



October 9, 2017

Dirección General de Reglas de Comercio Internacional
Secretaría de Economía
Paseo de la Reforma 296, Cuauhtémoc, Juárez
06600 Col. Juárez, Ciudad de México

Subject: “Broad Wine Industry Support for Wine Place Name Protections in Mexico”

Dear Sir or Madam:

The Wine Origins Alliance (“Alliance”) respectfully submits this letter in support of the joint proposal between Mexico and the European Union (EU) to protect geographical indications (GIs) under the free trade agreement known as the Tratado de Libre Comercio entre México y la Unión Europea (TLCUEM).

The Alliance is an organization representing 23 wine regions from nine countries from North America, Australia and Europe. The winemakers from these regions employ approximately one million people and generate more than \$7 billion in global wine exports. We promote the clear and accurate labeling of a wine’s true origin so that consumers can make informed decisions when purchasing and consuming wine.

In the wine industry, the name of the place where the wine comes from is a fundamental tool for consumers to identify the wines of great winegrowing regions. That is why a broad and diverse number of wine regions are Alliance members. While we may be competitors in the global marketplace, we all agree that each region is unique and, as such, produces wines that are impossible to duplicate anywhere else. There is consensus among us that when wine place names are misused on a label, the credibility of the industry is diminished and consumers will be misled.

For these reasons, we strongly support the EU-Mexico agreement on the protection of wine GIs. We appreciate your consideration of our views and welcome any questions that you might have.

Sincerely,



Louis-Fabrice Latour
President
Bureau Interprofessionnel des Vins de
Bourgogne



César Saldaña
General Manager
Consejo Regulador de la Denominación de
Origen Jerez-Xérès-Sherry



Miles Prodan
President & CEO
British Columbia Wine Institute



Linda Reiff
President & CEO
Napa Valley Vintners Association



Jean-Marie Barillère
Co-Président
Comité Champagne



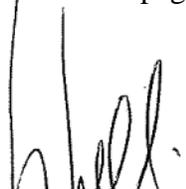
Jana McKamey
Government Affairs Director
Oregon Winegrowers Association



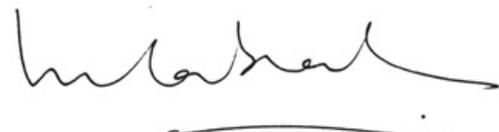
Maxime Toubart
Co-Président
Comité Champagne



Jennifer Porter
Executive Director
Paso Robles Wine Country Alliance



Sergio Zingarelli
President
Chianti Classico Wine Consortium



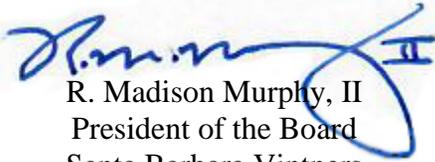
Manuel de Novaes Cabral
President
Instituto dos Vinhos do Douro e Porto



Fernando Salamero Laorden
President
Consejo Regulador de la Denominación de
Origen Calificada Rioja



Tara Guthrie
Executive Director
Texas Wine Growers



R. Madison Murphy, II
President of the Board
Santa Barbara Vintners



Morgen McLaughlin
Executive Director
Willamette Valley Wineries Association



Jean Arnold Sessions
Executive Director
Sonoma County Vintners