

TECHNICAL FILE ON THE GEOGRAPHICAL INDICATION 'TENTURA'

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Established geographical indication: Tentura or Tentoura Category of

the spirit drink: *liqueur*

The geographical indication 'Tentura' is supplemented by the sales denomination 'liqueur' and has been registered in accordance with point 32 of Annex III to Regulation (EC) 110/2008 as a geographical indication in favour of Greece.

Description of the spirit drink

Physical, chemical and/or organoleptic characteristics

The 'Tentura' liqueur has the following characteristics:

- a) dark brown-red colour;
- b) ingredients: water, ethyl alcohol of agricultural origin flavoured with an extract from parts of the aromatic plants cinnamon (Cortex Cinammomi) and clove (Flores Caryophylli) and other aromatic plants, provided that the flavour of cinnamon and clove is predominant, sweeteners and, optionally:
 - natural flavourings, provided that the flavour of cinnamon and clove is predominant;
 - AOC sweet wines of the following categories: Mavrodaphne of Patras, Muscat of Patras or Muscat of Rio;
 - caramel as a means of altering the colour. Adding any ingredient other than the above is not allowed.
- c) a minimum sugar content, expressed as invert sugar, of 120 grams per litre;
- d) the minimum alcoholic strength by volume is 18%.

Specific characteristics of the spirit drink (as compared to the relevant category)

'Tentura' liqueur is characterised by the aromatic constituents of clove and cinnamon , since it is flavoured by extracting parts of the aromatic plants cinnamon (Cortex Cinammomi) and clove (Flores Caryophylli). The sweet wines from the categories 'Mavrodaphne of Patras', 'Muscat of Patras' and 'Muscat of Rio' which are added contribute further creating Tentura's unique aroma and flavour without obscuring the dominant aromas of cinnamon and clove.

The minimum alcoholic strength is 18% vol (instead of the minimum strength of 15 % vol generally applicable to liqueurs, in accordance with paragraph b of category 32 of Annex II to Regulation (EC) No 110/2008).

The minimum sugar content, expressed as invert sugar, is 120 grams per litre (instead of the minimum of 100 grams per litre generally applicable to liqueur, in accordance with the third indent of point (i) under category 32 of Annex II to Regulation (EC) No 110/2008).

Relevant geographical area

The geographical indication 'Tentura' is used for the liqueur produced within the borders of the Municipality of Patras, the Municipal District of Farres (Municipality of Erimanthos) and the Municipal District of Olenia (Municipality of Kato Achaia), Region of Western Greece.

Use of the above geographical indication shall be allowed in cases where the entire production process, from the stage of flavouring of the ethyl alcohol by extracting parts of the aromatic plants cinnamon (Cortex Cinammomi) and clove (Flores Caryophylli) to the final preparation of the drink, as well as bottling, are carried out entirely by undertakings having established production facilities in the above areas.

Please note that the obligation for spirit drinks with a geographical indication to be bottled in the relevant geographical area is Greece's standard position on the issue and this has been reflected over time in all the relevant national legislative regulations.

This treatment is necessary solely for the substantive objective reasons (ultimately related to the nature of spirit drinks) of protecting and ensuring the identity and quality of the products and therefore the reputation of the (relevant) geographical indication.

Moreover, it should be stressed that the traditional nature of spirit drinks, especially those with a geographical indication, is an integral part of their identity, and this has been consistently reflected in the Union's relevant legislation. More precisely, as a part of the tradition, bottling of these drinks in the relevant geographical area is treated as self-evident not only by consumers but also by distilleries, which, respecting the tradition, bottle the alcoholic beverages they produce themselves, fully aware that only in this way can they ensure the final identity of their product.

Method of preparation

Tentura is produced by flavouring ethyl alcohol of agricultural origin, either as such or diluted with water (ethanol-water mixture), by extracting parts of the aromatic plants cinnamon (*Cortex Cinammomi*) and clove (*Flores Caryophylli*) by using the methods of maceration and/or distillation. Other aromatic constituents may also be macerated, but always in such a way that the flavour of cinnamon and clove is predominant. The above extract is infused with water (extraction with the use of ethyl alcohol, either as such or diluted with water [ethanol-water mixture]) and/ or ethyl alcohol of agricultural origin [extraction with the use of water], until reaching its final alcoholic strength, and sweeteners which are permitted in accordance with point 3 of Annex I to Regulation (EC) 110/2008, normally sugar and sometimes honey.

