

**Priority question for written answer P-005888/2020  
to the Commission**

Rule 138

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Subject: Use of the BOLGARÈ brand for wines produced in Bulgaria

In May 2017, the Bulgarian company Domaine Boyar, one of the leading exporters of Bulgarian wines to both Europe and the United States, filed an application with the European Union Intellectual Property Office to register the trade mark BOLGARÈ, including for goods in Class 33 of the Nice Classification, which includes wines and alcoholic beverages.

This trade mark is clearly evocative of Bolgheri DOC and Bolgheri Sassicaia DOC, especially from a phonetic point of view, taking unfair advantage of their reputation on the market, given the use of the same grapes as those of the Bolgheri PDO (merlot, cabernet sauvignon).

In spite of the opposition of the Consortium for the protection of Bolgheri DOC wines, the EUIPO did not believe there were sufficient reasons to intervene in respect of the Bolgarè trade mark.

1. Given that Regulation (EU) No 1308/2013 protects PDOs against any misuse, imitation or, as in this case, evocation of a name, does the Commission not agree that action needs to be taken to stop the use of the Bolgaré trade mark on the labelling of red wines of Bulgarian origin, in order to prevent consumers from being misled?
2. Since the Commission is the body responsible for monitoring the proper application of the regulations, how does it intend to ensure that operators in the single market comply with existing rules?