

# Transmission of an established geographical indication of a spirit drink

## I. TECHNICAL FILE

### 1. Name and type

#### a. Name(s) to be registered

O' de Flander-Oost-Vlaamse Graanjenever (nl)

#### b. Category

19. Juniper-flavoured spirit drinks

#### c. Applicant country(ies)

Belgium

#### d. Applicant language:

Dutch

#### e. Type of geographical indication:

PGI — protected geographical indication

### 2. Contact details

#### a. Applicant name and title

<b>Applicant name and title</b>	Flemish Ministry of Agriculture and Fisheries
<b>Legal status, size and composition (in the case of legal persons)</b>	
<b>Nationality</b>	Belgium
<b>Address</b>	Koning Albert-II-laan/Boulevard du Roi Albert II 35 1030 Brussel/Bruxelles
<b>Country</b>	Belgium
<b>Telephone</b>	+322 552 79 20
<b>E-mail address(es)</b>	wijn@lv.vlaanderen.be

**b. Intermediary details**

<b>Intermediary name</b>	Vinum Et Spiritus Association Belgium
<b>Address</b>	Livornostraat/Rue de Livourne 13 b5 1060 Brussel/Bruxelles
<b>Country</b>	Belgium
<b>Telephone</b>	+ 32 2 537 00 51
<b>E-mail address(es)</b>	info@vinumetspiritus.be

**c. Interested party details****d. Competent control authority details**

<b>Control body name</b>	Federale Overheidsdienst Economie, KMO, Middenstand & Energie Directorate-General for Economic Inspection
<b>Address</b>	Koning Albert II-laan/Boulevard du Roi Albert II 16 1030 Brussel/Bruxelles
<b>Country</b>	Belgium
<b>Telephone</b>	022775484.
<b>E-mail address(es)</b>	eco.inspec@economie.fgov.be

**e. Control body details****3. Description of the spirit drink**

<b>Title — Product name</b>	
<b>Physical, chemical and/or organoleptic characteristics</b>	<p>1. Concise description</p> <p>O' de Flander — Oost-Vlaamse graanjenever is a geographical indication pursuant to point 19 of Annex III to Regulation (EC) No 110/2008 for a spirit drink produced by flavouring with juniper berries (<i>juniperus communis</i> L. and/or <i>juniperus oxcederus</i> L.) and, where appropriate, with herbs and spices, ethyl alcohol of agricultural origin obtained exclusively from grains and/or grain distillate. The volume of pure alcohol in the final product contains at least 1.5 % malt spirit, meaning that the specific organoleptic characteristics of the raw materials used can be detected in the distillate.</p> <p>2. Physical, chemical and/or organoleptic characteristics</p> <ul style="list-style-type: none"> <li>- Minimum alcohol by volume in the final product: 35 % vol.</li> <li>- Clarity: clear</li> <li>- Colour: transparent, determined by the</li> </ul>

	<p>ingredients used and/or the containers used for storage or ageing, and can range from transparent to pale yellow to light brown.</p> <ul style="list-style-type: none"> <li>- Sweetening: within the limits of sweetening (rounding) to perfect the final taste of the product (max. 20 g/l)</li> <li>- The volume of pure alcohol in the final product must contain at least 1.5 % (but up to 100 %) distillate of whole grains (traditionally known as ‘malt spirit’) obtained from distilling the saccharified, fermented grain mash to between 80 % and 40 %.</li> <li>- The flavour components can be classified according to the point at which they were formed: Compounds which come from the raw materials themselves and transfer unchanged into the distillate (oxidation products from lipids, Maillard reaction products, aliphatic sulphur components and phenols); Compounds which are formed during fermentation by the metabolism of the yeast and other enzyme processes (alcohols, esters, fatty acids, carbonyl compounds including aldehydes and ketones, and sulphur-containing components); Compounds which arise during distillation and storage (furfural, esters, acetals).</li> <li>- Adding of additives: Colouring: possibly and exclusively with the use of plain caramel (E150a). Flavouring in accordance with point 9 of Annex I to Regulation 110/2008 with juniper berries and, where applicable in accordance with regional traditions, other aromatic herbs and/or spices (including caraway seeds, gentian, angelica, coriander seeds, orris root, almonds, cinnamon and cassia) or parts thereof, provided that these do not have an overpowering character vis-à-vis the juniper berries.</li> </ul>
<b>Specific characteristics (compared with spirit drinks of the same category)</b>	<ul style="list-style-type: none"> <li>- The grain distillate is obtained exclusively from a mash of rye and/or wheat and/or barley and/or maize</li> <li>- This mash undergoes a double or triple distillation process</li> <li>- The grain distillate thus obtained undergoes maturation of at least six months</li> <li>- O’ de Flander — Oost-Vlaamse graanjenever is flavoured with a small amount of juniper berries, aromatic herbs and/or spices, which give the aroma and taste of the final product impressions mainly of grain, malt, bread and wood.</li> </ul>

#### 4. Define geographical area

##### a. Description of the defined geographical area

O’ de Flander — Oost-Vlaamse graanjenever is a genever distilled exclusively and entirely within the territory of East Flanders, a province of the Kingdom of Belgium. Bottling and packaging may take place outside the province of East Flanders.

