

From Vine to Glass: European wine, a product under control

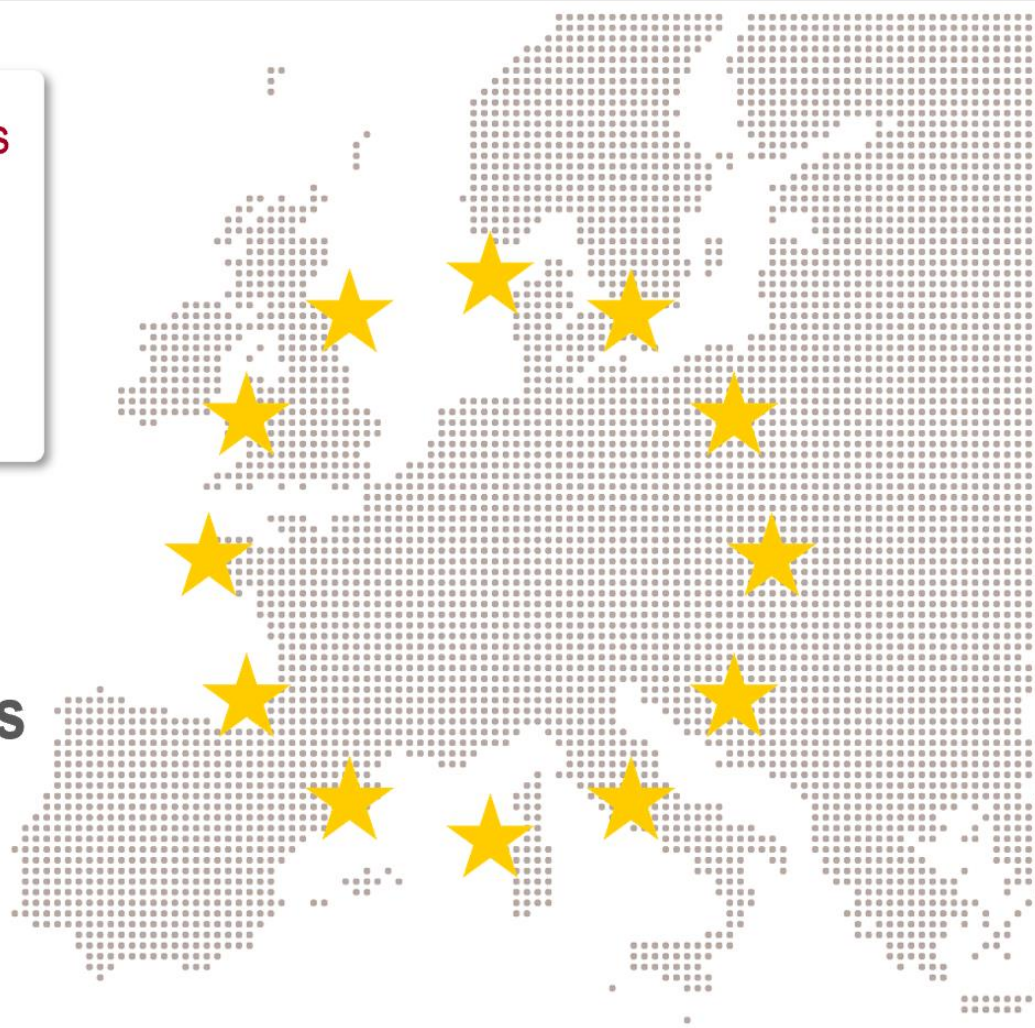
Dr Ignacio Sánchez Recarte
Secretary General of Comité Européen des Entreprises Vins

Seminar on EU production standards for agri-food products
Brussels-Tokyo, 19-20 April 2021

About CEEV European Committee of Wine Companies

CEEV represents the EU wine companies in the industry and trade of still wines, aromatised wine products, sparkling wines, liqueur wines and other vine products.

