WINE ORIGINS ALLIANCE

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NEW POLL SHOWS BROAD SUPPORT FOR LAWS TO PROTECT AGAINST MISLEADING WINE LABELS

Global wine alliance calls on U.S. lawmakers to heed consumers' demand for accurate and clear wine labels

NEW YORK – The Wine Origins Alliance today released the results of a new poll that finds 94 percent of American wine drinkers support laws that would protect consumers from misleading wine labels. The results, announced at Vinexpo New York, underscore the importance location plays in wine. The Alliance also called on U.S. lawmakers to heed consumers' demand for accurate and clear wine labels, and outlined plans to meet with members of Congress.

"This survey reflects what we already knew: consumers want wine labels to accurately reflect the contents of the wine bottle," said Anthony Sannino, president of the Long Island Wine Council. "In two days, we will be meeting with members of Congress to urge them to heed consumers' growing demand for accurate and clear wine labels. Our current laws are not enough to protect and inform consumers."

The poll, conducted by GBA Strategies, also found that 70 percent of American wine drinkers believe that allowing American producers to misuse foreign wine region names on their labels is deceptive to American consumers, and 70 percent believe that allowing American wine producers to misuse region names makes it harder for U.S. wine regions to protect the misuse of their name on foreign labels. It also found widespread consumer reliance on information about where a wine is from: 79 percent of consumers consider the region an important factor when buying a bottle of wine.

"We represent some of the world's leading wine regions that have taken a clear, collective stand to ensure wine region names are protected and not abused or miscommunicated to consumers," said Linda Reiff, president and CEO of the Napa Valley Vintners. "But here in the United States, some wine region names are not protected. This makes it hard for Napa and other U.S. regions to protect their names around the world when their very own government doesn't extend that same protection to others."

In the European Union and Australia, wine region names are protected through a registry of geographical indications. In the United States, they are protected through well-established federal and state laws that protect American Viticultural Areas, or AVAs, for the wine industry inside its borders. However, the U.S. permits the use of wine region names like Champagne, Chablis, Chianti, Port and Sherry on labels of wines that do not originate in those European regions.

"Texas has been making wine since the 1600s. Its distinctive climate and land has influenced the winemaking process. Thus, the Texas name should not be used on labels if the wine wasn't produced there," said Carl Money, founding member of Texas Wine Growers. "The same should be true for Long Island, Napa Valley, Champagne, Sherry, Chablis, Chianti Classico, Bordeaux and all other wine-growing regions."

Since 2005, the Wine Origins Alliance has been a unified force in the global winemaking industry working to raise awareness about the importance of location to winemaking and the need to protect the integrity of wine region names around the globe. Its members include 23 winery and grape-growing organizations in nine countries spanning North America, Europe and Australia. During Vinexpo, the Wine Origins Alliance released a short film featuring wine producers around the world talking about the importance of location to the wine they produce. The full film can be viewed here.

"While we may compete in the marketplace, there is consensus among us that when one of our wine region names is misused, the credibility of the industry as a whole is diminished and leads to consumer confusion," said Allan Sichel, president of the Bordeaux Wine Council. "Consumers have the right to know where their wine comes from. That is in the best interest of the consumer, the vintner, the regions and the wine industry."

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About Wine Origins Alliance
The Wine Origins Alliance, previously known as the Joint Declaration to Protect Wine Place & Origin, works to ensure wine region names are protected and not abused or miscommunicated to consumers worldwide. Members represent the regions of Barossa, Bordeaux, Bourgogne/Chablis, British Columbia, Champagne, Chianti Classico, Jerez-Xérès-Sherry, Long Island, McLaren Vale, Napa Valley, Oregon, Paso Robles, Porto, Rioja, Santa Barbara County, Sonoma County, Texas, Tokaj, Victoria, Walla Walla Valley, Washington state, Willamette Valley and Western Australia. For more information, visit origins.wine or follow the Alliance on Twitter and Facebook.

ADDITIONAL QUOTES FROM WINE ORIGINS ALLIANCE MEMBERS

Barossa

"Wine from Barossa is simply impossible to reproduce in other regions of the world, and the wine's label should reflect that. We are heartened to see consumers agree that they have a right to know where their wine comes from."

James March, CEO, Barossa Grape & Wine Association

Bourgogne/Chablis

"Our regions compete in the marketplace, but we gladly come together and unite behind the importance of accurate wine labeling. The name Bourgogne and Chablis should not be used if the wine isn't from Bourgogne."

Christian Moreau, representative, Bureau Interprofessionnel des Vins de Bourgogne

Champagne

"The soil, air, water and weather make Champagne unique and it cannot be duplicated anywhere else other than in Champagne, France. Consumers deserve accurate labels that help them make informed purchasing decisions."

Maxime Toubart, co-president, Comité Champagne

Chianti Classico

"People would like to make wine labeling into a U.S. vs. EU or an Old World vs. New World issue, but nothing could be further from the truth. Chianti Classico is proud to work together with other wine regions from Europe, North America and Australia to ensure that wine region names are protected and not abused for consumers."

Sebastiano Capponi, vice president, Consorzio Vino Chianti Classico

Jerez-Xérès-Sherry

"Only wine from Jerez should be able to use the name Jerez-Xérès-Sherry on its label. Protecting the integrity of our name is of utmost importance, and protects consumers, winemakers, and our industry as a whole."

César Saldaña, director general, Consejo Regulador Jerez-Xérès-Sherry

Oregon/Willamette Valley

"An issue as important as accurate wine labeling calls for a singular response from our industry. The Wine Origins Alliance helps my Oregon and Willamette Valley wine regions, as well as our counterparts from across the United States and the world, ensure that labels are accurate and wines are authentic. Special places make unique wines and deserve name protection."

