



## PROSECCO DOC IN CHINA: CONFIRMATION OF GI PROTECTION

### PROSECCO DOC ONCE AGAIN WINS TRADEMARK CASE AGAINST AUSTRALIA

The Prosecco DOC Consortium is proud to share the recent victory against the *Australian Wine and Grape Inc.* (AGWI), confirming the validity of the registration of the "普罗塞克" (PU LUO SAI KE or PROSECCO in Chinese characters) trademark in China.

For years, the Consortium has been working to protect the designation in the Far East. It has already secured significant safeguards in China through the registration of the "Prosecco" trademark and within the framework of the Cooperation and Protection Agreement for Geographical Indications between the European Union and the government of the People's Republic of China. In addition, the Consortium faced a challenge to the Chinese ideogram trademark by AGWI, which aims to export Australian wines labeled as "prosecco" to this market.

The Australian association argued that "Prosecco" is a grape variety and not a wine protected as a geographical indication (GI). After two levels of judgment, the *Beijing High Court* (BHC) rejected AGWI's appeal, affirming that the Prosecco trademark, even in Chinese transliteration, constitutes a GI and can be exclusively used to identify our wine.

*"We can only be pleased with the result. – commented President Stefano Zanette – China, one of the most populous countries globally, has once again recognized that the term Prosecco unmistakably indicates our designation of origin. This protection aims to further safeguard our product, the uniqueness of our territories, and the hard work that the entire DOC supply chain carries out daily."*



**CONSORZIO DI TUTELA DELLA DENOMINAZIONE DI ORIGINE  
CONTROLLATA PROSECCO**

Via Calmaggione 23 - 31100 TREVISO IT - t +39 0422 1572383  
info@consorzio.prosecco.it - www.prosecco.wine  
c.f. 04339160261 - p.iva 04484620267