RESOLUTION ECO 2/97

BEVERAGES BASED ON MIXES WITH SPIRIT BEVERAGES OF VITIVINICULTURAL ORIGIN

THE GENERAL ASSEMBLY,

ON THE PROPOSAL of the Commission « Vitivinicultural Economy », based on the works of the expert group « Study of wine spirits and alcohols of vitivinicultural origin »,

NOTES:

- That spirits of vitivinicultural origin (wine spirits, brandy/Weinbrand, marc spirits and lees spirits) can be mixed together:

1. Either with neutral alcohol of agricultural, but not vitivinicultural, origin (96% vol. minimum),
2. Either with distillates of agricultural, but not vitivinicultural, origin (less than 96% vol),
3. Either with water in order to remain below the minimum voluminal alcoholometric titration required,
4. Either with other beverages (alcoholised or non alcoholised);

- That for such mixes, producers are not required to respect the mandatory voluminal alcoholometric titre for the relevant spirit beverages of vitivinicultural origin. Consequently, costs of production for such mixes are inferior to those of brandy and of the other spirit beverages of vitivinicultural origin due to lower costs for the alcoholic raw materials well as ageing and reduced taxation.

CONSIDERING :

- That such mixed products can replace quality products and thus be harmful to the outlets of wine-growers and elaborators of spirit beverages of vitivinicultural origin,
- That the respect of the consumer as well as the preservation of loyal competition

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and the protection of quality products imply a market regulation with regard to the use of the sales denominations and presentation of such mixed products,

CONSIDERS:

- That the sales denominations of mixes listed under 1 to 3 must not include terms reserved for spirit beverages of vitivinicultural origin (for example brandy, spirits, marc) or make any reference to them,
- That in the cases of the mixes listed under 4, the terms reserved for spirit beverages of vitivinicultural origin (for example brandy, wine spirits, marc) must not be part of composed sales denominations (for example brandy-cola) or appear on the label except when the spirit beverage of vitivinicultural origin is the only alcoholic component of the mixed beverage in question:
- That the presentation of such mixes must not create confusion in the mind of the consumer with regards to the origin of the raw material and the type of product.

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