

# Transmission of an established geographical indication of spirit drinks

GIN DE MAHÓN  
EU No: PGI-ES-01953  
Sent on 12.2.2018  
PGI

## 1. TECHNICAL FILE

### 1.1. Name and type

#### 1.1.1. Name(s)

GIN DE MAHÓN (ES)

#### 1.1.2. Category

19. Juniper-flavoured spirit drinks

#### 1.1.3. Applicant country(ies)

Spain

#### 1.1.4. Application language:

Spanish

#### 1.1.5. Type of geographical indication:

PGI - Protected Geographical Indication

### 1.2. Contact details

#### 1.2.1. Applicant name and title

Applicant name and title	Miguel Pons Justo, S.A.
Legal status, size and composition (in the case of legal persons)	Sociedad Anónima [public limited-liability company]

Nationality	Spain
Address	91, C/ Andén de Poniente - 07703 Maó
Country	Spain
Telephone	+34 971 362 197
E-mail(s)	xoriguer@xoriguer.es

*1.2.2. Intermediary details*

Intermediary name	Spanish Ministry of Agriculture, Food and the Environment. Directorate-General for the Food Industry. Subdirectorato-General for Distinctive Quality and Organic Farming.
Address	1, Paseo de la Infanta Isabel - 28071 Madrid
Country	Spain
Telephone	+34 913 475 397
E-mail(s)	sgcdae@magrama.es

*1.2.3. Interested parties' details*

*1.2.4. Competent control authorities' details*

Competent control authority name	Consejo Insular de Menorca [Menorca Island Council]
Address	5, Plaza de la Biosfera - 07703 Maó

Country	Spain
Telephone	+34 971 355 993
E-mail(s)	antoni.mercadal@cime.es

1.2.5. Control bodies' details

**1.3. Description of the spirit drink**

Title – Product name	Gin de Mahón
Physical, chemical and/or organoleptic characteristics	<p>Spirit drink with a strong juniper flavour and an alcohol content of between 38 % and 43 % by volume, obtained by distilling agricultural alcohol with juniper berries (<i>Juniperus communis</i> L.) in copper stills over a wood fire.</p> <p>Chemical characteristics:</p> <ul style="list-style-type: none"> <li>- Actual alcohol content:</li> </ul> <p>Minimum: 38 % abv</p> <p>Maximum: 43 % abv</p> <ul style="list-style-type: none"> <li>- Maximum total acidity: 10 mg/l, expressed as acetic acid</li> <li>- Maximum methanol content: 1 mg/l</li> </ul> <p>Organoleptic characteristics:</p> <ul style="list-style-type: none"> <li>- Clear appearance</li> <li>- Colourless</li> <li>- Strong flavour and aroma of juniper, with perfectly integrated notes of vegetation or grass. The juniper flavour predominates.</li> </ul>

Specific characteristics (compared to spirit drinks of the same category)	Strong flavour of juniper resulting from the distillation of agricultural alcohol with juniper in copper stills heated directly over a wood fire. This process was traditionally used in Menorca in order to produce the gin and is still used today.
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#### 1.4. Defined geographical area

##### 1.4.1. Description of the defined geographical area

The production area of the geographical indication is limited to the island of Menorca, Autonomous Community of the Balearic Islands, Spain.

The island of Menorca is located in the west-central Mediterranean with coordinates of 39°57'N, 4°3'E. It has a surface area of 701 km<sup>2</sup> and is the most northerly island of the Balearic Island archipelago. It is located some 36.5 km from Mallorca, 230 km from the Iberian Peninsula and 320 km from North Africa.