- 23** national associations
- 4** leading wine companies
- 11** EU countries
- 3** non-EU countries



The EU wine sector in figures

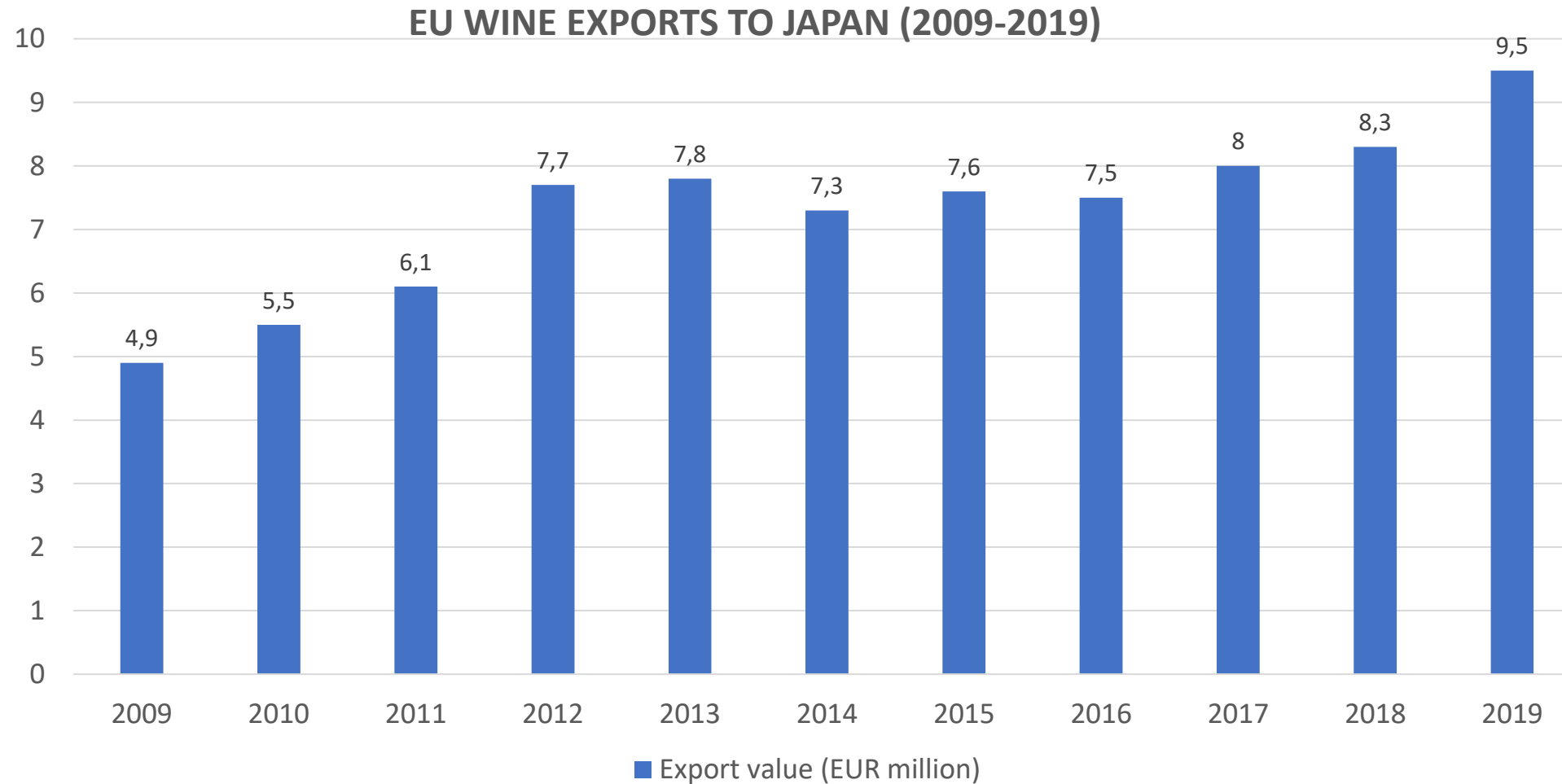
3 215 549 hectares of vineyard

- **70%** of world wine production - in value
- **1612 Protected Designation of Origin (PDO) or Protected Geographical Indication (PGI)**
 - **67%** of the EU wine export in volume
 - **90%** of the value of EU wine exports
 - **63%** of the total production
- **€ 12.1 billion** extra-EU exports in 2019
- **€ 2.7 billion** imports in 2019
- **2,5 million wine-growing holdings** in the EU
- **3 million direct jobs**

WINE:

- **The EU agri-food export champion**
- **Exported all around the world**

And Japan is not an exception...



