

Dolphins - Parma Meeting

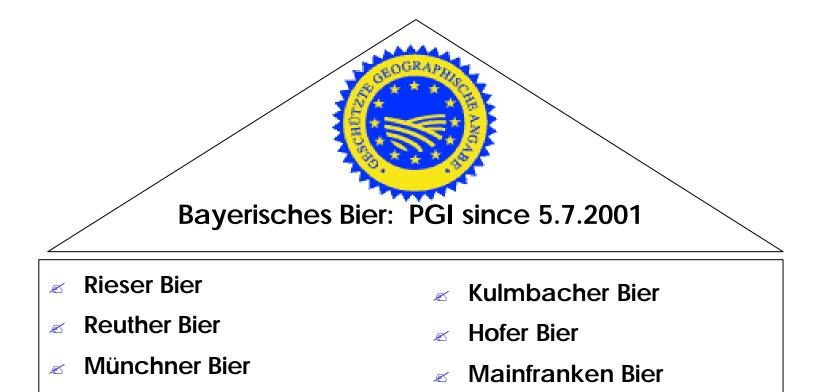
WP 5 Case studies on OLP

Bavarian Beer



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Protected geographic indication for Bavarian beer specialities



PGI since july 1998

Area of production

GERMANY



The production area is the German « Bundesland » Bayern (Bavaria)

Story of the product

- "Bayerisches Reinheitsgebot ": Bavarian law on beer purity, decreed in April 1536 by Duke Wilhelm IV.
- Only three ingredients are admitted: barley, hop and water (yeast was not considered as an "ingredient")
- This "receipt" was already common in northern Germany's breweries at that time



- In 1614, the duke called for the Hanover brewer Elias Pichler to improve brewing praxis in the Hofbräuhaus (built in 1591)
- English technical know-how (on new brewing methods and beer cooling in ice cellars), imported in 1842, made Bavarian beer production grow rapidly

Bavaria - synonym for "beer region"?

- Bavaria's "Beer gardens" and the "Oktoberfest" became world-famous
- There are more than 40 different types of Bavarian beer in Bavaria, many of them created in the region (e.g. white beer, top-fermented wheat-malt beer)
- There are more than 4000 brand names in Bavaria
- All over the world hundreds of beer brands and breweries use "Bavaria" as communication cue:









Kentucky (USA)

Wisconsin (USA)

Costa Rica

Brazil

Legislative aspects of the new PGI

- On national / regional level: the "Bavarian purity law" is still in force (slightly altered on national level, the use of wheat malt is allowed in Bavaria)
- On European level:
 - "Bavarian Beer" is not a generic term (only in some regions)
 - "Bavaria Brands", that were registered before 2001, can keep their names
- On international level: negotiations with the USA

Producers, market relevance, branch

- All the 667 breweries in Bayaria can use the PGI
- Product differentiation:
 - ∠ no price difference
 ∠
 - ✓ no product differentiation (until now not even from German beer)
- Agriculture:

Perspectives / Options

- Stronger linkage to the region of origin: "Bavarian beer only from Bavarian barley and wheat"
- Even reinforce the "purity": agrochemical residues, tracabilty
- adopt a vertically integrated approach together with farmers
- the new PGI might reinforce export positions when Bavarian brewers succeed in

 - ...without creating a cost free image transfer to the existing "Pseudo" Bavarian brands