Harry Peterson-Nedry, representative, Oregon Wine Board and Willamette Valley Wineries

Paso Robles

"The American wine industry is strong today because it is built on distinctive regional names like Paso Robles. Truthful, accurate labeling is key to continuing the strength of the wine industry as a whole – not just in the U.S., but internationally as well."

Jennifer Porter, executive director, Paso Robles Wine Country Alliance

Wine Origins Alliance ‖ National Survey

gba strategies

➢ **Online survey conducted February 6–13, 2018**

➢ **800 interviews with people who consider themselves to be an "occasional" or "regular" consumer of wine and purchase 2 or more bottles a month**

➢ **Margin of error: ±3.5 percentage points at the 95 percent confidence interval**

➢ Region is an important factor when consumers purchase wine

➢ Consumers are discerning and notice region on wine labels

➢ And they bring dose of skepticism with regard to label accuracy

➢ Consumers take offense at deceptive labeling

➢ And they reject notion that geographic origin names are generic and don't need protection

➢ Consumers overwhelmingly support laws to protect against misleading labels and ensure wines that use a geographic name are made in that region
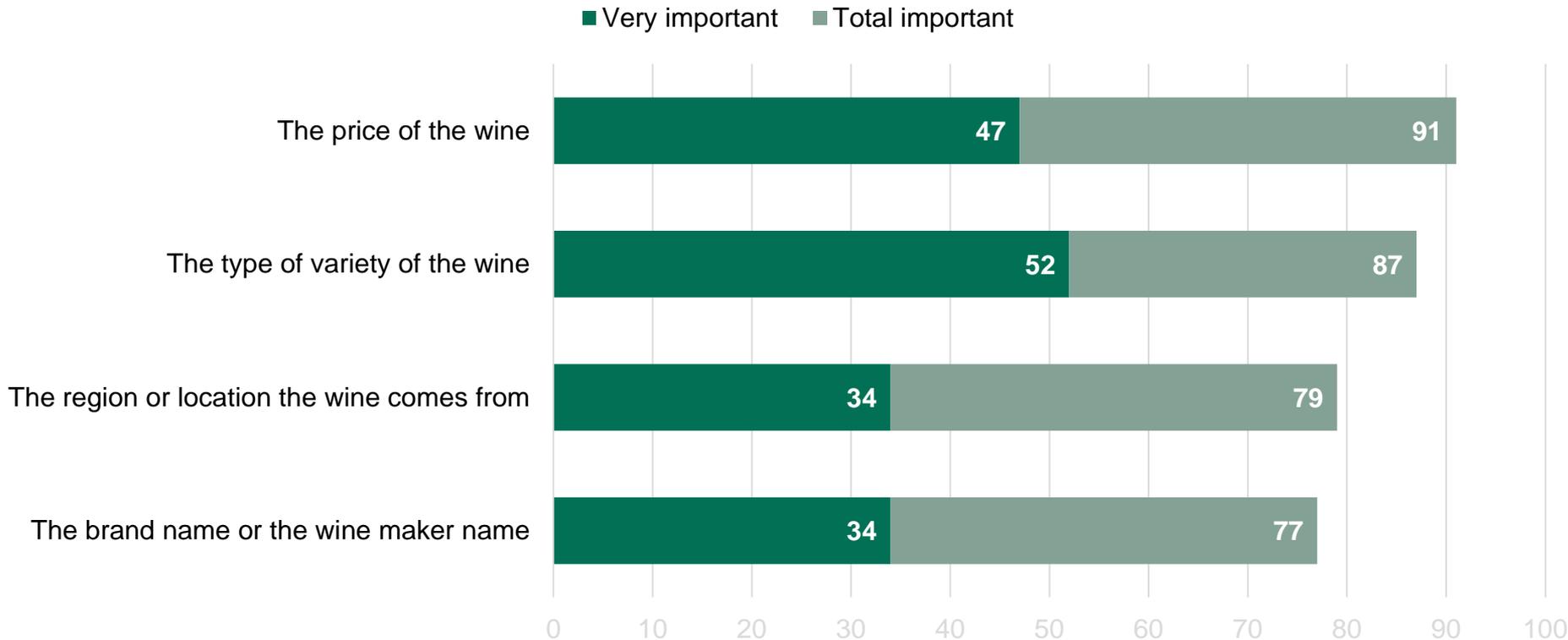
Region Is An Important Factor When Consumers Purchase Wine

Figure 3

Region, Location An Important Factor To Wine Consumers

Figure 4

Q Below are some factors that some people say are important to them in deciding which wine to purchase. For each one, select how important that particular factor is to you when you are choosing which wine to buy—very important, somewhat important, not too important, or not important at all?

