

Transmission of an established geographical indication of spirit drinks

1. TECHNICAL FILE

1.1. Name and Type

1.1.1. Name(s)

GENIEVRE DE GRAINS/GRAANJENEVER/GRAANGENEVER (nl)

GENIEVRE DE GRAINS/GRAANJENEVER/GRAANGENEVER (fr)

GENIEVRE DE GRAINS/GRAANJENEVER/GRAANGENEVER (de)

1.1.2. Category

19. Juniper-flavoured spirit drinks

1.1.3. Applicant country(ies)

Belgium

France

Netherlands

1.1.4. Application language:

English

1.1.5. Geographical indication type:

PGI - Protected Geographical Indication

1.2. Contact details

1.2.1. Applicant name and title

Applicant name and title	Flanders : Flemish Government, Department of Agriculture and Fisheries
Legal status, size and composition (in the case of legal persons)	

Nationality	Belgium
Address	Koning Albert-II-laan 35 1030 Brussel
Country	Belgium
Phone	+322 552 79 20
E-mail(s)	wijn@lv.vlaanderen.be

Applicant name and title	Région de Wallonie : Service public de Wallonie (SPW) – Direction générale opérationnelle Agriculture, Ressources naturelles et Environnement (DGARNE), Département des Politiques européennes et des Accords internationaux, Direction de la Politique Agricole
Legal status, size and composition (in the case of legal persons)	
Nationality	Belgium
Address	Chaussée de Louvain, 14 B 5000, Namur
Country	Belgium
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E-mail(s)	roxana.dragomir@spw.wallonie.be

Applicant name and title	Brussels Capital Region - Economie et Emploi - Agriculture
Legal status, size and composition (in the case of legal persons)	
Nationality	Belgium
Address	Kruidtuinlaan 20 1035 Brussel
Country	Belgium

Phone	02/800.34.65
E-mail(s)	agriculture@gob.brussels

Applicant name and title	Agriculture, agrifood and forest ministry, Direction Générale de la performance économique et environnementale des entreprises (DGPE), Bureau du vin et des autres boissons
Legal status, size and composition (in the case of legal persons)	
Nationality	France
Address	Rue Barbet de Jouy 75349 Paris Cedex 07 SP
Country	France
Phone	(33)(0)149554955
E-mail(s)	liste-cdc-vin-aop-DGPAAT@agriculture.gouv.fr

Applicant name and title	Ministerie van Economische Zaken
Legal status, size and composition (in the case of legal persons)	
Nationality	Netherlands
Address	Bezuidenhoutseweg 73 - 2594 AC Den Haag Postbus 20401 – 2500 EK Den Haag
Country	Netherlands
Phone	+31 70 378 4389
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1.2.2. Intermediary details

Intermediary name	Vinum et Spiritus Association Belgium
Address	Livornostraat 13 bus 5 1060 Brussel
Country	Belgium
Phone	+ 32 2 537 00 51
E-mail(s)	info@vinumetspiritus.be

Intermediary name	Association de défense du Genièvre Flandre Artois
Address	1, Rue de la distilleries, 59188 Wambrechies
Country	France
Phone	(33)(0)320149191
E-mail(s)	adgfa@outlook.fr

Intermediary name	SpiritsNL
Address	Postbus 242 2501 CE Den Haag
Country	Netherlands
Phone	+31 85 - 273 60 75
E-mail(s)	info@spiritsnl.nl

1.2.3. Interested parties details

1.2.4. Competent control authorities details

Competent control authority name	Federale Overheidsdienst Economie, KMO, Middenstand & Energie Algemene Directie Controle en
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	Bemiddeling
Address	Koning Albert II-laan 16 1030 Brussel
Country	Belgium
Phone	022775484
E-mail(s)	eco.inspec@economie.fgov.be

Competent control authority name	Institut national de l'origine et de la qualité
Address	12, rue Henri Rol-Tanguy, - TSA 30003 – 93 555 Montreuil-sous-Bois cedex
Country	France
Phone	(33)(0)173303800
E-mail(s)	info@inao.gouv.fr

