



EUROPEAN COMMISSION  
DIRECTORATE-GENERAL FOR AGRICULTURE AND RURAL DEVELOPMENT  
Directorate F – Outreach, Research & Geographical Indications  
The Director

Brussels  
AGRI.F.3 [REDACTED]

Dear Sir,

Thank you for your letter dated 15 June 2024 <sup>(1)</sup>, in which you request a clarification of Article 26 of Regulation (EU) 2024/1143 <sup>(2)</sup> on protection of geographical indications in relation to a complaint for a product labelled as ‘Haloemie’, a grill cheese, produced and marketed in the Netherlands and marketed online.

Based on the information included in your letter, it seems that the issue of a potential breach of Article 26(1) of Regulation (EU) 2024/1143 is to be investigated.

In particular, it appears that an assessment needs to be carried out as to whether the name ‘Haloemie’, phonetically and visually very similar to the PDO Halloumi, may be considered as an evocation of the registered name “Χαλλούμι (Halloumi) / Hellim”, a practice against which Article 26(1)(b) of Regulation (EU) 2024/1143 foresees protection.

In general, I would like to remind you that the responsibility to verify the use of geographical indications in the EU market belongs to Member States. In particular, I would like to stress that, according to jurisprudence of the European Courts, it is up to the authorities of the Member State in which the product is marketed to assess whether the name of the marketed product constitutes an evocation of a registered geographical indication.

In the light of the above, the appropriate procedure has been followed, i.e. notifying the competent authorities of the Netherlands, since the product ‘Haloemie’ is produced, provided and marketed in their territory, in order for them to examine whether the name contravenes Article 26 of the mentioned Regulation and, if necessary, to take appropriate

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<sup>(1)</sup> Ares(2025)5733051 – 15/07/2025

<sup>(2)</sup> 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, ELI: <http://data.europa.eu/eli/reg/2024/1143/oj>.

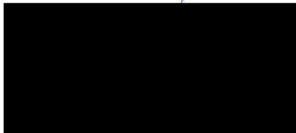
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administrative and judicial steps to stop its use (Article 42(3) of Regulation (EU) 2024/1143).

If you are not satisfied with the decision of the concerned national authorities, you may use any appropriate mechanism available at national level. The Commission would intervene only in case of systematic and repetitive wrong application of a Union provision by the authorities of a given Member State <sup>(3)</sup>.

The present opinion is provided based on the facts as set out in your letter 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,



Diego CANGA FANO

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<sup>(3)</sup> See the “Communication from the Commission – EU law: better results through better application” – (C(2016)8600/final) where the Commission indicates that it would not normally pursue “individual cases of incorrect application not raising issues of wider principle, where there is insufficient evidence of a general practice, of a problem of compliance of national legislation with EU law or of a systematic failure to comply with EU law”. [https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:52017XC0119\(01\)](https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:52017XC0119(01)).