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Geographical indication to be registered **'Mariazeller Magenlikör'**

Category of the spirit drink

Product category 32 'Liqueur', Annex III to Regulation (EC) No 110/2008

Both a semi-sweet herbal liqueur and a classic bitter herbal liqueur are produced under the name of 'Mariazeller Magenlikör'.

Description of the spirit drink

- *Physical and chemical characteristics*

  Alcoholic strength: min. 40 % vol.
  Sugar content (expressed as invert sugar): 'semi-sweet' min. 115 g/l
  'classic' min. 100 g/l

- *Organoleptic characteristics:*

  Semi-sweet 'Mariazeller Magenlikör' has a typically green colour imparted by the macerate and colouring. It has a distinctive herby smell with a slight taste of alcohol and a balanced complex herbal profile.

  Classic 'Mariazeller Magenlikör' has a characteristic red-brown colour that is imparted by the macerate and the added caramel syrup.

  It has a sharp, spicy smell and a harmoniously balanced and sharp taste, with bitter notes similar to 80 % bitter chocolate.

  *Specific characteristics (compared to spirit drinks of the same category):*Unlike other herbal liqueurs, which tend to be dominated by one or two ingredients, e.g. a prevailing aniseed note coupled with a strong rootiness, 'Mariazeller Magenlikör' is characterised by a particularly balanced composition of many different herbs and other plant constituents.

  As a result, 'Mariazeller Magenlikör' leaves a soothing, extremely harmonious overall impression. No single ingredient markedly dominates or stands out in any way. It is typically the case that the sensory identification of individual ingredients is virtually impossible. This is also quite true of semi-sweet 'Mariazeller Magenlikör', in which distant hints of mint can sometimes be made out but without it then being possible to be certain of this.

  It is packaged exclusively in bottles of different sizes (1000, 500, 200 and 50 ml) that are typical for 'Mariazeller Magenlikör'.

Geographical area concerned

The geographical area comprises the town of Mariazell, which, as a result of being merged with other municipalities in late 2014, covers an area of 414 km^2 .

Method for obtaining the spirit drink

In accordance with the recipe passed down from generation to generation, 33 special raw materials of plant origin (herbs, fruits, flowers, seeds and roots, including arnica, fennel, galangal, hyssop and/or zedoary), are macerated in ethyl alcohol of agricultural origin with 4 % plum brandy (*Zwetschkenbrand*) to produce highly concentrated plant extracts.

The extracts typically used for the 'semi-sweet' and 'classic' varieties are mixed with ethyl alcohol of agricultural origin, granulated sugar and water to obtain a finished product of drinking strength.

In accordance with a long-established tradition that has always been determined by raw material quality and availability considerations, the ingredients of plant origin for 'Mariazeller Magenlikör' have come from all over the world since time immemorial.

As provided for in Article 5(2)(d) of Regulation (EC) No 110/2008 as amended, the drink customarily contains colouring as defined in Directive 94/36/EC, repealed by Regulation (EC) No 1333/2008, as last amended by Regulation (EU) No 913/2013 .

Link with the geographical area

- *Details of the geographical area or origin relevant to the link*

Mariazell has been a place of pilgrimage for centuries, drawing pilgrims from the territory of the former Austro-Hungarian empire and beyond. 'Mariazeller Magenlikör', which has been produced by Cajetan Arzberger and his successors in the main square of Mariazell since 1883, is part of Mariazell, just like its basilica or the similarly traditional gingerbread.

This product has been known and appreciated under its traditional name by generations of pilgrims and visitors to Austria's most important place of pilgrimage. According to official data on the basilica's website,[1] Mariazell can expect to receive more than one million pilgrims and visitors per year. 'Mariazeller Magenlikör' has long been a favourite souvenir which has always enjoyed an outstanding reputation and great renown, in particular because of its long-standing presence on the market. This is evidenced, for instance, by the fact that 'Mariazeller Magenlikör' was enthusiastically purchased by the first visitors to arrive from the countries of the former Eastern Bloc after the fall of communism, even though it was not advertised in those countries, where it had hitherto been impossible to obtain.

'Mariazeller Magenlikör' is a typical 'ambassador' for the region at major tourist events in Vienna, Graz, Linz, etc. and, not least because of the international nature of pilgrimages, is also well known beyond the borders of Austria.

Reports in the supplements to high-circulation major Austrian daily newspapers (*Adventkurier*, *Adventkrone*) and articles about 'Mariazeller Magenlikör' in the local press

[1] http://www.basilika-mariazell.at/site/de/info/article/35.html

(*Kleine Zeitung*, *Die Steirerin*, *Steirer Monat*) regularly attest to the high regard in which the product is held. 'Mariazeller Magenlikör' even receives coverage in the online edition of *WirtschaftsBlatt*, according to Wikipedia. Last but not least, the importance of 'Mariazeller Magenlikör' was recognised in 2013, when authorisation to carry the Styrian coat of arms was conferred on its producer by the provincial governor.

Specific characteristics of the spirit drink attributable to the geographical area

'Mariazeller Magenlikör' is a top-quality traditional product that is made by hand exclusively in the specified geographical area.

European Union or national/regional provisions

Since the Agreement on the European Economic Area (EEA Agreement, BGBl. No 909/1993) was concluded, 'Mariazeller Magenlikör' has been one of the Austrian spirit drinks recognised by the signatories that was included as a geographical indication within the meaning of Article 5(3) of Regulation (EEC) No 1576/89 in Annex II to that Regulation upon Austria's accession to the European Union on 29 August 1994 (Act of Accession 94/C 241/08, OJ C 241, 29.8.1994, p. 21).

'Mariazeller Magenlikör' then became an established geographical indication as defined in Article 20 of Regulation (EC) No 110/2008 of the European Parliament and of the Council of 15 January 2008 on the definition, description, presentation, labelling and the protection of geographical indications of spirit drinks and repealing Council Regulation (EEC) No 1576/89 and was included in Annex III thereto.

At national level, the specification for 'Mariazeller Magenlikör' has been published in Chapter B 23 — Spirits of the current edition of the Austrian Food Code [Österreichisches Lebensmittelbuch] and may be downloaded from the website https://www.verbrauchergesundheit.gv.at/lebensmittel/buch/codex/kapitel.html .

Applicant

Member State: Austria

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Supplement to the geographical indication

none

Specific labelling rules

In addition to the 'Mariazeller Magenlikör' indication, the product is further characterised by means of the words 'CLASSIC', 'classic' or 'Classic', or 'halbsüß' or 'Halbsüß' (semi-sweet), depending on its specific taste.