Competent control authority name	Nederlandse Voedsel en Warenautoriteit (NVWA), Hoofdkantoor NVWA
Address	Catharijnesingel 59 3511 GG Utrecht Postbus 43006 3540 AA Utrecht
Country	Netherlands
Phone	088) 223 33 33 / (0800) 04 88
E-mail(s)	info@nvwa.nl

1.2.5. Control bodies details

1.3. Description of the spirit drink

Title – Product name	
Physical, chemical and/or organoleptic characteristics	<p>"Genièvre de grains"/ "Graanjenever"/ "Graangenever" is a geographical indication (GI) for a spirit drink obtained by flavouring ethyl alcohol of agricultural origin obtained exclusively from grains and/or grain distillate(s) with juniper berries (<i>Juniperus communis</i> L. and/or <i>Juniperus oxicedrus</i> L.) with a minimum of 1.5% of moutwijn in the pure alcohol volume of the final product so that the distillate has the discernible specific organoleptic characteristics of the specific raw materials used, especially of the distillate(s) of grains.</p> <p>2.1 Minimum alcoholic strength of the final product: 30% vol</p> <p>2.2 Clarity: clear</p> <p>2.3 Colour: resulting from the ingredients used and/or from the recipient used for ageing and may vary from fully transparent over light yellow to light brown/amber</p> <p>2.4 Sweetening: within the limits of rounding off the final taste (max 20 g/l)</p> <p>2.5 Must contain a minimum of 1,5% distillate(s) of whole grains in the pure alcohol volume of the final product, obtained by distillation of between 80% and 40% - after alcoholic fermentation of the mash, but which may reach 100%. The traditional term used for such distillates in certain regions could be referred to as "moutwijn".</p> <p>2.6 Addition of additives:</p> <p>a) colouring: possibly and</p>

	<p>exclusively using plain caramel (E150a)</p> <p>b) Flavourings: a flavouring from juniper berries and possibly by other aromatic plants, to the extent that the latter do not give a predominant characteristic in relation to the juniper berries.</p>
<p>Specific characteristics (compared to spirit drinks of the same category)</p>	<p>"Genièvre de grains"/"Graanjenever"/"Graangenever" distinguishes itself within the "juniper-flavoured spirit drinks" category by the characteristics inherent in:</p> <ul style="list-style-type: none"> -the proportion and raw materials used for the grain spirit; -the distillate(s) of 100% grains (limited to wheat, rye, barley, maize, oats, buckwheat and triticale), each type of grain used giving a typical aroma. The exclusive use of grains result in soft and well balanced alcohol; -the minimum content of 1.5% of moutwijn in the pure alcohol volume of the final product. Moutwijn – exclusively made out of grains obtained by distillation of between 80% and 40% vol - procure the full bodied, softer and typical character of the "Genièvre de grains"/"Graanjenever"/"Graangenever" - the limitation of rounding-off (max. rounding 20 g/l).

1.4. Define geographical area

1.4.1. Description of the defined geographical area

The geographical area concerned is the Kingdom of Belgium, Kingdom of The Netherlands, Départements Nord (59) and Pas-de-Calais (62) of the French Republic. The stage in the production process of the final product that has given the spirit drink its character and its essential definitive qualities must take place in the regions mentioned. Reduction by addition of

water in accordance bottling and packaging may be performed outside the geographical areas concerned.

1.4.2. *NUTS area*

NL	NEDERLAND
BE	BELGIQUE-BELGIË
FR3	NORD - PAS-DE-CALAIS

1.5. Method for obtaining the spirit drink

Title – Type of method	
Method	<p>Genièvre de grains/ Graanjenever/ Graangenever producers use ethyl alcohol of agricultural origin exclusively from grains and/or grain distillates including moutwijn.</p> <p>The grain distillate results from the following production process:</p> <p>The grain(s) (wheat, rye, barley, maize, oat, buckwheat, and triticale) are coarsely ground.</p> <p>The resulting grist is brewed in the presence of water to obtain a mixture which is heated to obtain the wort. Enzymes may be added to facilitate the saccharification of the starch.</p> <p>The wort is fermented, if necessary with the aid of yeasts.</p> <p>The fermented wort is then distilled in simple or multiple batch distillation with reflux or a column distillation process.</p> <p>The alcohol is flavoured by contact with common juniper (<i>Juniperus communis</i> L.) or prickly juniper (<i>Juniperus oxycedrus</i> L.) berries. If required, it can be flavoured with other aromatic plants</p>

