

Voluntary Report – Voluntary - Public Distribution

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Report Name: New GI Protections Proposed for EU Alcoholic Beverages

Country: Japan

Post: Tokyo

Report Category: Wine, Agricultural Situation, Beverages, Country/Regional FTA's

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Report Highlights:

On July 7, 2020, Japan's National Tax Agency (NTA) published a list of 7 proposed geographical indications (GIs) for alcoholic beverages from the European Unions (EU). The list includes wines and spirits. NTA will hold a public comment period for the proposed GI designations through October 7, 2020.

General Information

On July 7, 2020, Japan's National Tax Agency (NTA) published a [list](#) of 7 newly proposed geographical indications (GIs) for alcoholic beverages from the European Union (EU). The list includes 4 types of wine and 3 types of spirits (Table 1). NTA is holding a public comment period for the proposed GI designations through October 7, 2020.

Table 1: EU Proposed 7 Alcoholic Beverages for GI Protection

ID	Country	Name of Beverage	Type
1	Spain	Cariñena	Wine
2	Slovenia	Goriška Brda	Wine
3	Slovenia	Štajerska Slovenija	Wine
4	Germany	Pfalz	Wine
5	Ireland	Irish Poteen/Irish Poitín	Spirits
6	Estonia	Estonian Vodka	Spirits
7	France	Cassis de Dijon	Spirits/Other

Japanese GI System for Alcoholic Beverages

NTA established Japan's GI system for wine and spirits in 1994, during development of the Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS). In 2015, NTA revised its GI system for alcoholic beverages with the issuance of the Notice on Establishing Indication Standards Concerning Geographical Indications ([National Tax Agency Notice No. 19](#)). NTA also established [guidelines](#) for administering the new GI standards for alcoholic beverages.

As of July 2020, NTA has registered GIs for [12 domestic alcoholic beverages](#), such as *Nihonshu* (Japanese sake) ([JA6012](#)). In addition, NTA is currently considering the GI protection application for [Wakayama Umeshu \(plum liqueur\)](#).

NTA also protects reciprocal GIs for alcoholic beverages from countries with which Japan has trade agreements. In February 2019, NTA designated GI protection for 139 wines, spirits, and other alcoholic beverages from the EU through the EU-Japan Economic Partnership Agreement (EPA) ([JA8003](#)). NTA has also designated GI protections for seven alcoholic beverages through trade agreements with Mexico (Tequila, Mezcal, Sotol, Bacanora, Charanda), Chile (Chilean Pisco), and Peru (Pisco Peru).

GI for Agricultural Products

GI protection for agricultural, forestry and fishery products are separately regulated by the Act on Protection of the Names of Specific Agricultural, Forestry and Fishery Products and Foodstuffs ([GI Act](#)) and are administrated by the Ministry of Agriculture, Forestry and Fisheries (MAFF). In February 2019, through the EU-Japan EPA, MAFF designated 71 GIs for EU agricultural and fisheries products ([JA7151](#)). On July 7, 2020, MAFF published a list of 21 proposed GIs for agricultural products from the EU that are also open for public comment until October 7, 2020 ([JA2020-0141](#)).

Japan Seeks to Protect Japanese GIs in the EU

Japan is simultaneously pursuing [28 new GI designations](#) for products in the EU. The list of products seeking protection by Japan contains 3 alcoholic beverages and 25 agricultural products, including the Tsuruta Steuben, a sweet grape variety developed by Cornell AgriTech in New York State ([JA9031](#)).

How to Submit Comments to the NTA

Comments to NTA on the 7 GI proposals for wines and spirits must be submitted in Japanese. Comments to NTA may be submitted via mail, facsimile, or a Japanese online system known as “[e-GOV](#)” by October 7, 2020.

By mail:

Policy Coordination Unit, Liquor Tax Division, Taxation Department, National Tax Agency
3-1-1, Kasumigaseki, Chiyoda-ku, Tokyo, 100-8978

By facsimile:

Fax: +81-3-3581-4182

Online via:

[e-GOV](#). Click “意見提出フォームへ” to submit your comment.

Attachments:

No Attachments.