■ Very important   ■ Total important

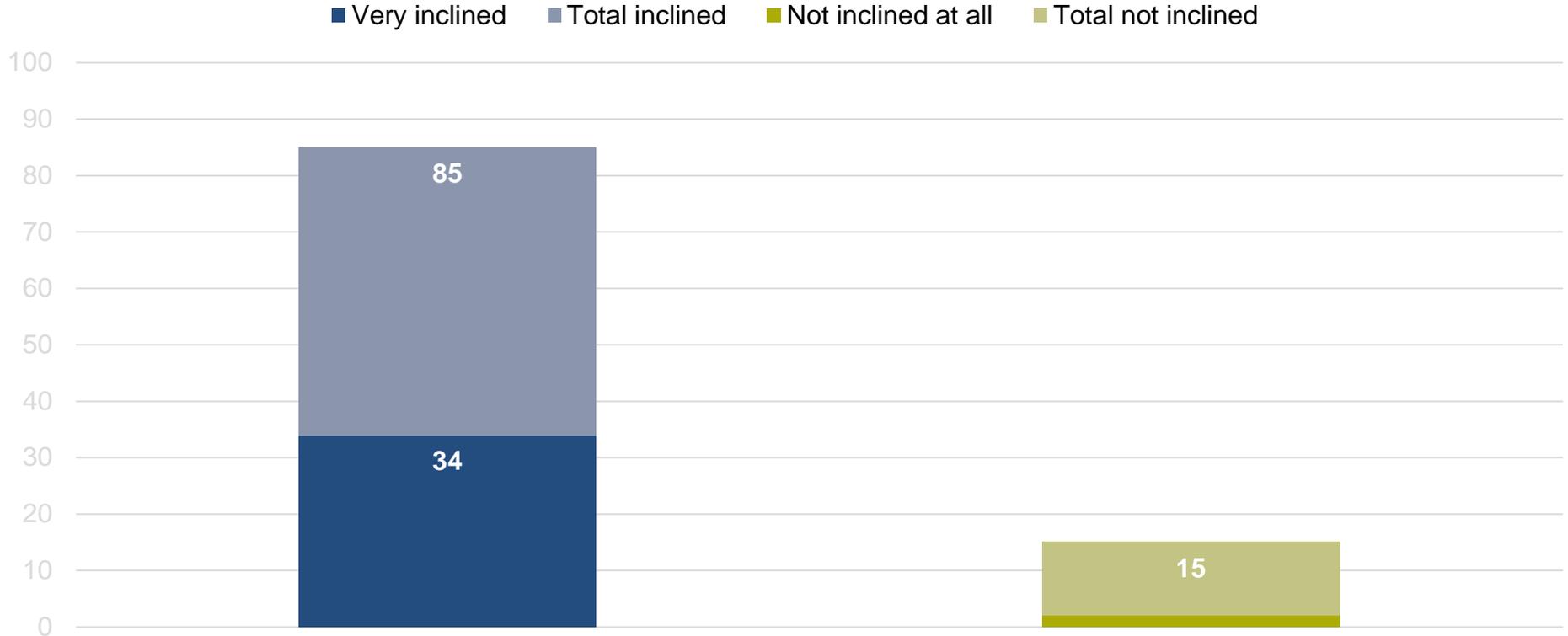| Factor	Very important	Total important
The price of the wine	47	91
The type of variety of the wine	52	87
The region or location the wine comes from	34	79
The brand name or the wine maker name	34	77

Region Of Origin Can Trump Price

Figure 5

Q How inclined are you to pay more for a wine that is from a region known to produce high-quality wine?

■ Very inclined   ■ Total inclined   ■ Not inclined at all   ■ Total not inclined

Consumers Across All Ages Inclined To Pay More For Wine From A Particular Region
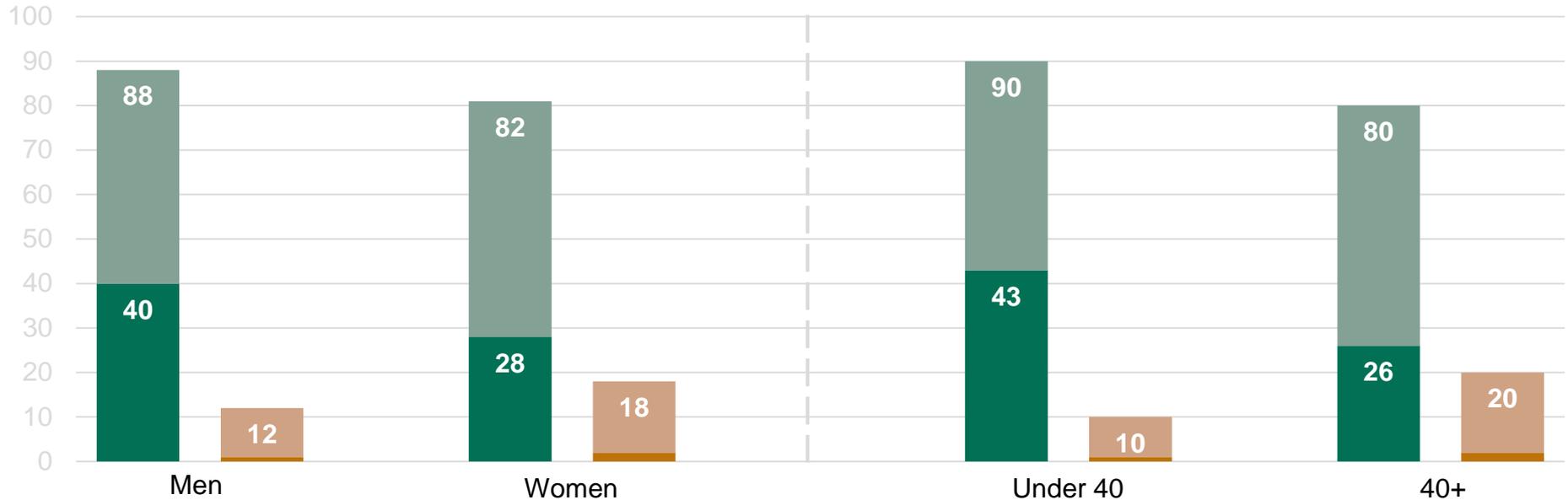
Figure 6

Q How inclined are you to pay more for a wine that is from a region known to produce high-quality wine?