	<p>or a distillate of other aromatic plants, provided these do not impart a dominant characteristic relative to the juniper berries.</p> <p>It can be matured/aged in wooden barrels or stored in other types of recipients.</p> <p>The "Genièvre de grains"/"Graanjenever"/"Graangenever" may be finished using the following methods</p> <p>a) Sweetening is limited to the final flavour complement in the final product. The "Genièvre de grains"/"Graanjenever"/"Graangenever" contains less than 20 g of sugars per litre expressed in invert sugars.</p> <p>b) The colouring can be adjusted only with plain caramel (E150a).</p>
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1.6. Link with the geographical environment of origin

Title – Product name	
Details of the geographical area or origin relevant to the link	<p>The term "genever" has become by tradition the common name used for this spirit drink which developed considerably in the Low Countries (Belgium and the Netherlands) from the beginning of the 17th century and in French Flanders and in some Länder of Germany in the second half of the eighteenth century. An important historical work of reference, elaborated by prof. dr. Eric Van Schoonberghe, was published in 1996 (Jenever in de lage landen”, Eric Van Schoonberghe, Stichting Kunstboek, 1996) .</p> <p>The distillation process is of all times</p>

	<p>and places.</p> <p>1) Medicinal use</p> <p>The Arab knowledge about the distillation of waters, brought together at the university of Alexandria in the 2nd century A.D., reached the West through the crusades and the Moorish colonies in Spain and Sicily, were spread around Europe through the universities of Bologna and Montpellier and through the convents. In the Low Countries, the convents of the Cistercians of Ter Duinen and Ter Doest took on the responsibility of disseminating this knowledge. It is no coincidence that the first text in Middle Dutch about alcohol , "aquavit" or "water of life" was written near Bruges (Copied by Joannes van Aalter in 1351 and preserved by the Royal Library of Brussels). This 'water of life' was used as a remedy for a wide range of ailments. Its medicinal strength was increased by macerating lots of berries, seeds and spices in it.</p> <p>During the 12th century Western European countries discovered alchemy, a philosophical mixture of religion, magic and astrology. Already in 1266, Jacob van Maerlant wrote in his encyclopaedia of the natural world about the medicinal characteristics of juniper berries (Der Naturen Bloeme, Leiden, Bibliotheek der Rijksuniversiteit). Juniper berries cooked in rainwater were excellent for remedying abdominal pain. If, on the other hand, they were cooked in wine, they healed intestinal cramps. These "digestives" were the distant precursors of our current genièvre/jenever/genever.</p>
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	<p>This deep faith in the medicinal strengths of juniper berries can also be found in many manuscripts of the Middle Ages. It was recommended to bathe in rainwater in which juniper berries had been cooked to cure skin diseases and intestinal disorders. The smoke of burning juniper berries and wood was used to disinfect places in which plague victims had lived, a remedy recommended by the famous Flemish physician and botanist Rembertus Dodonaeus or Rembert Dodoens (1517-1585) who is best known for his herbal <i>Cruydeboek</i> (Rembert Dodoens, <i>Cruydenboek</i>, 1554, Rijksmuseum Amsterdam) , written in old Flemish and published in 1554.</p> <p>Common juniper is a coniferous tree of the Cupressaceae family. Its scientific name is <i>Juniperus communis</i> L. Common English name: Common Juniper. Common French name: Genévrier commun. Dutch name: Jeneverbes ("juniper berry"). German name: Wacholder. Walloon names: Pèkèt ("juniper berry").</p> <p>2) From medicinal to a larger culinary use</p> <p>By the 15th century, these ‘water of life’-products belonged to the culinary recipes and were no longer simply regarded as medication.</p> <p>3) Craftsmanship and a switch from wine to mead and beer</p> <p>In the 16th century, many books appeared dealing with distilled waters.</p>
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In "Dit is die rechte conste om allerhande wateren te distilleren" (Willem Vorsterman, published in 1520 in Antwerp, Koninklijke Bibliotheek Albert 1, Brussel) (Here is all the art for distilling many waters), the medicinal strengths of aquavit distilled from wine were explained in depth. It contains a warning however about excessive consumption: "it purifies the five senses of man of any melancholy and any impurity if it is drunk in moderation".