The following may also be added:

- - AOC sweet wines of the following categories: Mavrodaphne of Patras, Muscat of Patras or Muscat of Rio;
- caramel as a means of altering the colour.

Adding any ingredient other than the above is not allowed.

Link with the geographical area

History of production

François Pouqueville¹ says that Patras had always been the centre of commerce in the Peloponnese. The Ionian islands, Ancona, Trieste, Naples, Livorno, Marseille and the big ports of the Near East were commercially linked to the port of Patras.

Early references to a spirit drink that probably was the precursor of the modern 'Tentura' date back to the Frankish era, when the area of Patras used to be a barony. Approximately in 1218, during the festivities for the accession of the House of Villehardouin to power, there are reports of a drink called 'moschovolithra' (=sweet-smelling), which was consumed exclusively by the nobility, due to the high cost of its preparation. (This name is still used for Tentura)².

In the 19th century, due to the spread of colonial products, people living in Patras had the chance to familiarise themselves with spices which were once valuable and only used in pharmaceutical products. They had become accessible to all and, as liqueurs became popular in Europe, 'Tentura', a novel version of a spiced liqueur in which local ingredients were added to the drink, appeared in Patras since the city's location allowed easy access to the raw materials.

The local press reported, as far back as 1885, on the production of tentura in the category 'Rozolia' (name of that era for liqueurs) by the distillery 'Atmokinito Pnevmatopio', in Patras³.

Distillers in the wider region of Patras continued, without any interruption, to produce the drink throughout the 20th century. This can be seen from the historical data submitted to our Service

- invoices dating back to the 1940s
- product advertisements in the local press dating back to the early 20th century.
- Registration of the distillery product in the (then) Chamber of Commerce and Industry, Prefecture of Achaia - Patras (Version 1947, page 243).

¹ F. Pouqueville: Voyage dans la Grèce, 1820, Volume E, p. 270.

² Newspaper 'The Peloponnese', ²⁵ January 2000, Article 'Tentura: A drink with... a unique name'.

³ Newspaper 'Forologoumenos', Issue No 528 of ¹ February 1885 'Pricelist for the products of Atmokinito Pnevmatopio', owned by DIONISIOS ARGIROPOYLOS'

Today, tentura is produced by all the distillers operating in the relevant geographical area, who largely carried on the work of the first official distillers who appeared in late 19th century and early 20st century.

Origin of the name

Although tentura is widely known in the area of Patras, very few know the origin of its name. Thus, it is only to be expected that people have various theories.

According to one version, the name first appeared during the festivities mentioned above, for the accession of the House of Villehardouin to power, approximately in 1218, where 'the Baron of Chalandritsa, Kourandros, was declared winner in the medieval sport of jousting. The Alemannus raised his glass, filled with 'moschovolithra', and screamed: 'Ten hoorag' for Kourandros. And everyone screamed: Oura ! Oura !. Possibly, the people loved to imitate the noblemen and, therefore, raised their filled glasses and screamed: Ten oura ! Ten oura ! Thus, soon after the name became Tenturá, which sounded better in Greek, and later Tentúra'³.

However, according to the most widely accepted version, the word *Tentura* originates from the latin word *tinct(us)*⁴, via the French word *teint(ure)*, which here means 'tint'. (Ever since the 18th century in France, the *teintures alcooliques* (alcoholic tinctures) have been a type of infusion (extract) and was used as a base for the preparation of various liqueurs and pharmaceuticals). However, among the working class people , who did not care about the etymology of words, the suffix *-úra* prevailed. This is a medieval suffix from vernacular Greek, which has multiple meanings and tends to highlight or stress the concepts described. It is worth mentioning its interpretation as an augmentative of the suffix *-ourion*: e.g. (archaic) *kollúron*, *kolloúron*, *kolloúra*, *kolloúra*, *koulóúra*'.^{5 6} The linguistically familiar suffix helped the word *Tentura* to be adapted, fully assimilated and included in the Greek inflection system, and it came to refer to a specific product specially manufactured in Greece.

