



EU GI ACTION PLAN 2027

Build, Promote, Protect.

Spirits Drinks with Geographical
Indications as Strategic European
Assets



250+

Protected spirits GIs

Embedded in Europe's local
economies, regional identities and
traditional production methods.

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A Strategic European Asset

Europe’s GI system protects more than products. It protects the connection between quality, place, local know-how and traditional production.

Spirits GIs are an integral part of that system. More than 250 protected names are embedded in local value chains and regional identities, supporting:



RURAL ECONOMIES

Local production, employment and economic development.



EUROPEAN HERITAGE

Traditional knowledge, production methods and regional identity



LOCAL COMMUNITIES

Strengthening communities and preserving know-how across generations.



GLOBAL COMPETITIVENESS

High-quality, origin-based products with a strong international reputation.



THE OPPORTUNITY

The EU GI Action Plan 2027 is an opportunity to build on the strengthened GI framework and increase its coherence, visibility and effectiveness.

To support the development of the EU Action Plan for Geographical Indications, spiritsEUROPE has developed 10 policy recommendations for policymakers to consider.



Build



Promote



Protect



Build

Strengthen the foundations of the EU GI system

01

Strengthen EU GI governance

Establish a formal Commission coordination mechanism on GIs led by DG AGRI and introduce a GI impact check for relevant EU initiatives.



This safeguard will ensure that other EU policies integrate key information and objectives without undermining the integrity, functioning and competitiveness of spirits drinks with Geographical Indications.



Promote

Strengthen the foundations of the EU GI system

02

Support competitiveness & innovation

Ensure spirits GIs can access EU funding, innovation support and cooperation platforms, particularly for SMEs.



03

Bring GI heritage into the digital age

Use voluntary digital tools to give consumers better access to information about origin, heritage and production.



04

Build a positive European GI narrative

Position GI sectors as European champions and recognise spirits GIs as strategic cultural and economic assets, including through tourism.





Protect

Defend European spirits GIs
at home and abroad



05

Strengthen EU global leadership

Build alliances, technical cooperation and international promotion of the GI system.



08

Mitigate the impact of trade retaliation on GIs through targeted assistance

Develop support for producers disproportionately affected by trade disputes.



06

Protects GIs through EU trade policy

Systematically include and expand GI protection in EU trade agreements and ensure commitments are enforced.



09

Strengthen enforcement within Europe

Improve coordination, training and support for authorities tackling counterfeit and infringing products.



07

Safeguard the integrity of the GI system

Require effective reciprocity and a genuine link to geographical origin when recognising third-country GIs.



10

Strengthen international enforcement

Deepen cooperation with third-country authorities and strengthen GI protection in the digital environment.



Build, Promote, Protect.

A strong, visible and future-proof GI framework will help Europe's spirits GIs continue creating value for their regions, producers and Europe as a whole.