## b. NUTS area

*5. Method used to obtain the spirit drink*

Title — Type of method	
Method	<p>O' de Flander — Oost-Vlaamse graanjenever is produced from rye and/or wheat and/or barley and/or maize.</p> <p>The mash kettle is filled with water which is gently heated. The meal is poured into the mash kettle, boiled and then cooled with a view to saccharification by the addition of malt. The saccharified mash is then cooled further for fermentation.</p> <p>The yeast is stirred in to the saccharified, cooled mash. The saccharified and fermented mash is then distilled two or three times in a still and/or a distillation tower, firstly to separate the alcohol and other liquid components (the phlegm or coarse spirit) from the non-liquid components (slops) and secondly to separate the head (the first runnings including methanol, aldehydes and esters) from the tail (the final run-off with fusel oils) and the heart (fine spirit, grain eau de vie or malt spirit).</p> <p>The way in which the distiller separates the head and tail from the heart during the second and third distillations has a large effect on the taste and aroma of the genever. The higher the alcohol content, the fewer organoleptic components from the raw materials and the fermentation survive in the distillate.</p> <p>The grain distillate is then flavoured with juniper berries or a distillate of juniper berries and also, where applicable, with other herbs and/or spices or a distillate of other herbs and/or spices. Finally, the distillate undergoes an ageing process of at least six months.</p>

*6. Link with the geographical environment of origin*

Title — Product name	
Details of the geographical area or origin relevant to the link	/

<p><b>Specific characteristics of the spirit drink attributable to the geographical area</b></p>	<p>The following specific indications apply to O' de Flander — Oost-Vlaamse graanjenever:</p> <p>Genever distilling in the province of East Flanders has a distinct, rich tradition. The distillation of spirits was already known in the 16th century. In times of surplus grain harvests, the surplus grain was used for the distillation of grain alcohol. This avoided excessive drops in the price of grain and farmers' incomes due to excess supply.</p> <p>Despite the poor soil in some areas, farmers in Flanders managed to obtain high yields. The process of making alcohol from the grain releases slops during the distilling process. These slops are rich in vitamins and protein and were used as cattle fodder. The successful livestock farming that resulted from this in turn provided the poor soil with plenty of manure, which made further abundant grain harvests possible. The circle was thus completed.</p> <p>East Flanders was an important region for grain distilleries. Due to years of development, the agricultural land was well-suited to growing heavy crops such as barley and wheat. This important side activity of distilling grain (above all in the winter months) fell into decline due to a range of external factors (the Vandervelde Law, requisition of copper stills during the First World War, the economic depression and the Second World War, increases in excise duty). The enrichment of agricultural land has also meant the disappearance from the region of many local herbs which prefer poor soil. This has also led to a drop in the number and range of herbs used in Oost-Vlaamse graanjenever.</p> <p>There are now around 15 producers of genever in the province. They have formed the Order of East Flemish Master Distillers, and that Order has proceeded to set definitions and standards, and monitor compliance with the criteria included in the definition of O' de Flander — Oost-Vlaamse graanjenever. In the name 'O' de Flander', the 'O' stands for Oost-Vlaanderen (East Flanders) and for 'Eau' (water, an important ingredient in genever and also a reference to <i>eau de vie</i>), and 'de Flander' refers to Flanders, a reference that is also recognisable to speakers of French and English.</p> <p>By decree dated 9 July 1997, the Flemish Community recognised O' de Flander — Oost-Vlaamse graanjenever as a geographical designation of a spirit drink within the meaning of Article 5(3) of Council Regulation 1576/89 of 29 May 1989 laying down general rules on the definition, description and presentation of spirit drinks. Since 2007, O' de Flander has also been recognised at European level.</p> <p>Thanks to the 'O' de Flander' origin and quality label, consumers can now know for certain that this is a quality product distilled in the traditional way.</p>
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	<p>The Order of East Flemish Master Distillers holds numerous events to keep the East Flemish traditions related to genever alive:</p> <ul style="list-style-type: none"> <li>- an annual Kapittel during the Horeca Expo trade fair, where deserving people are honoured;</li> <li>- participation in events such as trade fairs, receptions, cultural events, etc. with the O'de Flander genever hut;</li> <li>- awarding of O'de Flander 'ambassador' plaques to catering outlets that have at least three different O'de Flander genevers on the menu;</li> <li>- setting up genever festivals (the fifth and most recent one was on 27 May 2007 in Zele);</li> <li>- the organisation of the exhibition 'Borrelend Oost-Vlaanderen: Genever, an exciting experience' during the genever festival and at the International Annual Fair in Ghent;</li> <li>- the organisation of a course for genever connoisseurs;</li> <li>- constant presence of the entire O'de Flander range in the Grote Vleeshuis, Promotional Centre for East Flemish regional produce on the Groentenmarkt in Ghent with regular events (tastings, exhibition, etc.);</li> </ul> <p>Month of East Flemish genever: from 25 October to 25 November inclusive, the public profile of O'de Flander Oost-Vlaamse graanjenever is raised by means of various activities (genever walks, distillery visits, genever-related menus). The initiative was launched by 'Tafelen in Vlaanderen' [a public-private non-profit association also known as Vlaanderen Lekker Land] in cooperation with the Economic Council for East Flanders, the Order of East Flemish Master Distillers, the East Flanders Tourist Board and Horeca Oost-Vlaanderen [the East Flemish trade association for the hotel and catering sector].</p> <ul style="list-style-type: none"> <li>- The O'de Flander genever festival on 29 and 30 November 2014: This initiative was launched for the first time in 2011 by the Order in order to raise the profile of O'de Flander, a regional product recognised at European level. The purpose is to enhance the image of genever. The Economic Council for East Flanders coordinates matters. All the member distilleries of the Order of East Flemish Master Distillers present their range of genevers to the public in the Groot Vleeshuis, the promotion centre for East Flemish regional products on the Groentenmarkt in Ghent.</li> </ul>
<b>Causal link between the geographical area and the product</b>	