##### 1.4.2. NUTS area

ES	ESPAÑA
ES5	ESTE
ES53	Illes Balears
ES533	Menorca

#### 1.5. Method for obtaining the spirit drink

Title – Type of method	
Method	<p>Ingredients:</p> <ol style="list-style-type: none"> <li>1. Ethyl alcohol of agricultural origin with min. 10 % vinous alcohol</li> <li>2. Juniper berries (<i>Juniperus communis</i>) with an essential oil content of 7 to 9 ‰</li> <li>3. Drinking water that has been distilled, deionised, purified by reverse</li> </ol>

	<p>osmosis or demineralised</p> <p>The ingredients do not have to originate from the island of Menorca.</p> <p>The juniper must be stored at room temperature for at least one year in order to dry naturally before being used in the production process.</p> <p>No additives, flavourings or extracts may be used.</p> <p>Method of production:</p> <p>‘Gin de Mahón’ is produced through the single distillation of a water-alcohol solution containing ethyl alcohol of agricultural origin of between 38 and 52 % vol. with juniper berries. The distillation takes place in copper stills heated directly over a wood fire.</p> <p>The juniper should be macerated in alcohol and/or water for at least 10 hours, either whole or in pieces, always in its natural state.</p> <p>Only the core condensates of the distillation process may be used.</p> <p>The distilled product is traditionally collected in jugs as a means of controlling the distillation process. This is because there is a link between the time it takes for each jug to fill up and the volume of the jug, which is recorded by the master distiller. The average maximum distillation rate must be 16 % of the liquid product provided per hour, from the time the first jug begins to fill up.</p> <p>Once combined, the final product obtained from the distillation process must have a minimum alcoholic strength of 70 % by volume. This is subsequently diluted with water until the desired final alcoholic strength of</p>
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	<p>the product to be marketed is reached.</p> <p>Once the distillation process is complete, the ‘Gin de Mahón’ may be filtered.</p> <p>The ‘Gin de Mahón’ is stored in vats designed to guarantee that the final product maintains the overriding aroma of juniper and its defining chemical and organoleptic characteristics.</p> <p>Daily production is limited to the productive capacity of the stills, with a single distillation per day.</p>
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### 1.6. Link with the geographical environment of origin

Title – Product name	
Details of the geographical area or origin relevant to the link	<p>The geographical indication ‘Gin de Mahón’ owes its reputation to the importance of its production and sale throughout history, which has continued to the present day. From the outset, ‘Gin de Mahón’ has been the gin of reference on the island of Menorca. This has made it a popular product and, although consumption habits, like society, have changed, the product and the way in which it is made have not altered in its long history.</p> <p>‘Gin de Mahón’ dates back to the years when the British ruled Menorca between 1712 and 1802. Gin was the fashionable drink in Britain, but the British soldiers and other British residents who frequented the taverns of Menorca could not find the spirit that was so popular in their own country. In view of this demand, the merchants of Mahón began to trade in juniper berries and alcohols from the Mediterranean basin, and craftsmen built stills. ‘Gin de Mahón’ was gradually introduced into the urban environments of Mahón and Ciudadela. Thus, the period of British rule in Menorca gave rise not only to the custom of drinking the product but</p>

also to its name – as well as other terms – since the designation ‘gin’ is principally used by English speakers.

The first written reference to ‘Gin de Mahón’ is found in a recipe book dated between the end of 1790 and 1810. The book includes details of the ingredients and part of the production process, underlining that juniper from the Balearic Islands is not suitable for making the product. This indicates that there had been experience in producing the distillate.

Another document that provides evidence of the presence and origins of ‘Gin de Mahón’ is a letter written by the Menorcan Francesc Cardona Orfila, a researcher for a work by Archduke Ludwig Salvator entitled ‘Die Balearen’ [‘The Balearic Islands’]. A manuscript dated 1889 that is kept in the personal library of Tomás Vidal (Rafalet Nou, Menorca) lists spirit drinks produced in Menorca. This list includes ‘Gin de Mahón de pota o de la terra’, along with the annotation ‘since ancient times’. This suggests that this is a drink with a long tradition. These handwritten notes were subsequently collected and used in several studies on the history of distillates in Menorca and gin.

The gin is also referred to by the Menorcan writer Joan Ramis i Ramis (1746-1819) in his 1815 work ‘Pesos y medidas de Menorca’ [‘Weights and measures of Menorca’], in the chapter on spirits. This indicates that it was a typical drink of the island even then. Similarly, we should also mention the recipe book by José Pons Sintes dated 1980 1895 [sic], which details all the production processes for the different drinks produced in ‘Furneru’, one of the most prestigious distilleries in Mahón. This includes the product known as ‘Gin de Mahón o Pota’.

