

What a
valuable heritage
looks like



WeltGenuss  
Erbe® Bayern

The two EU quality labels for traditional foods guarantee regional taste and origin.



*Protected Designation
of Origin PDO*



*Protected Geographical
Indication PGI*

The EU allows specialty food producers to protect the names of traditional foods as intellectual property. Counterfeit products that use the same name or even a reference to it are prohibited.

This protects consumers from being misled and also safeguards producers and manufacturers from imitation or abuse.

This high level of protection applies to all EU-protected specialties within European borders, so consumers can be sure that they will get **an original product** no matter where they are in Europe. For specialties that are also internationally significant, the EU advocates for the maintenance of high quality standards and traditional production conditions worldwide through international trade agreements.

Whether it's Nürnberger Bratwurst (Nuremberg sausages) or Bayerisches Bier (Bavarian beer) – currently over 50 Bavarian specialties are protected from imitation by the European Union. Throughout Europe, a total of approximately 3,500 foods, wines, and spirits are registered under EU origin protection.

These two quality labels represent clear, transparent quality and origin standards that are monitored by a state-certified control system.

The blue and yellow label indicate that at least one key production step takes place in the defined geographical area. For the red and yellow label, all production steps have to take place in the defined area.

For further information

www.weltgenusserbe.bayern/en



WeltGenussErbe (World Food Heritage) refers to agricultural products and foodstuffs, wines, and spirits that have been recognised by the European Union as Protected Designation of Origin (PDO) (geschützte Ursprungsbezeichnung g.U.) or Protected Geographical Indication (PGI) (geschützte geografische Angabe g.g.A.).

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