGNEE**

Name  
 Address  
 City  
 Country


Bottler's Registration Number

**TRANSPORT DESCRIPTION**

Places Number  
 Seals  
 Stamps



VERIFICATION UNIT



**CRT/ CONSEIL RÉGULATEUR DU TEQUILA**  
CERTIFICAT D'AUTHENTICITÉ POUR L'EXPORTATION DU TEQUILA

Accredité Par **ICEXCI**  
Valable par mai 31 2018  
Approuvé Par **DGN 05/06**

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Numéro De Certificat  
 Date D'Expédition  
**INFORMATION GÉNÉRALE DE L'EXPORTATEUR**  
 Nom de la Personne Ou de L'Entreprise  
 Adresse  
 Ville  
 Numéro Fiscal Du Contribuable  
 Certificat D'Accréditement Avec le Nom  
 Numéro D'Identification De L'Entreprise De Mise en Bouteille Et Numéro D'Enregistrement Du Producteur Autorisé  
 Numéro D'Accord De Responsabilité

Numéro De Demand

**DESCRIPTION DE L'EMBARQUEMENT COUVERT PAR LE CERTIFICAT**

Catégorie  
 % Alc. Vol. à 20°C  
 Marque  
 Volume  
 Mise En Bouteille À  
 Lot ID  
 Numéro D'Analyse Chimique  
 Douane D'Expédition  
 Numéro De Tarif Douanier

Numéro De Facture

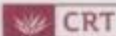
**DESTINATAIRE**

Nom  
 Adresse  
 Ville  
 Pays

Numéro D'Identification Au Registre D'Entreprises De Mise En Bouteille

**DESCRIPTION DU MOYEN DE TRANSPORT**

Plaque D'Immatriculation  
 Autocollants  
 Tampon Ou Cachet



UNITÉ DE VÉRIFICATION

ORGANISME CERTIFICATEUR

THIS CERTIFICATE IS VALID FOR EXPORTS OF TEQUILA ACCORDING TO THE OFFICIAL MEXICAN STANDARD FOR TEQUILA IN EFFECT. MEME POUR SORTIR AVEC LE NOM D'UN PRODUCTEUR AUTORISÉ.

LE CERTIFICAT EST ÉMIS POUR L'EXPORTATION DU TEQUILA SUIVANT LES CONDITIONS ÉTABLIES PAR LE CONSEIL RÉGULATEUR DU TEQUILA EN VIGUEUR. MEME POUR SORTIR AVEC LE NOM D'UN PRODUCTEUR AUTORISÉ.

# CRT Certificate of Exports new feature Quick Response Code (QR)



CRT Certificate of Exports new feature Quick Response Code (QR)

**NEW CRT APP IN ORDER TO VALIDATE QR CODE AUTHENTICITY**



# CRT Certificate of Exports new feature Quick Response Code (QR)



## Infringement cases in the EU



TEQUILA FLAVOURED GENEVER



# Infringement cases in the EU



**SPIRIT OF THE NETHERLANDS !**

## Infringement cases in the EU





## Infringement cases in the EU



Tequila made from Prickly pear, found on many Aegean islands



## Infringement cases in the EU

- Counterfeited Tequila destruction in the Island of Crete, Greece, with the support of the Heraklion Port Authority:



Tequila San Luis, produced in France, without certification of CRT

## Infringement cases in the EU

- Counterfeited Tequila destruction in the Island of Crete, Greece, 1,800 bottles were destroyed:



## Infringement cases in the EU

- Tequila counterfeited destruction in Lithuania, with the support of the Customs Department, under the Ministry of Finance of the Republic of Lithuania:



**TEKILA MEKSIKO**



# Infringement cases in the EU



## Infringement cases in the EU



## Infringement cases in the EU

### Generic Distillate *LA FRONTERA*, made from beet

- Product commercialized in Madrid City Center.
- Removed from the Spanish market, thanks to the support of Spanish Police.
- Evocation of the word Tequila by using the wording “TQL” in the front label.



## Infringement cases in the EU

- Counterfeit Tequila in Hamburg, Germany, Destruction event of 25,000lts in Hetlingen:





## Infringement cases in the EU

- Counterfeit Tequila in Hamburg, Germany, Destruction event of 25,000lts in Hetlingen:



### **RED ALERT**

- **Export of 24 Oak Wood Barrels, each one containing 220 liters from Blue Agave at 45% Alc. Vol.**



**CONSIGNEE:**

**FIVE STAR WINE & SPIRITS (PA) SA  
Rue de 1 Industry 43  
EUPEN BELGIUM**

- **Customs in EUPEN, confirmed that the protect word TEQUILA is not mentioned there is in the documents and invoice of the product.**

## ➤ PRODUCT PROFILE

- Porfidio Anejo
  - Super-Jalisco
  - The Original by Porfidio
- Spirits Distilled from 100% Blue Agave and 39,3% Alc.



## Infringement cases in the EU



# Infringement cases in the EU



## Infringement cases in the EU



Bière aromatisée Tequila

Type

5.9%

alc./vol

# Infringement cases in the EU



# Infringement cases in the EU





# Infringement cases in the EU



**Non-alcoholic Tequila, 500 ml., Mexican Agave Spirit**

# National and Internationals actions against the unfair competition

DATE	PLACE	QUANTITY LITERS
15.03.2002	Guadalajara	250 000
10.02.2003	San Diego, CA. USA	3 960
11.04.2003	Guadalajara	101 587
20.05.2004	Guadalajara	220 134
02.03.2005	Guadalajara	37 000
13.09.2005	Nuevo Laredo	7 455
27.04.2006	Guadalajara	30 265
04.12.2007	Hidalgo	30 128
27.08.2007	Veracruz	24 490
15.06.2008	Montevideo Uruguay	3 380
29.08.2008	Lituania	960
30.09.2008	Creta, Greece	1 800
10.12.2010	Guadalajara	20 000
07.11.2011	Guadalajara	20 000
18.05.2012	Guadalajara	65 000
16.07.2014	Guadalajara	60 000
02.12.2014	Guadalajara	65 000
10.12.2015	Hetlingen, Germany	24 700
15.03.2016	Guadalajara	2 537 235
12.12.2017	Valparaíso Chile	11 340
23.03.2018	Guadalajara	42 892
<b>TOTAL</b>		<b>3 557 326</b>

## Authorities participation

- S.E
- PROFECO
- COFEPRIS
- SAT
- IMPI
- FGR
- STATE GOVERNMENT





**Thank you!**

[fcano@crt.org.mx](mailto:fcano@crt.org.mx)

[jtorres@crt.org.mx](mailto:jtorres@crt.org.mx)

Consejo Regulador del Tequila, A.C.

Tel. +41 22 910 46 44

+34 91 369 19 59