The most important work of the 16th century is without a doubt "Een constich distilleerboeck" (An ingenious book about distillation) (Philippus Hermanni, the first edition of which was published in 1552 by Jan Roelands in Antwerp, Rijksarchief Gent). Philippus describes not only the medicinal waters such as "the water of juniper berries", but he also deals in detail with the production (distillation facilities) of water-of-life. Different sources such as books on beekeeping, agriculture and horticulture mention that in the Low Countries more and more water-of-life was being distilled from mead and beer, instead of wine. The reason for this distilling method is connected to the disappearance of vineyards after the bad harvests between 1511 and 1524 and to the period of cold that started in 1540 and became increasingly marked from 1590.

4) Birth of 'Genever' and its spreading over neighbouring countries

In the 17th century, but already at the end of the 16th century, in the seventeen provinces including Belgium, the Netherlands and French Flanders, wheat water-of-life became very popular, to the point where the distillation of flat

beer was abandoned and replaced with a brew of fermented grain of barley, rye and malt. Sometimes, this wheat water-of-life was flavoured with juniper berries, aniseed, caraway or fennel. The presence of the juniper plant in our regions and the deep faith in its medicinal strengths certainly played an important part: genever was born.

In 1601, the archdukes, Albert and Isabella, issued a proclamation prohibiting the production and sale of water-of-life distilled from grain, fruits and vegetables in the Southern Netherlands. The authorities were also concerned about the excessive use of water-of-life and were of the opinion that the grains were to be used to bake bread and not to be distilled into wheat water-of-life. The ban on distilling was, however, not always respected: illegal distillation won the day and the proclamation was issued 18 times during the course of the 17th century! Many distillers fled the country and joined their colleagues who had emigrated earlier because of the wars of religion. Flemish distillers were to be found at this time in the Northern Netherlands but also in Cologne, Berlin and Nuremberg. In 1604, in the French Calvinist city of La Rochelle, four of the eight distillers were Flemish. They distilled "brandy" the concentration of which was expressed in "Dutch proof". In 1624, Jean van den Booguert and Franz Loodewijck began a Cognac distillery at Tonnay-Charente. In London, the Flemings were producing "brandy" and "gin".

During the so called Golden Age in the 17th century the distilleries flourished in the Netherlands, especially in the most important ports of Amsterdam and Rotterdam. Because of the pollution that resulted from this industry, most of the

distilleries moved out to Weesp near Amsterdam, and to neighbouring town of Schiedam in the vicinity of Rotterdam. Especially in Schiedam the number of genever distilleries exploded and as a result Schiedam became known as the Genever capital of the country

5) Genever and its rural environment

In the 18th century, the distillation of wheat water-of-life was allowed once again, or even encouraged under the Austrian government (1713-1794) – except in the event of a shortage of grain. The authorities were not really interested in wheat water-of-life but rather more in the draff. Draff is the non-volatile residue of the first distillation of a brew of grain fermented in the still. This protein-rich draff was used as feed for livestock and perfectly complemented their winter diet. It was mainly used to fatten cattle. The manure from these animals - rich in phosphorus and nitrogen as well as the ashes of the wood and peat of the furnaces - were used to fertilise the agricultural land. Thanks to this, the three-year crop rotation system could be avoided. The fertilised agricultural land not only produced more but could also be used continuously. Many farms, especially in Eastern-Flanders, had a distillery to produce draff.

6) Genever and the effects of the industrial revolution: old and new systems

In the 19th century, the production of genever reached hitherto unreached levels. The distillers took an active part in the first industrial revolution. They quickly introduced steam generators to

heat the boilers and steam engines for operating the pumps and machines. From 1829, many distillers acquired a distillation column which allowed continuous distillation which was economic to operate. New, cheaper raw materials were used such as beets, beet molasses, potatoes, maize and Jerusalem artichokes. Eminent scientists such as Dubrunfaut and Pasteur optimised the starch saccharification process as well as the fermentation process. In this respect, they boosted the use of thermometers, hydrometers, microscopes and litmus papers to measure the degree of acidity. In the last quarter of the 19th century, fermentation and alcohol plants were created in the big cities producing cheap neutral spirit on a large scale to sell it all over the world. This neutral spirit, distilled in general using beet molasses, was used more and more to prepare genever, which made it lose its typical grain taste. The agricultural distillers stuck to the "old system".