Thus, ignoring the origin of the word '*Tentura*', ordinary consumers may understand it, as its own suffix indicates, i.e. with a sense of emphasis, as an interesting and unique product. This is indeed the case due to *Tentura*'s intense features (flavouring and colour). This is why the old (second) name for the drink persists: '*Moschovolithra*'. The reason is self evident.

⁴ *Participle of the verb tingo=paint*, 'Lexikon Latinoellinikon Stef. Koumanoudi' [Latin-Greek Dictionary by S. Koumanoudis], 2002, pages 429-430.

⁵ G. Chatzidakis: '*Meseonika ke Nea Ellinika*' [Medieval and Modern Greek], 1907, Volume B, pages 305-306.

⁶ Andriotis: '*Etimologyiko Lexiko tis Kinis Neoellinikis*' [etymological dictionary of Modern Greek], 1983, p. 170 and 254-255.

Current link with the area

In the early 20th century, *Tentura* was very popular among the working class. It was especially preferred by fishermen and refugees, but not the middle class which preferred French liqueurs such as Chartreuse, Bénédictine and Marasquin. However, over time, its consumption spread to all the social class in Patras, as well as to foreigners and students of all ages and classes. Therefore, nowadays it is known as the traditional spirit drink of Patras, and it is always included in the area's tourist guides and represents the city of Patras to the rest of Greece and, through tourism, abroad.

It is worth reading the text on 'Tentura' which is included in a prestigious travel guide⁷, since it summarises the identity of the drink and its strong connection with the region of Patras:

'TENTURA: Tentura belongs to the category of liqueurs which are characterised by the aromatic constituents of clove and cinnamon, and has been produced by a unique traditional method in the wider area of Patras since the mid-19th century. The intense aromas of cinnamon and clove are enriched, depending on the recipe, with other spices, local citrus fruits and AOC wines of Patras (Mavrodaphne and Muscat). It is especially enjoyable drunk after your meal, or whenever else you like, straight or with cream or brandy. The deep brown-red drink may also be accompanied by salt-free nuts, dried fruits or dark chocolate. It is also perfect for turkey stuffing or in game recipes.'

National provisions

In accordance with the national legislation, the Minister for Finance issued a Decision setting the terms and conditions for the production and marketing of spirit drinks so that they qualify for:

- the recognition of geographical indication within the meaning of Article 15 of Regulation (EC) No 110/2008;
- use of one of the recognised geographical indications in favour of Greece listed in Annex III to Regulation (EC) No 110/2008;
- the recognition of a geographical indication other than the above.

Therefore, the terms of use of the geographical indication 'Tentura' is determined by Decision No 30/0777/3280/22-12-2011 (Government Gazette, Series II, No 3211, 3.12.2011) of the Deputy Minister for Finance, which is included in the Annex attached hereto.

This decision lays down the production conditions, the specifications, the relevant geographical region, the specific rules concerning labelling, the checking procedures by the competent authorities and the sanctions applicable in cases of infringements.

⁷ 'PATRA' Travel Guide, Explorer Publications, Athens 2006, ISBN 9608214122.

The Annex to the above decision provides a list of the distilleries (6) established outside the relevant geographical region which are allowed to continue producing 'Tentura' liqueur after the registration of the geographical indication, This adjustment is derived from the fact that these distilleries have a long-standing tradition of 'Tentura' production (and therefore in the use of the indication in their labelling), which dates back long before 1 January 1996, in accordance with Article 23(2), *Relation between trade marks and geographical indications*, of Regulation (EC) No 110/2008.