Pay More For Region By Gender And Age

■ Very inclined ■ Total inclined ■ Not inclined at all ■ Total not inclined

|	Very inclined	Total inclined	Total not inclined
Men	40	88	12
Women	28	82	18
Under 40	43	90	10
40+	26	80	20

U.S. Wine Consumers Are Discerning And Take Note Of Region

Figure 7

Wine Consumers Closely Read Labels…

Figure 8

Q **Let's assume for a moment that you are thinking about purchasing a bottle of wine. How closely would you read the wine's label?**

■ Very closely ■ Total closely ■ Not closely at all ■ Total not closely
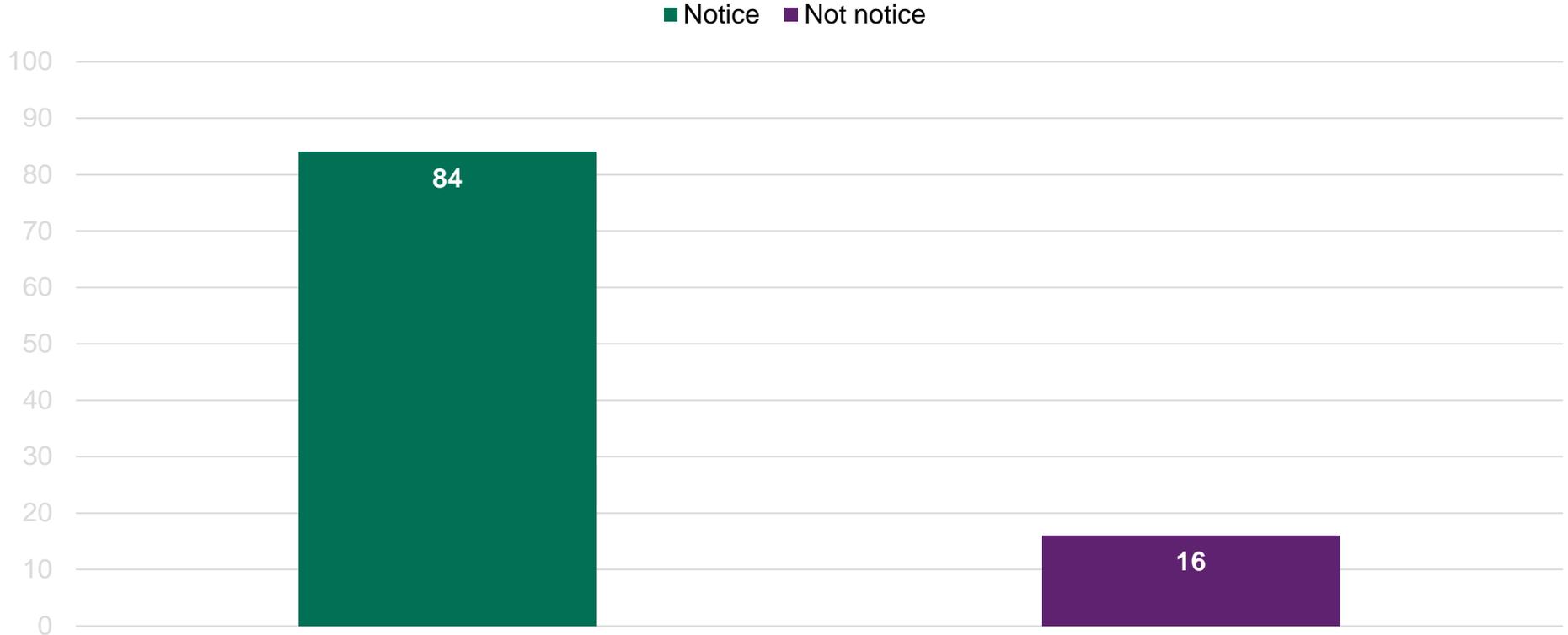
85

36

15
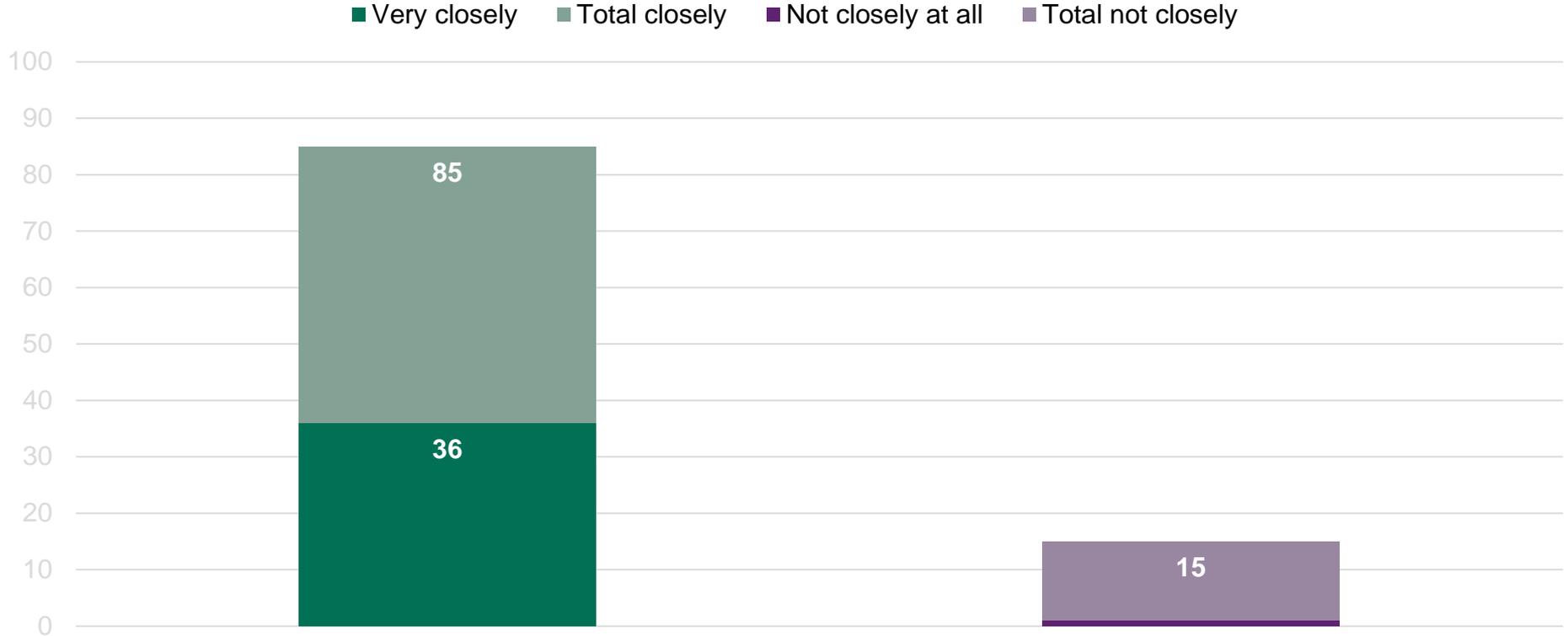
…And Notice Region Or Location On The Wine Label

