

**Question for written answer E-015464/2015  
to the Commission**  
Rule 130  
**Mara Bizzotto (ENF)**

Subject: United Kingdom: Yet another complaint regarding imitation Prosecco PDO reported in the Italian press on 26 October

Following complaints of wine on tap being fraudulently sold as Prosecco in a number of London pubs, a range of Prosecco-flavoured sweets and crisps is now being launched in British supermarkets. This is yet another example of fraudulent practice by UK businesses that are clearly determined to misuse the Prosecco PDO label at the expense of consumers and of Veneto producers.

It is clearly a business move deliberately timed to cash in on the upcoming Christmas festivities while taking full commercial advantage of the reputation enjoyed by this top-quality product from the Veneto.

In answer to my written question E-006148/2015 regarding the introduction of a strategy to protect top-quality Prosecco wine produced in the Veneto from numerous fraudulent imitations in the United Kingdom, the Commission stated that 'for their part, the UK authorities should also ensure compliance with the applicable requirements when "Prosecco" is marketed in the UK'.

In view of this:

Will the Commission bring pressure to bear on the UK authorities to have the products in question withdrawn immediately from the market before the Christmas festivities?

What urgent action it take to protect the financial interests and the reputation of the Prosecco producers in the Veneto region from numerous attempts to produce fraudulent imitations in other Member States, primarily the United Kingdom?