



Censure by the Constitutional Council: Vin & Société call on the French President and Government to honour their pledge to provide “clarification” for the Loi Evin.

Through Vin & Société, France’s 500,000 vine and wine professionals formally acknowledge the decision taken by the Constitutional Council: the Council is not challenging the Government’s intention to clarify the Loi Evin, but feels that the provisions made are not directly linked to the bill for the Loi Macron, a law designed to boost economic growth and activity in France.

The Government pledged to provide legal certainty following a series of parliamentary debates during which elected representatives from across the political spectrum stressed the need for a distinction between information and advertising, as part of the battle against media self-censorship for wine and the winegrowing regions. The aim was to remove the legal uncertainty which led to a number of press articles¹ being denounced as advertising. It seems that the French courts² are currently seeing any mention of wine as advertising, showing a lack of certainty which impedes the efforts of journalists and wine tourism providers to share information.

“We sincerely hope that the French President and Government will keep their pledge to provide clarification for our wine regions, which are the heart and soul of our country’s economy. We will remain focused and optimistic while we await further developments. Wine tourism is a major growth area for our industry, and we should be permitted to circulate information both through the media and through our activities without worrying that it will be seen as advertising. Honouring this political commitment will be a rational and effective option.” says Joël Forgeau, President of Vin & Société.

Contact Vin & Société

+33 (0)1 55 35 08 35

contact@vinesociete.fr
www.vinesociete.fr

¹ *Paris Match (March 2013), Le Parisien (December 2007), Les Echos (June 2007). Read more: www.vinesociete.fr/revenezmonsieurvin

² Decision made by the Court of Cassation – Directive of 3rd November 2004: *Any action in support of an organisation, service, activity, product or article, whose effect, whatever the ultimate purpose, is to bring to mind an alcoholic beverage.*