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NOTE

From:	General Secretariat of the Council
To:	Delegations
Subject:	AOB item for the meeting of the “Agriculture and Fisheries” Council on 23-24 June 2025: Amending Regulation as regards certain market rules and sectoral support measures in the wine sector and for aromatised wine products - <i>State of play</i> - <i>Information from the Presidency</i>

BACKGROUND

On 28 March, the Commission adopted a proposal for an Amending Regulation as regards certain market rules and sectoral support measures in the wine sector and for aromatised wine products.

The proposal is based on the recommendations of the High Level Group on Wine and seeks to introduce targeted measures to help the sector manage production potential, adapt to evolving consumer preferences, and unlock new market opportunities. These measures are also expected to help maintain the vitality of many rural areas which depend on jobs in the wine industry and preserve the EU wine sector's social relevance.

The Commission presented its proposal to the Special Committee on Agriculture (SCA) on 7 April 2025. Discussions were held in the SCA during its meetings on 5 May, 19 May and 10 June.

On 19 June the SCA approved the Council mandate for negotiations with the European Parliament, based on the third version of Presidency suggested amendments (doc. 10049/1/25 rev. 1). The final version of the negotiating mandate is contained in doc. 10605/25.

CONTENT OF THE COUNCIL’S NEGOTIATING MANDATE

The main aspects of the Council’s mandate may be summarized as follows:

- The Council supported the main elements and the overarching goals of the proposal while suggesting a series of amendments;
- Clarification of a longer validity period of replanting authorisations;
- Increase the possibility for Member States to limit the authorisations for planting at regional level for specific areas up to 0% and provide Member States more flexibility to better calibrate the planting authorisations to their national and regional needs, including strengthening the protection of wines with geographical indications;
- Changing some elements related to labelling and marketing rules, such as term “alcohol light” initially proposed by the Commission, to “low-alcohol” to better inform the consumer of the characteristics of grapevine products with a reduced alcohol content.
- Expanding the list of de-alcoholised or partially de-alcoholised sparkling wine products which could be produced directly from de-alcoholised or partially de-alcoholised still wines through a second fermentation or the addition of CO₂ to include also semi-sparkling wines and aerated semi-sparkling wines.
- Moreover, the Council mandate allows Member States to exempt wine to be exported from the obligation to indicate on its label the list of ingredients and the nutrition declaration otherwise required by Union law;
- Introduction of the possibility for Member State to adopt marketing rules in the wine sector taking into account proposals adopted not only by recognised producer organisations or by recognised interbranch organisations, when they are representative in the concerned economic area or areas but also by producer groups managing protected designations of origin and protected geographical indications;
- Clarification of labelling provision for aromatised wine products and amending requirements of product category ‘*Glühwein*’, ‘*Viiniglögi/Vinglögg/Karštas vynasand*’ and ‘*Pelin*’ in order to meet new consumer demands and the need for product innovation;

- Increase Union financial assistance for the information and promotion measures to 60% for better application of the measure to adapt to market trends and harness efficient market opportunities taking into account the current geopolitical context;
- Introduction of a specific support for producer organisations and interbranch organisations for systematic and collective actions to prevent the spread of flavescence dorée which is a major threat to vineyards.

NEXT STEPS

The Council is ready to start negotiations with the European Parliament once it adopts its position.

The Committee on Agriculture and Rural Development is expected to vote on its report on 5 November 2025, while approval of the mandate in plenary session is expected on 25 November 2025.