The competition from cheap industrial alcohol as well as the increase in excise duty strongly disadvantaged the agricultural distillers. Many agricultural distilleries closed following the emergence of artificial fertiliser and competition from farmers who concentrated more and more on livestock. Some distillers remained artisanal with very specific local genever, while others bought alcohol with which they prepared genever and liqueurs of a more regional character, composed of varying proportions of "grains", but especially resulting in lower costs to compensate for the duty.

7) Geopolitical effects of the World War

	<p>In the 20th century, the political situation dramatically changed habits. During the First World War, the copper from the distillation apparatus was used to produce munitions. After the war, many distillers found themselves obliged to close. To cap it all, the Vandervelde Act was published in 1919 prohibiting spirits to be sold in public places and allowing the sale of spirits only if at least two litres of genever were bought. Workers could no longer afford to buy this drink and the sale of genever collapsed leading to a slow decline in the consumption of genever.</p> <p>In respect of agricultural production and industrial outlets, all the products are therefore developed nationally with a certain segregation between countries. Especially in the Netherlands changes in the recipe of jenever / genever appeared after the Second World War. Two different types of jenever / genever emerged: "oude"- and "jonge" "jenever/genever". These types do not refer to aging, but to different recipes.</p> <p>National borders had generated a significant level of relational entropy and planning for a unification became necessary. With the creation of the European Union, the protection of the identity of regional and local products proved necessary to ensure legislative uniformity allowing the free movement of products and free competition, while at the same time showing concern to keep the specific features that distinguish the products.</p> <p>Over the years, the " genever " name has acquired a reputation that extends far beyond national borders and is</p>
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	<p>therefore protected against fakes and imitations, something which has guaranteed the quality of this traditional product to the consumer and has enabled producers to retain their commercial value-added inherent in their skills, the source of this reputation.</p> <p>Today NL & BE & DE Google research show more than 20.000 hits on “graanjenever/graangenever/genièvre de grains”.</p> <p>Elements that illustrate the tangible and intangible cultural heritage of “jenever/genever/genièvre”:</p> <ul style="list-style-type: none"> - Important literature about “jenever/genever/genièvre”: <ul style="list-style-type: none"> o “Lof van de jenever” from the famous poet Robert Hennebo. Published for the first time in 1718 o “Jenever” from Willem Verstraaten, published in 1994 o “Genever: 500 Years of History in a Bottle” by Veronique Van Acker, published in 2003, provides an enlightening review of genever's colorful past and offers tempting options for making it part of your future o The famous novel “Het verdriet van België” (the sorrow of Belgium) from Hugo Claus mentions several times jenever o “Jenever een belgische belevens” from Ronald Ferket en Hugo Elseman, published in 1987 o “Jenever in de lage landen” from Eric Van Schoonenberghe, published in 1996 o In "Journal d'un curé de campagne" (The Diary of a Country
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	<p>Priest) from Georges BERNANOS, published in 1936, Genever is a spirit often consumed by the priest of the city of Torcy.</p> <ul style="list-style-type: none"> - In the Dutch army officers receive the Officer's cross after 15 years of service. The cross is also known as the Genever cross, for the officers receive the cross and a glass of genever. The Officer's Cross was installed in 1844 by King William II. He particularly wanted to give the officers token of appreciation. - The town of Schiedam has an annual genever festival (www.jeneverfestival.nl) - Since 1902 the town of Schiedam has an authenticity seal that guarantees that the genever, made in Schiedam, is according to this strict Schiedam regulation. This authenticity seal is recognized by both the signature of the mayor and municipal clerck of Schiedam - since 1996 the Netherlands have a national genever museum in Schiedam (www.jenevermuseum.nl) - There is a Belgian jenever museum in Hasselt (http://www.jenevermuseum.be/en) - There is a "route du Genièvre" in the North of France from Lille to Wambrechies http://www.isnor.fr/ISNOR++Bateau++La+route+du+Genievre-a21.html
<p>Specific characteristics of the spirit drink attributable to the geographical area</p>	<p>The geographical area is characterised by the presence of juniper plants and by the deep faith in the medicinal strengths of juniper berries. As well in the history, juniper-flavoured spirit drinks have become very popular in this area that extends around the (Spanish) Low</p>