Over the years, the gin became more widely consumed, established itself as a

	<p>popular drink, and became an indispensable ingredient of any public or private event.</p> <p>As gin produced in Menorca was exported from the port of the town of Mahón, it became known as ‘Gin de Mahón’ in export markets.</p> <p>At the beginning of the twentieth century, Miguel Pons Justo founded the Xoriguer distillery, which gave a definitive boost to the marketing of ‘Gin de Mahón’ both nationally and internationally. The distillery is still in operation today.</p> <p>‘Gin de Mahón’ has a distinctive production process: distillation is carried out in copper stills heated directly over a wood fire. This process was traditionally used in Menorca in order to produce the gin and is still used today.</p> <p>Another of the original characteristics of ‘Gin de Mahón’ is the ceramic bottle in which it has been packaged throughout its history. The Museum of Menorca in the town of Mahón is home to some of these bottles, which date from the period of British rule in Menorca. Some were dredged from the port of Mahón. The tradition of selling ‘Gin de Mahón’ in bottles similar to the original ceramic ones continues to this day. It is sold in other types of container too.</p> <p>‘Gin de Mahón’ is now part of the history, customs and celebrations of Menorca.</p> <p>‘Gin de Mahón’ is often consumed on its own in small glasses with ice. However, like many other spirit drinks, it is also consumed with mixers. More recently, a drink known as ‘pomada’, made by mixing ‘Gin de Mahón’ and lemonade, has become popular. This drink is strongly associated with the patron-saint festivals of Sant Joan and</p>
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	<p>Mare de Déu de Gràcia, as well as other Menorcan summer celebrations. It is no exaggeration that festivals in all Menorcan villages always feature horses and ‘Gin de Mahón’. ‘Pellofa’, another very popular drink, is ‘Gin de Mahón’ mixed with soda. It is usually served with ice and a twist of lemon, and can be combined to make the following drinks typical of the island: if served with the liqueur ‘palo’, it is known as ‘fil ferro’; with the liqueur ‘hierbas’ – which is what the alcoholic aniseed drink is known as in the Balearic Islands – as ‘verdet’; with an olive, as ‘saliveta’; or, lastly, with redcurrant, as ‘vermell’.</p> <p>It should be noted that the many awards it has received are evidence of the authentic nature of a product which is directly linked to the island of Menorca, where it is produced, but which has global reach. Ever since one of the most famous distilleries located in the port of Mahón won a bronze medal at the 1888 Barcelona Universal Exposition, ‘Gin de Mahón’ has regularly received awards from all kinds of bodies.</p> <p>For instance, in 2011 ‘Gin de Mahón’ was awarded the prize for the best non-wine spirit drink by the Asociación Española de Periodistas y Escritores del Vino [Spanish Association of Wine Journalists and Writers]. In 2015, it won a gold medal at the San Francisco World Spirits Competition, and it has also been awarded two stars by the International Taste &amp; Quality Institute in Brussels.</p> <p>Furthermore, ‘Gin de Mahón’ was invited to participate in the first ‘Alimentaria’ food fair held in Barcelona in 1976. It appeared at the Barcelona fair in several subsequent years, which helped it to achieve national and international recognition.</p> <p>Recent studies provide evidence of the current popularity of the product. For</p>
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	<p>example, according to the publication ‘Diagnosis de la producció y comercializació de los productos con denominación de calidad 2012’ [Assessment of the production and marketing of products with quality designations in 2012], produced by L’Institut de Qualitat Agroalimentària de les Illes Balears [the Balearic Island Agrifood Quality Institute], sales have increased by 21 % since 2002 to reach a total sales volume of 325 742 litres in 2012. It is significant that overseas sales represent approximately 37 % and the trend has been increasing since 2002, given that the presence of the product outside the local market has multiplied fourfold. This confirms its popularity with foreign consumers.</p> <p>Further proof of the reputation of ‘Gin de Mahón’ is its recent debut in the world of cocktails. The Escola d’Hoteleria de les Illes Balears [Balearic Island Hotel and Catering School] has created some original cocktails using ‘Gin de Mahón’ such as the ‘Es Castell de Menorca’, which contains orange juice, the</p> <p>‘Mestral de Menorca’, which contains rum and lime, and the ‘Es Verdet de Mahón’, which contains lemon, vermouth and mint.</p> <p>In 2015, the Menorcan newspaper ‘Diari Menorca’ published, in the form of fortnightly articles, studies carried out by Alfons Méndez Vidal on spirit drinks from Menorca, in which the gin produced on the island – or ‘Gin de Mahón’ – featured prominently. Méndez Vidal’s studies detailed the origins of the gin and its emergence during the twentieth century, when it became the leading Menorcan alcoholic drink after the war.</p> <p>Nowadays, ‘Gin de Mahón’ is considered a product specific to Menorca. Tourists take it home as a souvenir and visit the local distilleries in</p>
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	<p>huge numbers in order to purchase the gin and learn, on site, about how it is produced. It is also a staple of all tourist and gastronomic guidebooks on Menorca, which highlight the unique nature and quality of the product as well as its history and tradition.</p>
<p>Specific characteristics of the spirit drink attributable to the geographical area</p>	<p>The excellent reputation enjoyed by ‘Gin de Mahón’ is due to the long tradition of producing and marketing it as an authentic drink from the island of Menorca.</p> <p>The traditional production process using copper stills heated over a wood fire, together with the experience of its producers, are the geographical characteristics that set the gin apart.</p>
<p>Causal link between the geographical area and the product</p>	