From Vine to Glass – A winding but successful road!



Grape
production

Where to
plant

What to
plant

How to
grow

Planting and
movement control

Winery
book

Oenological
practices

Producer
register

Production
area

Wine
making

Wine trading

Quality
control

Labelling
standard

Traceability
system

System of
certification



Production itineraries

Wine under Quality Scheme:

- Protected Designation of Origin
- Protected Geographical Indication



DOP



IGP

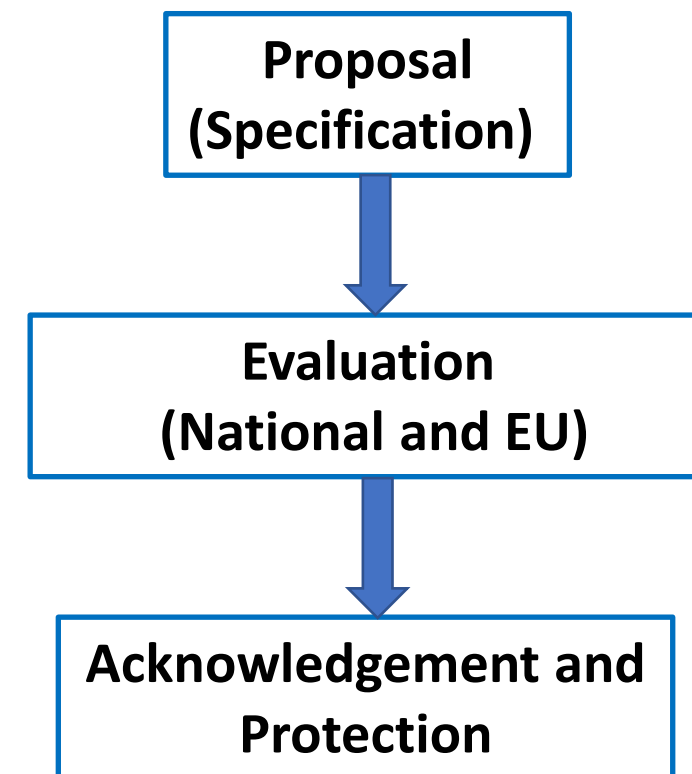
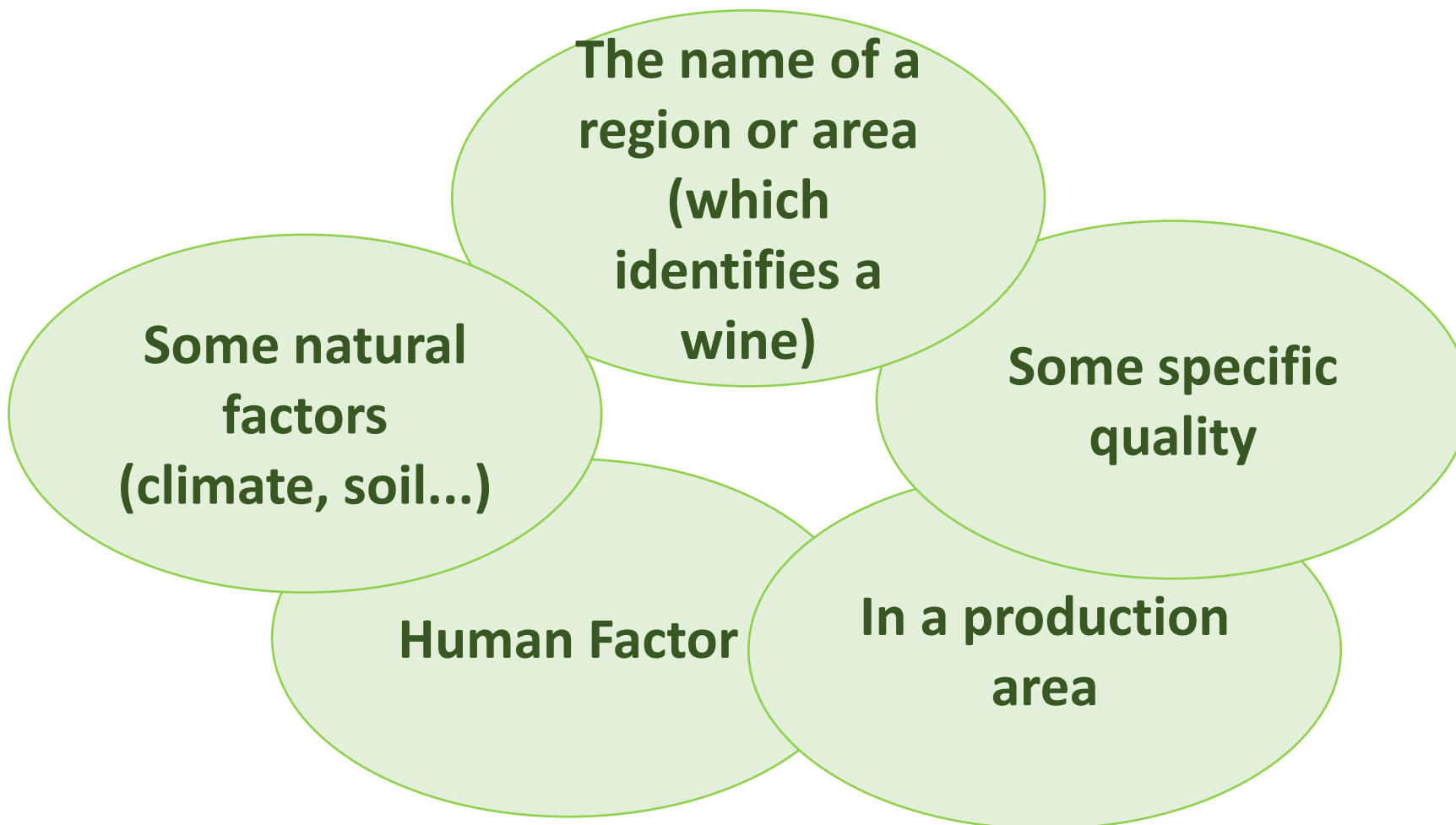
Non-GI wine