Figure 9

Q **And in reading the wine's label, would you generally take notice of the region or location where the wine comes from or is that not something you would generally take notice of?**

■ Notice ■ Not notice

	Notice	Not notice
Value	84	16

Many Wine Consumers Skeptical About Wine Label Accuracy

Figure 10

Wine Consumers Not Fully Confident Of Accuracy Of Region On Wine Label

Figure 11

Q **When you see a wine label indicating the wine is from a particular region, how confident are you that the wine comes from that region?**

Very confident	Somewhat confident	Not too confident	Not at all confident
40	49	9	2
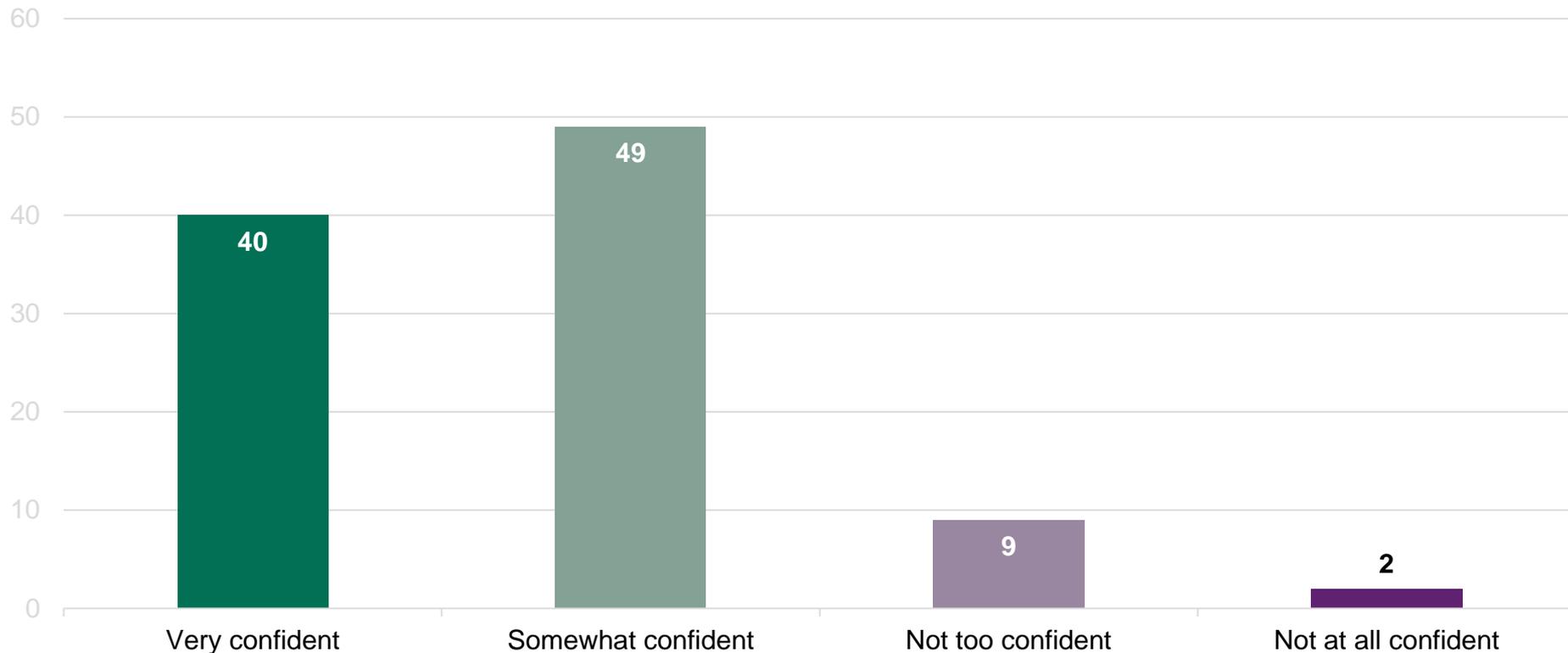
About 1/3 Have Realized After Purchase That Location On Label Was Inaccurate

Figure 12

Q **Have you ever bought a bottle of wine and discovered after buying it that it was not from the location you thought it was?** **(IF YES)** **How often has that happened to you?**

