3.1.3 Name of the viticultural holding

The use of the name of the viticultural holding in combination with for example: château, quinta, finca, tenuta, Weingut, manor, estate, villa, torre, etc.) in the presentation of wine is subordinated to:

- The wine must come solely from the said holding: grapes harvested and vinified in the holding as such designated;
- The description of the viticultural holding must correspond to the customs of the country and must not create confusion in the mind of the consumer;
- The wine must be entitled to a recognised geographic indication or recognised appellation of origin, and be mentioned as such.

In any case, the use of a name of a viticultural holding shall not be in conflict with other legitimate intellectual property rights like previously registered geographical indications, appellations of origin or trademarks. Member States can establish coexistence mechanisms.