



EUROPEAN COMMISSION
DIRECTORATE-GENERAL FOR AGRICULTURE AND RURAL DEVELOPMENT

Directorate F – Outreach, Research & Geographical Indications
The Director

Brussels
AGRI.F.3/ [REDACTED]

Dear Madam,

Thank you for your email of 4th December 2024, in which you inquired about the interpretation of labelling requirements in Regulation (EU) 2024/1143 ⁽¹⁾ on non-prepackaged geographical indications (GIs) products. We apologise for a delay in our reply.

Firstly, you inquired about the labelling requirements for GI products sold as non-prepackaged items, either over the counter or for home delivery when purchased via a webshop or marketed online. You further clarified that the question concerns GI products that are not fully prepackaged but are split or sliced and packaged for direct sale or at the point of sale at the consumer's request. Additionally, you also made it clear that the question applies to those GI products whose product specifications allow dividing and selling the products as packaged at the customer's request. As an example, you referred to a GI cheese that is sold in this manner and that is marked with the GI protected name on the wrapper when it is handed to the customer (without being fully packaged).

You asked whether it is mandatory to label GI products sold in this way with the Union symbol (PGI or PDO).

Article 37 (3) of Regulation 2024/1143, which you correctly referred to, indeed stipulates that in the case of agricultural products originating in the EU marketed under a GI, the

⁽¹⁾ Regulation (EU) 2024/1143 of the European Parliament and of the Council of 11 April 2024 on geographical indications for wine, spirit drinks and agricultural products, as well as traditional specialities guaranteed and optional quality terms for agricultural products, amending Regulations (EU) No 1308/2013, (EU) 2019/787 and (EU) 2019/1753 and repealing Regulation (EU) No 1151/2012, OJ L, 2024/1143, 23.4.2024.

[REDACTED]

[REDACTED]

Union symbol associated with it shall appear in the labelling and advertising material. It also requires that the GI name shall appear in the same field of vision as the Union symbol.

This rule applies to the labelling of GI products, whether prepackaged or packaged at the point of sale. Therefore, even if the GI product is non-prepackaged, but it is handed to the customer in the wrapper that indicates the GI name, the Union symbol must be used in accordance with Article 37 (3), and it shall appear within the same field of vision as the GI name.

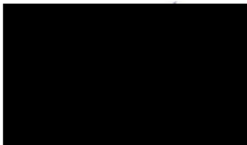
If the GI name is not included on the wrapping of a non-prepackaged product handed to the customer, the obligation to display the Union symbol does not apply, as the requirement is linked to the presence of the GI name.

Secondly, you asked whether it is mandatory to display the Union symbol on a web shop or in a delicatessen counter where the GI product is sold, and its protected name is presented.

When a GI product is marketed online (e.g. in a webshop) or presented at a delicatessen counter (e.g. the sale of cheese, or ham), the Union symbol shall accompany the protected GI name in these contexts as well. For example, the Union symbol should be displayed next to the product name on signs or labels at the counter, and it shall be displayed on the web pages where the GI is promoted or sold and its name is used.

The present opinion is provided based on the facts as set out in your email and expresses the view of the Commission services and does not commit the European Commission. In the event of a dispute involving European Union law, it is for the Court of Justice of the European Union to provide a definitive interpretation of the applicable European Union law.

Yours faithfully,

A solid black rectangular box used to redact the signature of Diego CANGA FANO.

Diego CANGA FANO