

To: CEBALLOS BARON Miguel (CAB-MALMSTROM); RUEDA CATRY Cristina (CAB-HOGAN); MARTIN-PRAT Maria (TRADE); CLARKE John (AGRI); Art.4.1(b) (TRADE); Art.4.1(b) (TRADE); Art.4.1(b) (AGRI); Art.4.1(b) (AGRI); Art.4.1(b) (TRADE); Art.4.1(b) (TRADE); Art.4.1(b) (TRADE)

Subject: Flash report - Meeting with Heineken on FTA GIs negotiations with Mexico, 25 January 2018

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Participants

Heineken: Art.4.1(b) Art.4.1(b)
COM: Miguel Ceballos (CAB Malmström), Cristina Rueda (CAB Hogan), Art.4.1(b) (TRADE, B3)

Heineken representatives explained their concerns regarding the envisaged incorporation of the 1997 Spirits Agreement with Mexico into the future modernised FTA.

Art.4.2(a)

Heineken's use of Tequila in beer is currently being disputed on the grounds of Mexican laws in the Netherlands and France by the Tequila Producers Association (Consejo Regulador del Tequila – CRT), claiming that it is only permitted to produce and commercialise alcoholic drinks in which either 25% or 50% of the alcohol originates from Tequila. This would in the case of Heineken notably change the product category from beer into spirits.

There is an application via EU Regulations for the registration of Tequila as a GI in the EU.

The EU side took note while providing references to the overall context of the negotiations with Mexico. In this regard, the EU explained its approach to the incorporation of old-generation Wines and Spirit Agreements into comprehensive modernised FTAs and clarified EU practice in enforcement by means of domestic regulations and how this is articulated in FTA relevant provisions.

Art.4.1(b)



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