



NAPA NAME PROTECTION

The words “Napa Valley” represent more than a name; they define an American Viticultural Area. The Napa Valley Vintners works to protect this name for those who have the right to use it and to protect it from piracy.

A wine label should not suggest the grapes come from Napa unless they do. Eliminating consumer confusion is one of the strongest reasons to prevent misleading labels. Research shows consumers are confused if a brand name says "Napa" but the wine does not contain grapes from Napa Valley.

NVV’s efforts include creating America’s first conjunctive labeling law in 1990. In 2000, we sponsored California’s Napa Name Law and fought to have it upheld by the U.S. Supreme Court in 2006. We petitioned the European Union (EU) to become the first non-European wine region to obtain Geographic Indication (GI) status in 2007. In 2012, Napa Valley became the first wine region to achieve GI status in China. The NVV has obtained similar status in more than a dozen other countries and continuously monitors trademark applications worldwide to ensure the integrity of the Napa Valley name.