### 1.7. Requirements under EU, national or regional legislation

<p>Title</p>	
<p>Legal reference</p>	<ul style="list-style-type: none"> <li>- Regulation (EC) No 110/2008 of the European Parliament and of the Council of 15 January 2008 on the definition, description, presentation, labelling and the protection of geographical indications of spirit drinks and repealing Council Regulation (EEC) No 1576/89</li> <li>- Commission Implementing Regulation (EU) No 716/2013 of 25 July 2013 laying down rules for the application of Regulation (EC) No 110/2008 of the European Parliament and of the Council on the definition, description, presentation, labelling and the protection of geographical indications of spirit drinks</li> <li>- Commission Regulation (EU) 2016/1067 of 1 July 2016 amending</li> </ul>

	<p>Annex III to Regulation (EC) No 110/2008 of the European Parliament and of the Council on the definition, description, presentation, labelling and the protection of geographical indications of spirit drinks</p> <p>- Law 1/1999 of 17 March 1999 on the Statute of Balearic Island agrifood producers and industrialists</p> <p>- Order of the Regional Minister of Agriculture, Environment and Land of 1 December 2014 approving the technical file for the geographical indication ‘Gin de Mahón’</p>
Description of the requirement(s)	<p>- Law 1/1999 of 17 March 1999 on the Statute of Balearic Island agrifood producers and industrialists regulates aspects concerning inspection, monitoring and penalties.</p> <p>- The Order of the Regional Minister of Agriculture, Environment and Land of 1 December 2014 approving the technical file for the geographical indication ‘Gin de Mahón’ sets out the administrative procedure for managing the register of operators and the production and marketing statistics.</p>

### 1.8. Supplement to the geographical indication

Supplement to the geographical indication	Requirements concerning producers and monitoring
Definition, description or scope of the supplement	<p>A) Requirements</p> <p>a) The Menorca Island Council must keep an up-to-date register of producers of the geographical indication ‘Gin de Mahón’.</p> <p>b) Producers of ‘Gin de Mahón’ must</p>

