

Eric TESSON e.tesson@cnaoc.org

France

Historical reasons

No logo from 1935 but always « Appellation d'origine contrôlée » just under the Gl name ;

No recognition at UE level before 2008 of a concept of « appellation of origin » for wines ;

French parliament tried once to impose a logo for PDO wines, but it didn't succeed. It had to renounce (1998)

Mandatory logos are always the solution for administrations to impose their views or justify their acts;

• • •

Marketing reasons

For the french wines, 95% of the volume consist on PDO and PGI wines; For french cheeses there are only 10% PDO or PGI

cheeses







Other marketing reasons

Many efforts and much money for long decades to promote our geographic names abroad or on domestic market without any logo So many three-hundred-yearold wine brands with very classical labels and codes

A logo won't be valuable for many PDO wines;

No need for mandatory logos because of many specialized distribution channels;

•••

And many other serious and justified reasons

The will not to be melted into an indistinct whole

2 or 3 bottles on 5 are drinked abroad all around the world

The multiplication of mandatory of mentions, indications or logo is very difficult to manages for big or for small holdings

The dream of a universal label for wines...

• • •





BORDEAUX

APPELLATION BORDEAUX CONTROLEE



13%vol

MIS EN BOUTEILLES PAR ANOU A LIBOURNE

PRODUCE OF FRANCE

L.741 CONTIENT DES SULFITES



BORDEAUX

Appellation d'origine contrôlée

Mis en bouteille par JANOU à Libourne (33) France



Cabernet Sauvignon 30% - Merlot 70%



Rouge profond avec des reflets grenats Deep red with garnet highlights -



Viandes rouges et Fromages Red meats and Cheese



Dégustez à 18°C Enjoy at 18°C



75 cl 13% alc.

BORDEAUX Appellation d'origine contrôlée

Mis en bouteille par JANOU à Libourne (33) France





75 ci



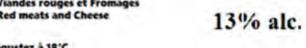
Cabernet Sauvignon 30% - Merlot 70%



Rouge profond avec des reflets grenats Deep red with garnet highlights -



Viandes rouges et Fromages Red meats and Cheese





Dégustez à 18°C Enjoy at 18'C

BORDEAUX Appellation d'origine contrôlée

Mis en bouteille par JANOU à Libourne (33) France







Cabernet Sauvignon 30% - Merlot 70%



Rouge profond avec des reflets grenats Deep red with garnet highlights -



Viandes rouges et Fromages Red meats and Cheese





Dégustez à 18°C Enjoy at 18°C



BORDEAUX

Appellation d'origine contrôlée

Mis en bouteille par JANOU à Libourne (33) France









Cabernet Sauvignon 30% - Merlot 70%



Rouge profond avec des reflets grenats Deep red with garnet highlights -



Viandes rouges et Fromages Red meats and Cheese



Dégustez à 18°C Enjoy at 18°C 75 cì

13% alc.





Appellation d'origine contrôlée

Mis en bouteille par JANOU à Libourne (33) France









Cabernet Sauvignon 30% - Merlot 70%





Rouge profond avec des reflets grenats Deep red with garnet highlights -



Viandes rouges et Fromages Red meats and Cheese



13% alc.



Dégustez à 18°C Enjoy at 18°C













Cabernet Sauvignon 30% - Merlot 70%



Rouge profond avec des reflets grenats -Deep red with garnet highlights -



Viandes rouges et Fromages **Red meats and Cheese**



Dégustez à 18°C

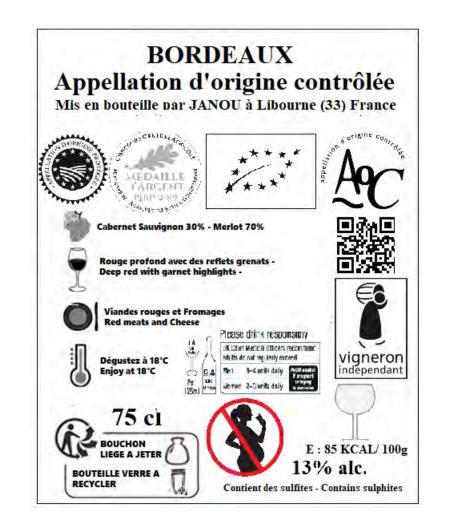












BORDEAUX Appellation d'origine contrôlée

Mis en bouteille par JANOU à Libourne (33) France



Cabernet Sauvignon 30% - Merlot 70%



Rouge profond avec des reflets grenats Deep red with garnet highlights -



iandes rouges et Fromages ed meats and Cheese



Dégustez à 18°C Enjoy at 18'C



75 cl 13% alc.

BORDEAUX Appellation d'origine contrôlée

Mis en bouteille par JANOU à Libourne (33) France











Cabernet Sauvignon 30% - Merlot 70%



Rouge profond avec des reflets grenats -Deep red with garnet highlights -



Viandes rouges et Fromages **Red meats and Cheese**



Dégustez à 18°C Enjoy at 18°C



Please drink responsibly UK Chief Medical Officers recommend







E: 85 KCAL/100g 13% alc.

Contient des sulfites - Contains sulphites



BOUCHON

BOUTEILLE VERRE A RECYCLER





To conclude

We don't like very much mandatory mentions, indication or logos, because it is always burdersome to manage;

Perhaps it will change one day;



Eric TESSON e.tesson@cnaoc.org

France