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The European Union advanced Hungary’s “Sümeg / Sümegi” wine name toward protected status

A three-month objection period now opens before the bloc decides whether to grant the designation legal protection across its wine market

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The European Union has published an application to protect the wine name “Sümeg / Sümegi,” opening a three-month period for objections and moving the Hungarian designation one step further in the bloc’s system for protected wine names.

The notice appeared in the Official Journal of the European Union on June 29 under Article 97(4) of Regulation (EU) No 1308/2013, which governs parts of the wine sector. From the date of publication, authorities of an EU member state or a third country, as well as natural or legal persons with a legitimate interest who are established or resident in a third country, may file an opposition with the European Commission under Article 17 of Regulation (EU) 2024/1143.

The filing concerns a protected designation of origin, or PDO, for “Sümeg / Sümegi,” identified in the application as PDO-HU-02823. If the name is ultimately approved, its use would be reserved for wines that meet the product specification and come from the defined area under the EU’s geographical indication rules.

That matters for the beverage trade because a new PDO can affect how producers, importers and distributors label and market wine in the European Union. It can also create new compliance requirements for companies that use similar place names or references on bottles, packaging and commercial materials.

The published specification describes a broad range of wines covered by the proposed name. They include white, red and rosé wines, as well as sparkling wine and wines marketed under a “Penta” category. The document places the products within customs heading 2204, covering wine of fresh grapes, including fortified wines, and grape must other than that of heading 2009.

According to the application, the white wines may range in color from pale straw-yellow to pale golden-yellow or from greenish yellow to golden yellow, depending on style. Their aromatic profile is described as subtle and fruit-driven, with white flowers such as acacia and lime blossom alongside citrus, apricot, Williams pear and other stone-fruit notes. Some styles may also show salty or mineral tones, herbal notes and, after maturation, secondary or tertiary aromas.

The red wines are described as showing red berry fruit such as blackberry, raspberry and sour cherry, with green spice notes and subtle mineral or salty elements. The taste profile points to fresh acidity, moderate tannins and a linear structure. In some cases, maturation may bring additional secondary and tertiary notes.

The rosé wines are presented as fresh and fruit-led, with aromas centered on raspberry, blackberry and cherry. The application says they may also show salty or mineral character on the palate, supported by high but mature acidity and medium body.

For sparkling wine, the specification says color can range from lemon-yellow to deep straw-yellow. Aromas are said to include grape-derived fruit notes such as citrus and yellow apple, along with fermentation-related notes including brioche, biscuit and light smokiness. On the palate, the wine is described as maintaining delicate carbonation through the finish with fresh acidity and medium body.

The application also sets out production rules for wines sold under the “Penta” designation. Penta white wine and Penta red wine must be aged in barrels and/or bottles for at least 18 months. Penta rosé must be aged for at least six months in barrels or bottles. These wines may be placed on the market no earlier than March 15 following the harvest year.

Blending rules are also included. For Penta rosé wine, blending with white grape varieties is allowed up to 15%, provided those white grapes are harvested and processed together with the red grapes. For Penta white, Penta rosé and Penta red wines, blending of white and red grape varieties is permitted only at the time of processing.

The specification further states that in Penta white, furmint and olasz rizling must predominate either individually at a minimum of 85% or together in a blend at a minimum of 85%. Additional varieties may account for up to 15%.

As with other EU geographical indication procedures, publication does not mean automatic approval. The opposition window allows governments and interested parties to challenge the application before any final registration decision is made by the Commission. Until that process is completed, wine businesses that sell into Europe will be watching whether “Sümeg / Sümegi” becomes a protected name with legal

consequences for labeling and market access across the bloc.