	<p>notify the Menorca Island Council in writing before starting trading.</p> <p>The notification must include: the company name, the owner, the trading name, the address, the number and capacity of the stills and vats, the machinery and the method of production, and a plan of the facilities.</p> <p>In order to maintain their producer registration, producers must comply with the requirements set out in this technical file.</p> <p>Any change that alters the information provided must be notified to the competent body of the Menorca Island Council.</p> <p>c) Producers of the geographical indication ‘Gin de Mahón’ must keep a system of records that guarantees that the raw materials and the finished and marketed product can be identified, tracked and accounted for. These records must be kept for four years after the product has been placed on the market.</p> <p>d) During the first month of the year, producers of the geographical indication ‘Gin de Mahón’ must submit a declaration concerning ‘Gin de Mahón’ production, sales and stocks to the Menorca Island Council for the previous year using a standard form. They must also submit details of the operators (name, address and product volume) to which the protected product was sent for bottling outside the production area.</p> <p>e) Bottlers located outside the production area must notify the competent authority in their jurisdiction of the start of their ‘Gin de Mahón’ bottling activities.</p> <p><b>B) Monitoring tasks</b></p>
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	<p>Scope of checks</p> <p>1. Chemical testing: a check is carried out to ensure that the operator performs chemical testing in order to verify that the requirements set out in section 3 of this technical file are met.</p> <p>2. Producers: a check is carried out to ensure that producers are able to produce 'Gin de Mahón' in accordance with the conditions set out in the technical file and particularly that:</p> <ul style="list-style-type: none"> <li>- they have a system of records that guarantees that the raw materials and the finished and marketed product can be identified, tracked and accounted for.</li> <li>- during the first month of the year, they submit a declaration concerning production, sales and stocks to the Menorca Island Council for the previous year using a standard form.</li> </ul> <p>3. Products: a random sample is taken to verify that 'Gin de Mahón' complies with the specified analytical characteristics.</p> <p>Methodology for checks and annual inspection</p> <p>1. Systematic checks on the self-monitoring system of operators producing 'Gin de Mahón', with the following objectives:</p> <ul style="list-style-type: none"> <li>- checking that the ethyl alcohol is of agricultural origin.</li> <li>- checking that distillation is carried out in copper stills heated directly over a wood fire.</li> <li>- checking that distillation is carried out with juniper berries (<i>Juniperus communis</i>) with an essential oil content of 7 to 9‰.</li> <li>- checking that product traceability is properly managed.</li> </ul>
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	<p>- checking that testing is carried out in order to verify that the product meets the specifications set out in section 3.</p> <p>- checking that the protected product is to be marketed in glass or ceramic containers.</p> <p>2. Random inspections to:</p> <p>- check batch traceability.</p> <p>- check analytical parameters by taking product samples.</p>
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### 1.9. Specific labelling rules

Title	
Description of the rule	<p>a) The protected product must be marketed in glass or ceramic containers with a maximum capacity of 3 litres.</p> <p>b) The name ‘Gin de Mahón’ must be included on the labelling of ‘Gin de Mahón’ in letters that are at least 3 mm high.</p>

## 2. OTHER INFORMATION

### 2.1. Supporting material

File name:	Expediente técnico Gin de Mahón sin control de cambios vers febrero 2018.pdf
Description:	Technical file for ‘Gin de Mahón’, February 2018 – juniper-flavoured spirit drink
Document type:	Product specification

File name:	ET Gin de Mahón 2014 2017 con control de cambios.pdf
Description:	Amended technical file with track changes (sent on 10 May 2017)
Document type:	Other document

File name:	ESCRITO DE RESPUESTA DE ISLAS BALEARES A OBSERVACIONES DE LA COMISION_GIN MAHON.pdf
Description:	Letter from the Autonomous Community of the Balearic Islands in response to the Commission's observations on the GI 'Gin de Mahón' (April 2017)
Document type:	Other document

File name:	DOCUMENTO EXPLICATIVO DE LAS MODIFICACIONES_GIN MAHON.pdf
Description:	Explanation of the amendments to the technical file for the GI 'Gin de Mahón' (2017)
Document type:	Other document

File name:	ANEXOS comentarios GIN de MAHÓN.pdf
Description:	Documentary evidence of the reputation of the designation 'Gin de Mahón'
Document type:	Other document

File name:	Expediente técnico Gin de Mahón con control de cambios vers febrero 2018.pdf
Description:	Technical file for 'Gin de Mahón' in track changes, February 2018 –



	juniper-flavoured spirit drink
Document type:	Other document

File name:	RESPUESTA IIBB A OBSERVACIONES 2 DE LA COM_FEB 2018.pdf
Description:	Reply by the Balearic Islands to the Commission's second set of observations, February 2018 –  juniper-flavoured spirit drink
Document type:	Other document

File name:	Mapa.doc
Description:	Map showing the location of Menorca
Document type:	Maps of the defined area

## 2.2. Link to the product specification

Link:	
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