Poultry products and cuts defined in Regulation (EU) No 543/2008, which lays down detailed rules for the application of Council Regulation (EU) No 1234/2007 as regards the marketing standards for poultry meat, shall be reserved exclusively for edible parts of the animals and products containing poultry meat.

These sales designations shall not be used in a sales description or be indicated on the labelling to describe, market or promote foodstuffs containing more than 3% vegetable protein.

Those designations shall also be protected from:

(a) any direct or indirect commercial use of the designation;
   (i) for comparable products or products presented as capable of being substituted not complying with the corresponding definition;
   (ii) in so far as such use exploits the reputation associated with the designation;

(b) any misuse, imitation or evocation, even if the composition or true nature of the product or service is indicated or accompanied by an expression such as “style”, “type”, “method”, “as produced in”, “imitation”, “flavour”, “substitute”, “like” or similar;

(c) any other commercial indication or practice likely to mislead the consumer as to the product’s true nature or composition.

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