



**LIKE THE  
INTERNET?**

**LIKE  
WINE?**

**COME TASTE WINES FROM  
UNIQUE PLACES**

- SANTA BARBARA COUNTY
- OREGON
- NAPA VALLEY
- LONG ISLAND
- CHAMPAGNE

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**LEARN MORE**

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**WEDNESDAY, OCTOBER 15, 2014  
5:30-8 P.M. PST**

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**GRAND SALON BALLROOM  
INTERCONTINENTAL LOS ANGELES  
CENTURY CITY**

**2151 AVENUE OF THE STARS  
LOS ANGELES, CA 90067**

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Please RSVP to [contact@wineorigins.com](mailto:contact@wineorigins.com)  
with "ICANN LA Wine Tasting" in the subject line.

# WHERE WINE COMES FROM MATTERS.

In the wine industry, the integrity of wine place names and labeling is a fundamental tool for consumers to identify the wines of great winegrowing regions. That is why 19 wine regions have signed the Declaration to Protect Wine Place & Origin committing to protect the integrity of wine place names worldwide and to take a stand for truth-in-labeling. And, we are working together to combat any scheme that undermines the sanctity of clear labeling and could allow others to use clearly defined wine place names fraudulently.

While we may be competitors in the global marketplace, we all agree that each region is unique and, as such, produces wines impossible to duplicate anywhere else. There is consensus among us that when wine place names are misused on a bottle or online, the credibility of the industry as a whole is diminished and consumers will be misled.

It's really quite simple. Names like Napa Valley, Santa Barbara, Long Island, Chianti Classico, Rioja, Port, Champagne, and many more should not be used if the wine isn't really from that place of origin. And, safeguards should be in place ensuring that consumers are not misled when the .wine or .vin extensions are used.

