



FOR NEWS PLANNING

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***** MEDIA ADVISORY *****

INTERNATIONAL WINE REGIONS TO CELEBRATE 6th ANNIVERSARY OF JOINT EFFORT TO PROTECT WINE PLACE NAMES

This October, representatives of leading wine regions around the world will gather to celebrate the sixth anniversary of the signing of the Joint Declaration to Protect Wine Place & Origin, a global movement aimed at ensuring wine place names are protected and not abused or miscommunicated to consumers.

By signing the Declaration, regions have affirmed that geographic names are fundamental tools for consumers to identify the special wines associated with specific wine-growing regions. They have also committed to working together on the consumer education and public advocacy necessary to ensure that these names are protected and respected.

To mark the sixth anniversary, the Declaration signatories will release the results of a new poll examining U.S. consumers' concern about mislabeled wine to accredited media at a 1:00 p.m. press conference at Craft restaurant 43 East 19th Street, New York, NY. Media interested in attending should contact Julia Krahe at jkrahe@clsdc.com by October 14.

Many of the world's most prominent wine regions have already signed the Declaration and will gather to renew their commitment to protecting wine-growing place names. The 15 signatories include Champagne, Jerez, Napa Valley, Oregon, Porto, Washington State, Walla Walla Valley, Chianti Classico, Paso Robles, Sonoma County, Tokaj, Victoria, Western Australia, Long Island and Rioja.

For those outside New York or otherwise unable to attend, interviews with regional representatives participating in the anniversary celebration will be available as follows:

- WHO:** Representatives of leading wine regions from around the world
- WHAT:** Release of new poll data and letter signed by prominent international chefs and sommeliers, both affirming the importance of protecting wine place names
- WHEN:** October 19, 2011
4:00 – 6:00 p.m. EST
- WHERE:** Phone Interviews
- HOW:** For more information or to schedule an interview, please contact Julia Krahe at jkrahe@clsdc.com or 202-777-3511.
- WHY:** Because when it comes to wine, there is no ingredient more important than location.

The Joint Declaration to Protect Wine Place & Origin was signed by the original seven members on July 26, 2005. These founding members included Champagne, Jerez, Napa Valley, Oregon, Porto, Walla Walla Valley and Washington state. On March 21, 2007, six more renowned wine regions – Chianti Classico, Paso Robles, Sonoma County, Tokaj, Victoria and Western Australia – joined in the global effort to protect wine place names. Long Island and Rioja became the latest wine regions to sign the Declaration on February 3, 2010. To lend support and read the full text of the Declaration, visit www.protectplace.com.

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