



September 7, 2017

Minister Zhi Shuping
General Administration of Quality Supervision, Inspection and Quarantine
No. 9, Ma Dian East Road, Haidian District
100088 Beijing
People's Republic of China

Subject: "Broad Wine Industry Support for Wine Place Name Protections in China"

Dear Mr. Zhi Shuping:

The Wine Origins Alliance ("Alliance") respectfully submits this letter in support of the recent joint proposal by the European Union (EU) and the General Administration of Quality Supervision, Inspection and Quarantine of the People's Republic of China (AQSIQ) to protect as many as 200 geographical indications (GIs).

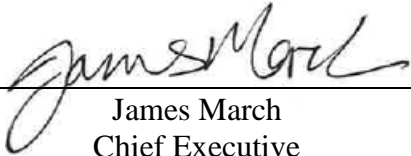
The Alliance is an organization representing 23 wine regions from nine countries from North America, Australia and Europe. The winemakers from these regions employ approximately one million people and generate more than \$7 billion in global wine exports. We promote the clear and accurate labeling of 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, including several prominent regions in California, 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 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.

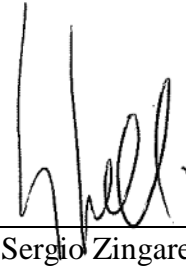
For these reasons, we strongly support the EU-China agreement on the protection of wine GIs. We appreciate your consideration of our views and welcome any questions that you might have.

cc: Deputy Minister Chen Gang

Sincerely,




James March
Chief Executive
Barossa Grape & Wine Association



Sergio Zingarelli
President
Chianti Classico Wine Consortium



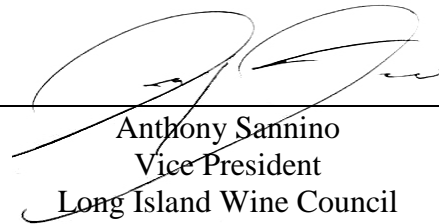
Louis-Fabrice Latour
President
Bureau Interprofessionnel des Vins de
Bourgogne



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



Miles Prodan
President & CEO
British Columbia Wine Institute



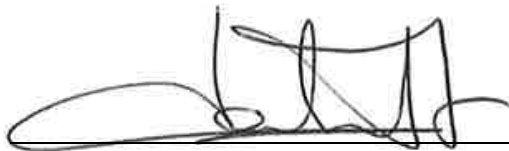
Anthony Sannino
Vice President
Long Island Wine Council



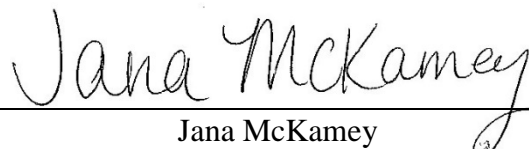
Jean-Marie Barillère
Co-Président
Comité Champagne



Linda Reiff
President & CEO
Napa Valley Vintners Association



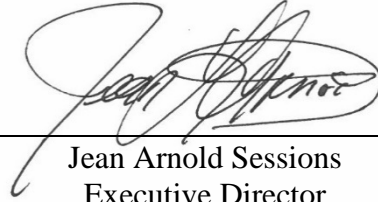
Maxime Toubart
Co-Président
Comité Champagne



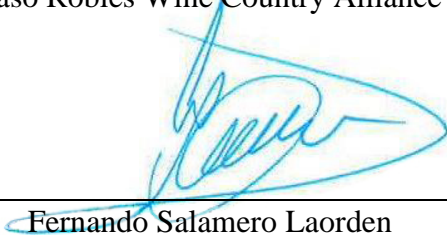
Jana McKamey
Government Affairs Director
Oregon Winegrowers Association



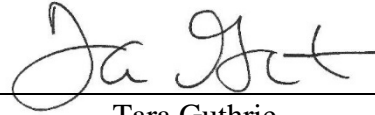
Jennifer Porter
Executive Director
Paso Robles Wine Country Alliance



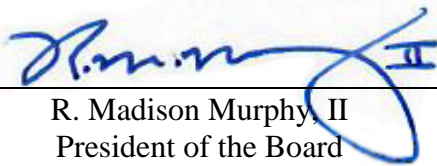
Jean Arnold Sessions
Executive Director
Sonoma County Vintners



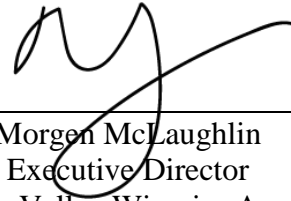
Fernando Salamero Laorden
President
Consejo Regulador de la Denominación de
Origen Calificada Rioja



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