

《并不是所有气泡酒都叫香槟:法国销毁3.5万瓶气泡饮料》

事实上，不管真假，不管是在影视剧还是现实生活中，凡是出现带气泡的葡萄酒，人们都会称呼它为“香槟”。香槟因此而名满天下，可是事实真的是这样吗？近日，约3.5万瓶气泡饮料在法国被销毁，原因是它们以“香槟”自居。“香槟”是一个受保护的专用名称，只有法国香槟地区生产的气泡葡萄酒才能被称作“香槟”。



图源：Twitter

French border police have destroyed nearly 35,000 bottles of a soda drink that called itself champagne.

法国海关警察近日销毁了近3.5万瓶以“香槟”自居的气泡饮料。

Customs officials in the northern port of Le Havre said the bottles originated from Haiti, and contained a "bright orange liquid".

法国北部港城勒阿弗尔的海关官员表示，这批饮料瓶来自海地，瓶内装有“亮橙色液体”。

They were seized in October 2021 after customs noticed their label "Couronne Fruit Champagne".

这批饮料是在2021年10月被截获的，当时海关人员注意到饮料瓶上印着“王冠水果香槟”的名称。

Only sparkling wine products from the French Champagne region can use the title.

只有法国香槟地区生产的气泡葡萄酒才能被称作“香槟”。

The name is designated under France's Appellation d'Origine Contrôlée (AOC) system, which is supposed to give them exclusive use of the word in countries that follow EU laws on distinctive geographical indications.

“香槟”是法国原产地命名控制体系指定的专用名称，只要是遵守欧盟关于独特地理标志的法律的国家都不能滥用专用名称。

There are currently more than 121 countries that follow the ruling on the use of the name, according to the Champagne trade association.

香槟贸易协会称，目前至少有121个国家遵循关于“香槟”名称使用的规定。

Greek Feta, Italian Parmesan and British Stilton blue cheese are also protected by such rules.

希腊羊乳酪、意大利帕尔玛干酪和英国斯蒂尔顿蓝纹奶酪也受这样的规定保护。



图源：Twitter

French customs said the bottles of the orange drink were intended for sale on the French market.

法国海关称，这批橙色饮料原本计划在法国市场上销售。

In October 2022, a Parisian court ruled the bottles should be destroyed as they infringed the AOC regulation.

2022年10月，巴黎的一家法院做出裁决，认为这批饮料应被销毁，因为它们侵犯了法国原产地命名控制体系的规定。

Charles Goemaere, director-general of the Champagne Committee said their destruction enforced the importance of the regulation.

香槟委员会会长查尔斯·高梅尔表示，销毁这批饮料强调了这一规定的重要性。

"This kind of use contributes to weakening the reputation of the appellation," he said.
"The fight against the abuse of the Champagne name started in 1844 and hasn't stopped since."

他说：“这种滥用名称的行为损害了名称的声誉。反对滥用香槟名称的斗争从1844年就开始了，一直没有停止过。”

Prior to being seized for infringement on the Champagne title, the same product had been subject to an investigation by France's Directorate for Competition, Consumption and the Repression of Fraud.

在因为名称侵权而被截获之前，该产品就受到了法国竞争、消费和反欺诈总局的调查。

It was recalled due to an excessive amount of benzoic acid - a common preservative used in food and drinks.

该产品因为苯甲酸含量超标而被召回。苯甲酸是一种在食物和饮料中常用的添加剂。

But the destruction of the orange soda is not the first time beverages have met their fate for using the Champagne name.

这并不是第一批因为使用香槟名称而被销毁的饮料。

In April, more than 2,000 bottles of American beer, called "Champagne of Beer", were destroyed in Belgium at the request of the Champagne Committee.

今年4月，应香槟委员会的请求，2000多瓶被称为“啤酒香槟”的美国啤酒在比利时被销毁。

重点词汇

designated 命名；指定；选定，指派，委任；标明；标示；指明；派定的；
designate的过去分词和过去式

Appellation 称谓；产区；称呼；法定；产地

Contr 控制；【医】【=contract】收缩，感染

AOC 波尔多；艾德蒙；法定产区葡萄酒；干红葡萄酒；冠捷科技集团

supposed to 应该

exclusive use 专用

laws 法规；法律；law的第三人称单数和复数

distinctive 独特的；特别的；有特色的

geographical 地理的

indications 表明；标示；显示；象征；indication的复数

英文来源：BBC