Legend: ■ Yes, once ■ Yes, occasionally ■ Yes, frequently ■ No, never

- Total Yes 36
  - Yes, frequently: 4
  - Yes, occasionally: 18
  - Yes, once: 15
- Total No 64
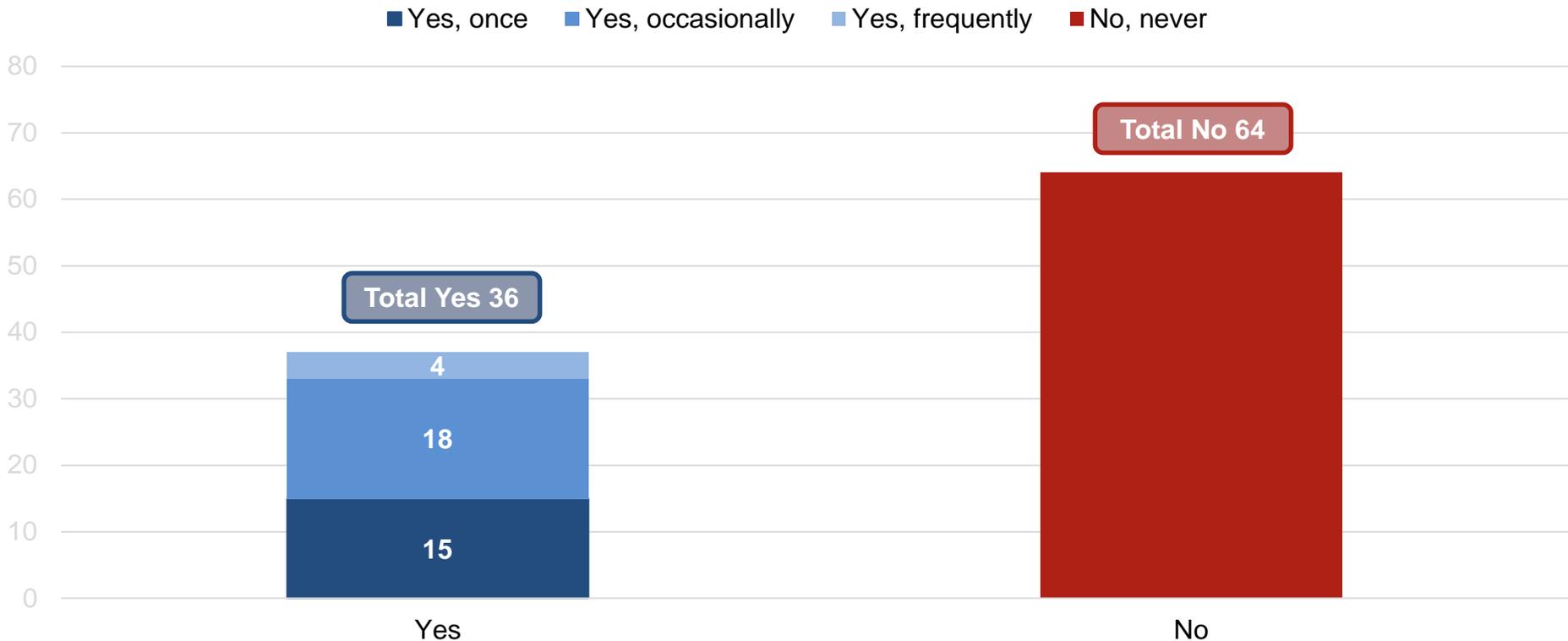
Wine Consumers Take Offense At Inaccurate Labeling

Figure 13

Consumers Say Wine Labels Should Help Them, Not Serve As Marketing Ploy

Figure 14

Q Now you are going to see several pairs of statements. Please choose the statement that comes closer to your opinion.
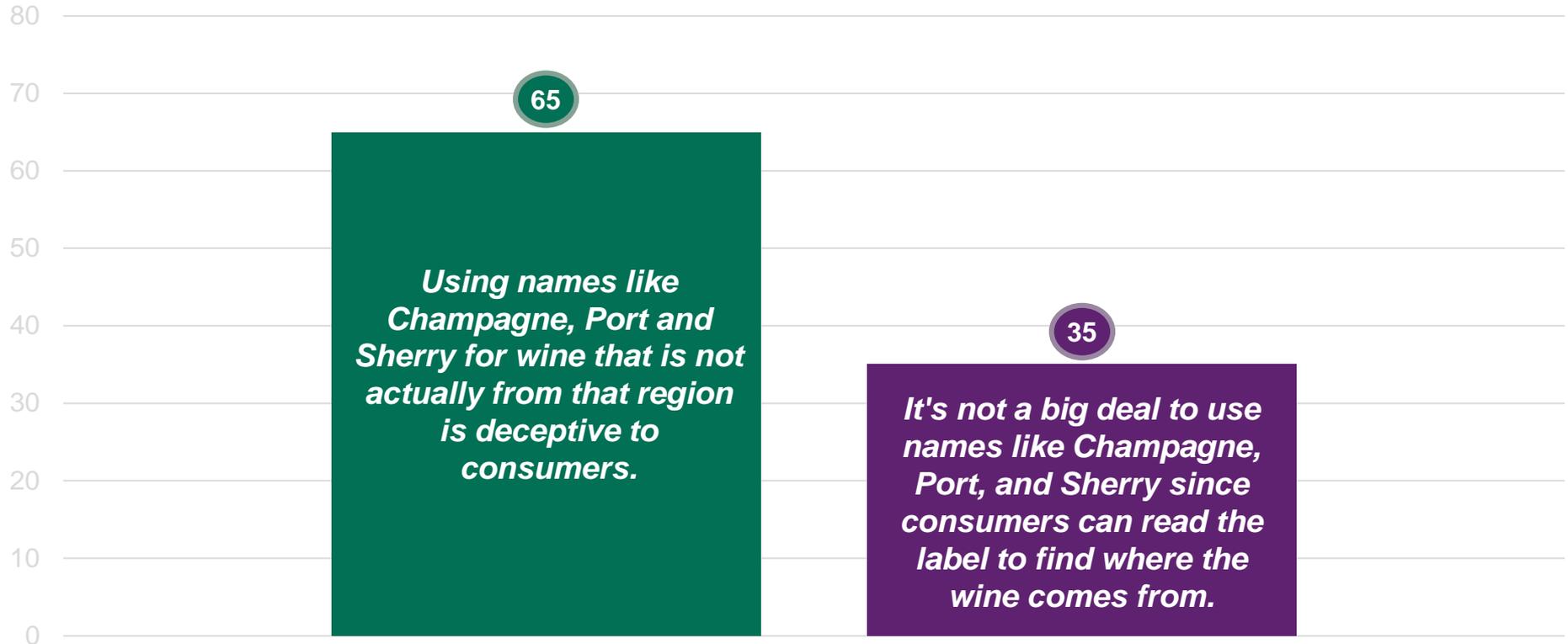

