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European Wine Reform: EFOW Responds to EU Proposal

European wine sector reform proposal receives cautious support from Origin Wine Federation

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The European Federation of Origin Wines (EFOW) participated in a meeting of the European Parliament's Wine Intergroup at the Committee of the Regions in Brussels on Tuesday, May 20. The session focused on the European Commission's newly proposed

wine reform package, which aims to address mounting challenges in the EU wine sector. Commissioner Christophe Hansen presented the Commission’s vision, outlining measures designed to support wine producers as they face issues such as overproduction, climate change, and a steady decline in wine consumption across Europe.

The Commission’s proposal introduces a flexible approach, allowing Member States and Geographical Indication (GI) groups to adapt measures to their local needs. EFOW welcomed this strategy, describing it as both necessary and timely given the current pressures on the sector. The reform includes several provisions that EFOW considers important. These include allowing voluntary renunciation of planting rights without penalties, extending the validity of replanting authorizations, increasing flexibility in vine planting schemes, and providing more support for sustainability initiatives, wine tourism, and digital labeling.

Despite its overall support for the proposal, EFOW called for targeted improvements to better address the needs of GI wine producers. The organization highlighted several areas for further clarification and enhancement. These include clearer rules on limiting planting authorizations, equipping recognized GI groups with effective market management tools, strengthening conditions attached to market support measures, and ensuring dedicated funding for sustainability projects.

During the meeting, EFOW President Riccardo Ricci Curbastro expressed appreciation for Commissioner Hansen’s commitment to supporting the sector. He described the reform proposal as a solid foundation but stressed that additional work is needed to ensure that Europe’s wine industry is fully prepared to meet future challenges. Curbastro emphasized that with appropriate adjustments, the reform could help Europe’s wine sector not only survive but also grow stronger.

EFOW stated its intention to continue working closely with European institutions in the coming months. The organization aims to help refine the proposal and secure a sustainable and competitive future for Europe’s wine appellations. The ongoing discussions are expected to shape how EU wine producers adapt to changing market conditions and environmental pressures in the years ahead.