



## PROSECCO DOC ACCOMPLISHES NEW IMPORTANT ACHIEVEMENT IN PROTECTING THE DENOMINATION

### Prosecco Geographical Indication Has Been Recognized in Singapore

A significant milestone for international protection of Prosecco DOC has been achieved, with the latest addition being Singapore. This achievement comes as a culmination of efforts initiated in 2019, when the Consortium decided to safeguard Prosecco DOC in light of Singapore's new legislation allowing the registration of Geographical Indications (GIs).

The Consortium's application for the registration of Prosecco DOC, initially accepted by the Intellectual Property Office of Singapore (IPOS), faced opposition from Australian Grape and Wine Inc. (AGWI), representing Australian wine producers. Despite AGWI's appeal succeeding initially, the Consortium contested this decision in Singapore's highest court, the Court of Appeal.

Today, the Court of Appeal has delivered a favorable verdict in favor of the Consortium. This ruling unequivocally establishes Prosecco as a protected Italian GI in Singapore, marking a crucial step in the international safeguarding of the denomination, particularly against Australian producers. AGWI's attempts to hinder Prosecco DOC protection, as seen previously in China, have once again been thwarted.

This decision holds immense significance for the entire GI system, being the first time Singapore's Court of Appeal has ruled on the protection of Geographical Indications. The Consortium acknowledges the invaluable support from the European Commission, the European Commission's representation in Singapore, and the Italian Embassy in Singapore in achieving this important milestone.

*"On behalf of our production system, I would love to express our utmost satisfaction for the achieved result,"* President Stefano Zanette comments. *"This outcome rewards the years of work that our Consortium has been carrying out at the European, national, and international levels. An effort for which I feel obliged to thank our team and the legal experts from Bird&Bird who assisted us both in Italy and in Singapore."*

*"A result that we eagerly anticipated after the hearing last August,"* says Director of the Consortium Luca Giavi, *"we were aware that the opposing party was unable to provide any objective evidence*



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*to support their claim, namely that recognizing our Denomination could confuse consumers in Singapore."*

*"The extension of Denomination protection at the international level certainly won't stop here,"* comments Alessandra Zuccato, head of the Consortium's legal office. *"After covering the major markets, we have already planned new registrations in emerging countries, particularly relevant from a tourism perspective, and in nations where GI regulations have been recently introduced."*



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