75 — *Wine labels should be accurate to allow consumers to make an educated purchase.*

25 — *Wine labels are part of branding and marketing, and it's appropriate to design them to help sell wine.*

Figure 15

Consumers Reject Misleading Labels

Q Now you are going to see several pairs of statements. Please choose the statement that comes closer to your opinion.

65 — *Using names like Champagne, Port and Sherry for wine that is not actually from that region is deceptive to consumers.*

35 — *It's not a big deal to use names like Champagne, Port, and Sherry since consumers can read the label to find where the wine comes from.*

Agreement That Protecting Region Names Helps Consumers Here & U.S. Producers Abroad

Figure 16

Q Now you are going to see several pairs of statements. Please choose the statement that comes closer to your opinion.

Allowing American producers to misuse foreign geographic names like Champagne, Port, and Sherry on their labels is deceptive to American consumers.

70 | 30

Allowing American producers to use terms like Champagne, Port, and Sherry on their labels is a legitimate way to support U.S. companies and workers.

Allowing American wine producers to misuse foreign geographic names like Champagne, Port, and Sherry on their labels makes it harder for Napa Valley producers to protect the misuse of the name Napa Valley on foreign labels.
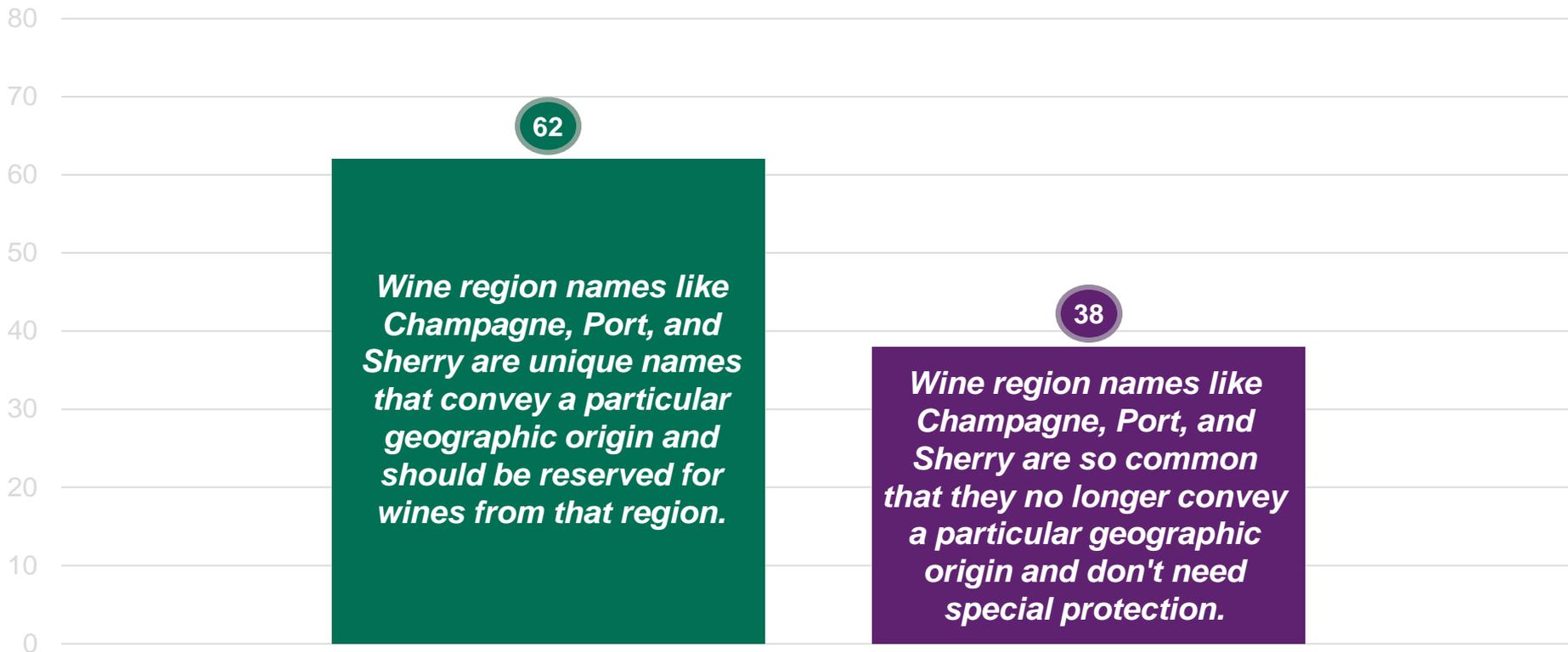
70 | 30

Allowing American producers to use names like Champagne, Port, and Sherry on their labels is a legitimate way to support U.S. companies and workers.