Applicant

The technical file shall be submitted by the competent Greek authority, the full details of which are as follows:

**HELLENIC REPUBLIC MINISTRY OF FINANCE
GENERAL SECRETARIAT FOR PUBLIC REVENUE
GENERAL DIRECTORATE OF GENERAL CHEMICAL STATE LABORATORY
DIRECTORATE OF ALCOHOL & FOODSTUFFS**

Address: Anast. Tsocha 16
Athens 115 21, Greece
Tel: 0030-210-6479273
Fax: 0030-210-6468272
e-mail: alcohol_food@gcsl.gr

Supplement to the geographical indication

The indication 'Tentura' may also be supplemented by the indication 'of Patras'. In this case, in addition to the general specifications, the 'Tentura' liqueur shall have the following specific characteristics:

- a) a minimum alcoholic strength of 20 % vol.;
- b) a minimum sugar content, expressed as invert sugar, of 150 grams per litre;
- c) a minimum content of sweet wine (Mavrodaphne of Patras, Muscat of Patras or Muscat of Rio), of 0.5% of the final product.

Specific rules concerning labelling

(In accordance with the provisions of the applicable national legislation) Use of the word 'Tentura' in the trade name of a spirit drink is prohibited.

ANNEX

Ref. No 30/077/3280/2011

Terms of use of the geographical indication 'Tentura'

THE DEPUTY MINISTER FOR FINANCE

Having regard to:

1. The provisions of Chapter III 'Geographical indications' of Regulation (EC) No 110/2008 on the definition, description, presentation, labelling and the protection of geographical indications of spirit drinks and repealing Council Regulation and repealing Council Regulation EEC) No 1576/89.
2. Point 32 of Annex II to the same above Regulation in which the geographical indication 'Tentura' is registered in favour of Greece under the category of spirit drinks 'liqueur'.
3. Article 9(5) of the same Regulation.
4. Article 5(4)(f) of Law 2969/2001 (Government Gazette Series I, No 281, 18.12.2001).
5. Decision No Y25/6-12-2011 of the Prime Minister 'Designation of the competences of Deputy Ministers for Finance, Messrs Filippou Sachinidis and Pantelis Oikonomou' (Government Gazette, Series II, No 2792, 8.12.2011);
6. The provisions of our Decision No 030/077/2131/23-8-2011 'Production and marketing of alcoholic beverages' (Government Gazette, Series II, No 1946, 31.8.2011) and particularly Article 5(1)(2)(3) and (4) thereof.
7. The elements of the technical file on 'Tentura', which was submitted to the Directorate of Alcohol, Alcoholic Beverages, Wine, Beer of the General Chemical State Laboratory on behalf of the Patras Distillers Association.
8. The data collected by the Directorate of Alcohol, Alcoholic Beverages, Wine, Beer of the General Chemical State Laboratory concerning 'Tentura' production by distillers operating outside the area of Patras.
9. The recommendation of 15 November 2011 of the Directorate of Alcohol, Alcoholic Beverages, Wine, Beer of the General Chemical State Laboratory.
10. The fact that the provisions herein do not burden the National Budget, we hereby decide as follows:

Article 1

1. This decision lays down the production terms, the quality standards and the control procedures, so that the sales denomination 'liqueur' can be supplemented by the indication 'Tentura'. This geographical indication has been registered in favour of Greece under the category of 'liqueur', in accordance with point 32 of Annex III to Regulation (EC) No 110/2008.
2. In order to allow the use of the sales denomination of liqueur with the above geographical indication, the production procedure, from the stage of extraction (as defined in Article 2(1)(a) of this Decision) to the final preparation of the drink and its bottling, must be carried out entirely in production facilities of undertakings within the Municipality of Patras, the municipal unit of Farres (Municipality of Erymanthos) and the municipal unit of Olenia (Municipality of Kato Achaia), Western Greece Region.
3. The sales denomination 'liqueur' or the geographical indication 'Tentura' may be supplemented by the indication 'of Patras'.
4. The distilleries which have been registered in the Annex and are located in areas other than those specified in paragraph 2 of this Article may produce and market liqueur with the geographical indication 'Tentura' in accordance with the conditions laid down in the Annex.