## 7. *Requirements under EU, national or regional legislation*

<b>Title</b>	
<b>Legal reference</b>	9 July 1997 Ministerial decree recognising the geographical designation of spirit drinks
<b>Description of the requirement(s)</b>	<p>Oost-Vlaamse Graanjenever is a genever made on the territory of the province of East Flanders in accordance with the definition in Regulation (EEC) No 1576/89.</p> <p>According to tradition, the production of Oost-Vlaamse Graanjenever essentially uses:</p> <ol style="list-style-type: none"> <li>1. a grain eau de vie and, in some cases;</li> <li>2. an alcohol distillate with herbs, spices and juniper berries.</li> </ol> <p>These ingredients must be distilled in the province of East Flanders.</p> <p>The product must comply with the definition of grain genever of at least 35 %, using exclusively grain spirit.</p> <p>The grain eau-de-vie is distilled from a mash of wheat and/or rye and/or barley and/or maize. This mash is saccharified with malt and fermented, after which it is double or triple distilled to a maximum of 80 % alcohol.</p> <p>This grain eau de vie is then matured for at least six months.</p>

<b>Title</b>	
<b>Legal reference</b>	Wetboek Economisch Recht
<b>Description of the requirement(s)</b>	Responsibility for inspection falls to FOD Economie, economic inspection at various stages of the production process.

## 8. *Supplement to the geographical indication*

## 9. *Specific labelling rules*

<b>Title</b>	Reference to 'quality terms'
<b>Description of the rule</b>	<p>It is permitted to mention 'quality terms' provided that the producer can show that the characteristics of the relevant product differ sufficiently from the characteristics of a standard grain genever.</p> <p>O' de Flander — Oost-Vlaamse graanjenever obtained through distillation in one distillery of one mash of</p>

	one type of malted grain may bear the description 'single malt', with the possibility of adding or using other grains, in which case it may bear the description 'single grain'. If mention is made of one or more specific raw materials, the distillate must have been obtained exclusively by using those specific raw materials.
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<b>Title</b>	Ageing — Indication of length of maturation
<b>Description of the rule</b>	<p>O' de Flander — Oost-Vlaamse graanjenever that has been aged for at least a year in a wooden cask may show a reference to that ageing or maturing (as stipulated in point 8 of Annex I to Regulation (EC) No 110/2008).</p> <p>O' de Flander — Oost-Vlaamse graanjenever that has been aged for at least a year in a wooden cask and is sold in the kingdoms of Belgium and the Netherlands must specify the length of ageing or maturing. The precise information relating to this ageing (such as the start and end of the ageing process, the traceability from bottle to cask, etc.) is recorded in an official register (an excise register, for example).</p> <p>O' de Flander — Oost-Vlaamse graanjenever that is stored in receptacles other than wooden casks (such as stainless steel tanks) may show a reference to the duration of storage. The statements used must not be of such a nature as to mislead the consumer.</p>

## II. Other information

### 1. Supporting material

File name	Answer_OdeFlander_Validity examination form for an existing PDO PG.xml
Description:	Response to non-conformity
Document Type	Other

### 2. Link to the product specification

Link: