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EU Cancels Valtenesi Wine Protection

The designation for the Lombardy lakeside name loses its legal status under the bloc’s geographic indication system

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The European Commission has canceled the protected designation of origin for Valtenesi, an Italian wine and food name tied to a lakeside area in Lombardy, according to a regulation published Monday in the Official Journal of the European Union.

The measure, Regulation (EU) 2026/572, was adopted on March 17 and published on May 18 in the EU's official gazette. It removes Valtenesi from the register of protected designations of origin, or DOP in Italian, ending the name's legal protection under the bloc's geographic indication system.

The cancellation matters because a DOP is more than a label. It gives producers exclusive rights to use a place-based name only when products meet specific production rules and come from the defined area. Once that registration is erased, the name no longer carries that EU protection in labeling, marketing and enforcement.

Valtenesi is associated with wines produced around the western shore of Lake Garda, in an area known for rosé wines and local grape varieties. The EU notice did not give a detailed explanation in the summary text published in the gazette, but the legal effect is immediate: the protected status is withdrawn from the register.

For producers, distributors and retailers, the change can affect packaging, contracts and compliance checks. Any product previously sold under the DOP framework would need to be reviewed against current EU rules before it can continue using the name in commerce. The loss of protection can also alter how importers, export partners and certification bodies handle references to the designation.

The same issue of the Official Journal also listed another cancellation, for the protected geographical indication Colli del Sangro, underscoring a broader round of changes to EU food-name registrations. At the same time, other entries in the publication showed new registrations and amendments for protected names elsewhere in Europe, reflecting how actively Brussels manages its system of geographic indications.

Under EU law, protected names are meant to link food and drink products to a specific place and method of production. When a registration is canceled, that link is broken in legal terms, even if producers continue to make wine or other goods in the same region. The practical result is that any future use of Valtenesi on labels or in promotion will depend on whether it fits other trademark or national-law protections, rather than on EU DOP status.