Article 2

1. The liqueur with the geographical indication 'Tentura' must fulfil the following specific conditions:

- a) it may be produced by flavouring ethyl alcohol of agricultural origin, or water or ethanol-water mixture; the flavouring is performed by extracting parts of the aromatic plants of cinnamon (*Cortex Cinammomi*) and clove (*Flores Caryophylli*) using the methods of maceration and/or distillation;
 - b) other aromatic constituents may also be macerated, provided that the flavour of cinnamon and clove is predominant;
 - c) natural aromatic constituents may also be added, provided that the flavour of cinnamon and clove is predominant;
 - d) it must have a minimum alcoholic strength of 18 % vol.;
 - e) it must have a minimum sugar content, expressed as invert sugar, of 120 grams per litre;
 - d) it must only contain added caramel as a means of altering colour;
 - e) the following AOC sweet wines may also be added: Mavrodaphne of Patras, Muscat of Patras or Muscat of Rio;
 - f) adding any ingredient other than the above is not allowed.
2. Where the sales denomination 'liqueur' or the geographical indication 'Tentura' are supplemented by the indication 'of Patras', the following special conditions must be fulfilled:
- a) minimum alcoholic strength of 20 % vol
 - b) a minimum sugar content, expressed as invert sugar, of 150 grams per litre;
 - c) a minimum content of one of the sweet wines mentioned under (e) of the previous paragraph, of 0.5% of the final product.
- In other respects, the conditions under paragraph 1 of this Article shall apply.
3. It is not allowed to market the liqueur with the said geographical indication, if the conditions of this decision are not fulfilled.
4. Using the word 'Tentura' for trade names of other alcoholic drinks is not allowed.

Article 3

- 1. Distillers who are interested in producing and marketing the liqueur with the geographical indication 'Tentura' must submit to the local Chemical Service all the evidence demonstrating their right to use the geographical indication in question. The Chemical Service, following the examination of the evidence, shall grant the approval to use the geographical indication in question to the interested parties.
- 2. The local Chemical Service shall inspect regularly the distillers who make use of this geographical indication, and shall revoke the above approval if the distillers breach Articles 1 and 2 of this Decision.
- 3. Non-compliance with the terms and conditions laid down in this Decision constitutes an infringement of Law 2969/2001, which is punishable in accordance with Article 11(2)(xii) and Article 12(viii) of the said Law.

Article 4

This Decision shall be published in the Government Gazette and shall enter into force on the date of its publication.

ANNEX

- 1. The distilleries included in the table below are allowed to continue producing the liqueur with the geographical indication 'Tentura' in line with the specifications provided for in Article 2 of this Decision, given that they have a long (more than 25 years) tradition of producing this drink. They retain this right even if they change their registered office.

S/N	COMPANY NAME:	DISTINCTIVE TITLE	COMPANY ADDRESS:
1	DISTILLERY VERINO AVEE	DISTILLERY VERINO AVEE	4th KM OF ARGOS-KEFALARI NATIONAL ROAD, ARGOS
2	N.G. CALLICOUNI S.A.- DRINKS, SPIRITS, ESSENTIAL OILS	N.G. CALLICOUNI S.A.- DRINKS, SPIRITS, ESSENTIAL OILS	7th KM OF KALAMATA-MESSINI NATIONAL ROAD
3	E. G. POLYKALA & CO LTD	POLYKALA DISTILLERY	35, MELENIKOU STR., ATHENS
4	DRAKATOU BROS GP	DRAKATOS	14, GIANNITSON STR., EGALEO
5	I. K. ANASTASOPOULOS AND SON GP	KRINOS	RODODAFNI, AIGIO
6	K. BALIS & CO LTD	GRILA DISTILLERY	4, RIGA FEREOU & AGIOU TRIFONOS, AMALIADA

2. The products under the previous paragraph are not allowed to bear the indication 'of Patras'.

3. The above distilleries are not allowed to produce Tentura for third parties within the meaning of Article 9 of Decision No 30/077/2131/2011 of the Minister for Finance.

4 In the event of transfer of one of the above distilleries, while retaining the name of the undertaking, the successor distillery may continue producing the drink in line with the terms of this Decision.

Athens, 22 December 2011

THE DEPUTY MINISTER
PANTELIS OIKONOMOU