Champagne, Port, And Sherry Seen As Unique Names Conveying Particular Region

Figure 17

Q Now you are going to see several pairs of statements. Please choose the statement that comes closer to your opinion.

62

Wine region names like Champagne, Port, and Sherry are unique names that convey a particular geographic origin and should be reserved for wines from that region.

38

Wine region names like Champagne, Port, and Sherry are so common that they no longer convey a particular geographic origin and don't need special protection.

Strong Support For Laws To Stop Misleading Labeling Of Wine Bottles

Figure 18

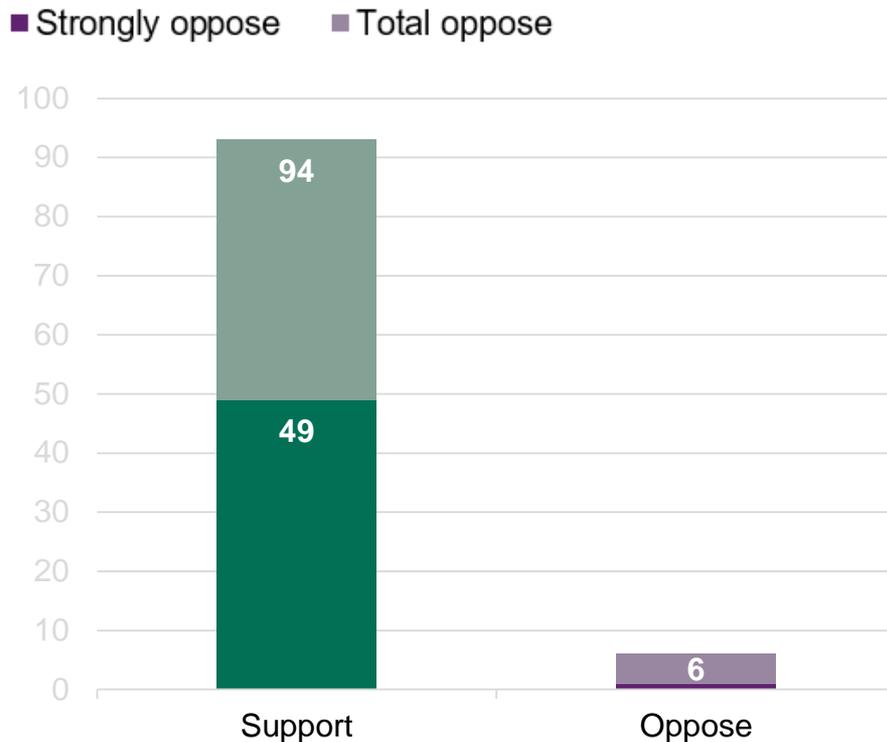# Near Unanimous Support For Laws To Protect Against Misleading Labels

Figure 19

Q Would you **support** or **oppose** laws designed to protect consumers from misleading labels?
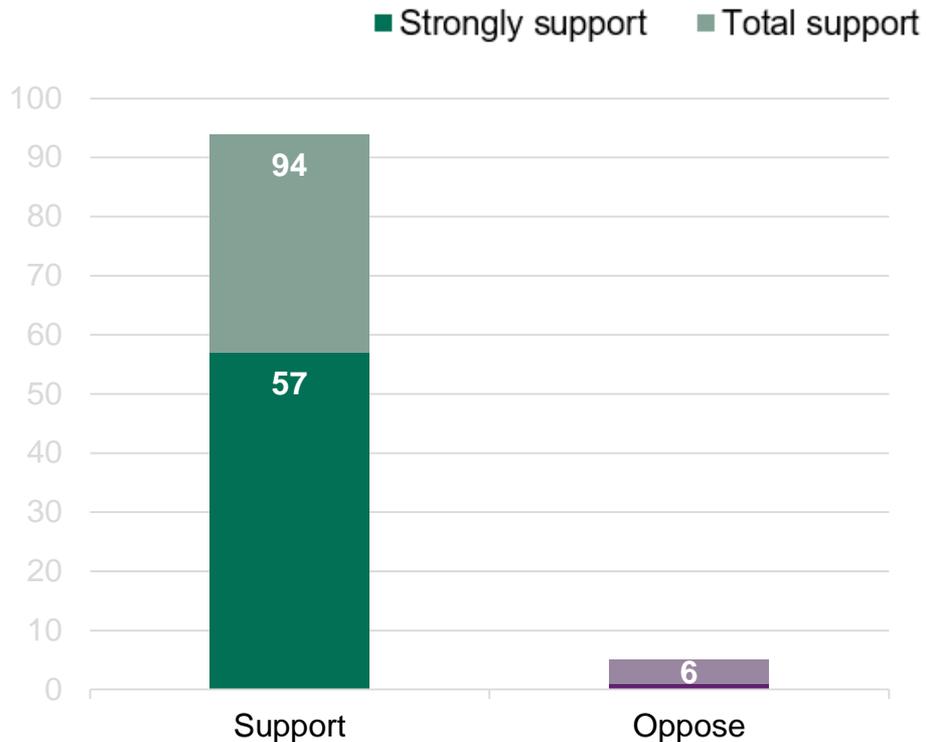
Q Would you **support** or **oppose** laws that ensure the only wines that may use the name of a geographic region are wines made in that region?

Legend: ■ Strongly support ■ Total support ■ Strongly oppose ■ Total oppose

Chart 1 (left):
- Support: Strongly support 57, Total support 94
- Oppose: 6

Chart 2 (right):
- Support: Strongly support 49, Total support 94
- Oppose: 6