



Place is Important to Wine

Great Wine Regions Gather to Discuss
the Protection & Promotion of Place Names

The Background: For many years, great wine regions have been in discussion regarding how best to protect and promote our place names, in order to ensure that they retain their value and meaning within the context of a global marketplace. The time has arrived to evolve the dialog – to come together in a single place and put pen to paper to formalize the concept of a coalition of great wine regions who will speak with one voice on this unifying issue: when it comes to wine, place matters.

The Concept: On July 26, 2005 we will convene for the first time as a group to sign a declaration that outlines our purpose. The group will also begin to discuss the many ways in which we can work together to support an issue that is of great concern to anyone who believes in the importance of origin, and particularly to wine-producing regions that rely on the integrity of their geographic name to communicate a message of quality to consumers.

The Declaration:

Whereas, it is acknowledged that there are extraordinary places on earth from which great wine is consistently produced.

Whereas, the names of these places are printed on labels side-by-side with the names of the producers to identify the origin of the wine.

Whereas, wine, more than any other beverage, is valued based on its association to its place of origin.

Whereas, even before modern technology allowed us to tie specific definitions to the soils, terrain, and climates of noted wine regions, winemakers were drawn to these special places.

Whereas, the names of these places are familiar, and synonymous with quality.

Whereas, we respectfully submit that the place where wine is grown plays a very important role in a consumer's selection process.

Whereas, we are furthermore united in our belief that the geographic place names of wine regions are the sole birthright of the grapes that are grown there, and when these names appear on wines that do not contain grapes from that region, they lose their integrity and their relevance to consumers.

Therefore, be it resolved that we, as representatives of some of the world's leading wine regions, join together in supporting efforts to maintain and respect the integrity of these place names, which are fundamental tools for consumer identification of great winegrowing regions and the wines they produce.

The Attendees (listed in alphabetical order by wine region):

Comité Interprofessionnel du Vin de Champagne (CIVC)

Bruno Paillard*, Founder, Champagne Bruno Paillard
& President of Communications Committee, Comité Interprofessionnel du Vin de Champagne
Nicolas Ozanam, General Counsel, Comité Interprofessionnel du Vin de Champagne

Napa Valley Vintners (NVV)

Joel Aiken*, Vice President, Winemaking, Beaulieu Vineyard
& President, Board of Directors, Napa Valley Vintners
Dawnine Dyer, Partner, Dyer Vineyard
& Board of Directors, Napa Valley Vintners
Tom Shelton, President and CEO, Joseph Phelps Vineyards
& Past President, Napa Valley Vintners
W. Clarke Swanson, Proprietor, Swanson Family Vineyards & Winery
& Board of Directors, Napa Valley Vintners

Oregon Wine Board (OWB)

Harry Peterson-Nedry*, Founder, Chehalem
& Board of Directors, Oregon Wine Board

Associação das Empresas de Vinho do Porto (AEVP)

Jorge Monteiro*, President, Instituto dos Vinhos do Douro e Porto (IVDP)

Paulo Russell-Pinto, Marketing Director, Instituto do Vinhos do Douro e Porto (IVDP)

George Sandeman, Chairman, House of Sandeman

& President, Associação das Empresas de Vinho do Porto (AEVP)

Consejo Regulador de las DD.OO Jerez-Xeres-Sherry

Bosco Torremocha*, Vice-Presidente, Consejo Regulador de las DD.OO Jerez-Xeres-Sherry

Walla Walla Wine Alliance

Krista McCorkle Davis*, Executive Director

Washington Wine Commission

Jaime Peha*, Marketing Director, Washington Wine Commission

* *Signing the place declaration on behalf of a wine region*

ALLIANCE DES REGIONS VITICOLES

DECLARATION DE NAPA
SUR L'IMPORTANCE DES NOMS DE REGION VITICOLES

(traduction libre)

Considérant qu'il est reconnu qu'il existe dans le monde des lieux extraordinaires où, de manière constante, de grands vins ont été produits ;

Considérant que les noms de ces régions sont apposés sur les étiquettes, à côté des noms des producteurs, afin d'identifier l'origine du vin ;

Considérant que le vin, plus que toute autre boisson, est apprécié selon sa région d'origine ;

Considérant que, bien avant que la technologie moderne ait permis d'établir des définitions spécifiques pour les sols, terrains et climats des régions viticoles, les producteurs de vin se sont établis sur ces lieux ;

Considérant que ces noms sont connus et synonymes de qualité ;

Considérant que le lieu où le vin est produit et élaboré joue un rôle très important dans le processus de sélection du consommateur ;

Considérant encore que nous sommes unis dans notre conviction que le droit aux noms géographiques des régions viticoles n'appartiennent qu'aux raisins qui en sont issus et que, lorsque ces noms apparaissent pour désigner des vins qui ne contiennent pas de raisins issus de cette région, ils perdent leur intégrité et leur pertinence à l'égard du consommateur ;

En conséquence, représentant différentes régions viticoles leaders dans le monde, nous nous engageons ensemble afin de renforcer nos efforts pour maintenir et respecter l'intégrité de ces noms de régions viticoles, qui sont des outils fondamentaux pour l'identification, par le consommateur, des grandes régions viticoles et des vins qui en sont issus.

Fait à Napa, le 26 juillet 2005

Les signataires de la déclaration de Napa :

Comité interprofessionnel du vin de Champagne :	Bruno Paillard
Consejo regulador de las DDOO Jerez-Xérès-Sherry :	Bosco Torremocha
Instituto dos Vinhos do Douro e Porto :	Jorge Monteiro
Napa Valley Vintners Association :	Joel Aiken
Oregon Wine Board :	Harry Peterson-Nedry
Walla Walla Wine Alliance :	Krista McCorkle-Davis
Washington Wine Commission :	Jaime Peha