	<p>Countries and some peripheral areas. Even today Jenever/Genever/Genièvre is considered in Belgium and the Netherlands to be the national spirit drink.</p> <p>The knowledge of brewing and distilling have always been very important in the region. Therefore juniper-flavoured spirit drinks contain in the area a minimum of 1,5% distillate(s) of whole grains in the pure alcohol volume of the final product from wheat, rye, barley, maize, oats, buckwheat and triticale, obtained by distillation of between 40% and 80% vol. Moutwijn is the traditional term used to refer to this distillate.</p>
Causal link between the geographical area and the product	

1.7. Requirements in EU, national or regional

1.8. Supplement to the geographical indication

Supplement to the geographical indication	Reference to geographical areas
Definition, description or scope of the supplement	<p>If the geographical indication "Genièvre de grains"/ "Graanjenever"/ "Graangenever" is supplemented by the geographical name "Belgian", "Dutch", "Nord" or "Pas-de-Calais" the product is produced (excluding reduction, bottling and packaging) in these geographical areas.</p> <p>The geographical indication "Genièvre de grains"/ "Graanjenever"/ "Graangenever" can only be supplemented by "French" in combination with "Nord" or "Pas-de-Calais" provided the product is produced (excluding reduction, bottling and packaging) in these geographical</p>

	<p>areas.</p> <p>The geographical indication "Genièvre de grains"/ "Graanjenever"/ "Graangenever" may be used with another geographical name being a smaller geographic unit than the Netherlands or Belgium provided the product is totally produced (excluding reduction, bottling and packaging) in these smaller geographical units and, if applicable, in accordance with the other geographical indications registered under EU spirit drinks legislation.</p>
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1.9. Specific labelling rules

Title	Reference to quality terms
Description of the rule	<p>The products obtained by distillation in a single (1) distillery of a mash of malted barley may bear the words "single malt" with the possibility of adding or using other grains, in which case they may be labelled "single grain".</p> <p>When reference is made to the raw material(s) used, the distillate must be obtained exclusively from this or these raw material(s.)</p>

Title	Maturation and reference to age
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Description of the rule	<p>Products which are aged for a minimum of one year in wooden barrels or casks may bear a reference to the maturation or ageing (in the meaning of Annex I N°8 of Regulation EC 110/2008).</p> <p>Products which are aged for a minimum of one year in wooden barrels or casks and that are commercialized in the Kingdoms of Belgium and/or The Netherlands must bear a reference to the duration of maturation or ageing of which the details (such as the beginning, the ending and the area of the ageing process, the traceability from bottle to cask, ...) are mentioned in an official register (e.g. excise register).</p> <p>The products stored for at least two years in other types of recipients (e.g. steel tanks...) may bear a reference to their storage. These references and the terminology used may not mislead the consumers.</p>
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Title	"Peket/Pékêt/Peket-Pékêt de Wallonie" – Genièvre de grains
Description of the rule	The geographical indication "Genièvre de grains" may be supplemented by "Peket/Pékêt/Peket-Pékêt de Wallonie" provided the product is produced (excluding reduction, bottling and packaging) in the Walloon Region of Belgium and, if applicable, in accordance with other geographical indications registered under EU spirit drinks legislation.

2. OTHER INFORMATION

2.1. Supporting material

File name:	autorisatie Vlaamse overheid_NL.pdf
Description	Authorisation the Netherlands according to Article 7 of spirit drinks Commission Implementing Regulation

	(EU) No 716/2013
Document type	Product specification:

File name:	LETTRE-2015-109887_FR.pdf
Description	Authorisation France according to Article 7 of spirit drinks Commission Implementing Regulation (EU) No 716/2013
Document type	Product specification:

File name:	accompanying letter_Graanjenever_Validity examination form for an existing PDO_PG.rtf.docx
Description	accompanying letter
Document type	Product specification:

2.2. Link to the product specification

Link:	
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