Organic Wine (can be with or without GI/PDO)



ENJOY
IT'S FROM
EUROPE

Quality Systems- PGI/PDO



Sustainable production

EU Wine Production At the heart of the Sustainable Triple Bottom Line

EU Green Instrument –
the Common Agricultural
Policy (CAP)

Maintaining rural
areas

EU high environmental
standards for grape
and wine



Sector dominated by Micro
and Small companies

Profit sharing along grape
and wine supply chain

EU Wine production – Internationally harmonised

- Oenological practices designed to accompany a product and a process
- They do not modify the natural characteristics
- Positive list of oenological processes and oenological products
- International Harmonisation



EU wine



- A highly regulated framework
- Production based on quality
- A high level of control and traceability
- Based on international standards and parameters
- With low health risk
- Based on small and medium enterprises

➤ **Quality assurance and sustainability**

OPPORTUNITIES – WHY EU WINES?

Offer Japanese consumers

- A quality product
- A safe product
- A sustainable product
- A unique product

At an appropriate and fair price

Only EU wines are at the origin and remain the powerhouse of know-how, tradition and quality



OPPORTUNITIES

The perfect tool



- Customs duties elimination
- Protection of key wine Geographical Indications
- Simple customs procedures
- Winemaking standards- authorisation of oenological practices
- Joint Wine Committee



Thank you for you
attention!



For more information, please contact:

- ✓ ceev@ceev.eu
- ✓ www.ceev.eu