**TECHNICAL FILE**

**GEOGRAPHICAL INDICATION**

**‘GENEPÌ DEL PIEMONTE’**

**1.** **Name of the spirit drink including the geographical indication:** *‘Genepì del Piemonte’*

**Category of the spirit drink including the geographical indication:** Liqueur, génépi plant liqueurs – point 32(c)(ii) of Annex II to Regulation (EC) No 110/2008.

**2. Description of the spirit drink**

***(a) Physical, chemical and/or organoleptic characteristics of the category***

‘Genepì del Piemonte’ must have the following characteristics: minimum alcoholic strength by volume: 30 %; minimum sugar content: 100 grams per litre of product expressed as invert sugar; sucrose or glucose syrup may be used. No colouring agents are added to the product.

‘Genepì del Piemonte’ may contain the following active ingredients extracted from plants: α/β-thujone, β-pinene, 1,8-cineol, borneol, umbellifolide, hydroperoxy-telekine, costunolide, genepolide, eupatiline, in varying ratios depending on the Artemisia species (ecotypes and selections) used.

The colour of the liquor may vary from greenish-yellow to amber yellow. It has an intense and lingering aroma, sometimes with floral notes reminiscent of camomile, broom and yarrow. Its fruity notes are predominantly of citrus and dried fruits. Herbaceous, spicy and roasted notes may also be detected. It has a warm, mellow taste and may be sweet or dry. There are bitter components typical of the plant, and it is full-bodied and lingers in the mouth.

If obtained by suspension the liqueur it is colourless, usually with floral notes of geranium and spicy aniseed notes, and it is less smooth on the palate.

***(b) Specific characteristics of the spirit drink as compared to the relevant category***

‘Genepì del Piemonte’ liqueur is obtained by way of dynamic or static extraction of the active ingredients of plants belonging to the species *Artemisia genipi* Weber, *A. mutellina* Vill., *A. glacialis* L., *A. nivalis* Br.-Bl. and *A. petrosa* Jan. The *Artemisia* species are generally wild plants gathered where they grow, with the exception of *A. mutellina* which is suited for cultivation. Selection has been carried out, and studies conducted by the University of Turin have shown that the ecotypes (plants) linked to the Piedmont region (see point (c) of the technical file) are chemically and morphologically distinct from plants from other areas. In particular, plants growing in the Piedmont have been found to have a different and distinct chemical profile due to a high content of aromatic compounds, essential oils and bitter components. This gives ‘Genepì del Piemonte’ liqueur a characteristic sensory profile that makes it stand out from other spirit drinks in this category. Following the infusion or suspension of the Piedmont ecotypes in a water-alcohol solution, a liqueur is obtained which has unique characteristics in terms of aroma and a full, complex and particularly intense bouquet, combined with a bitter taste that contributes to the overall balance of the product.

Growing on land with favourable climatic conditions, surrounded by the Piedmont Alps, the plant also benefits from sea air which gives it a particular quality.

The mugwort used in the preparation of ‘Genepì del Piemonte’ must come from collected wild plants and/or plants grown in the municipalities listed in point (c).

***(c) Geographical area concerned***

The optimum growing altitude has been identified as more than 1 500 metres above sea level on south-facing slopes, given that the plants do not easily adapt to the high temperatures of lower altitudes. Lower altitudes, albeit never below 1 400 m above sea level, are accepted where this is justified by particularly good exposure and the proven quality of the product obtained.

The plants can be grown within the borders of the following municipalities in the provinces of Alessandria, Biella, Cuneo, Torino, Verbano-Cusio-Ossola and Vercelli:

Province of Alessandria: Albera Ligure, Cabella Ligure, Cantalupo Ligure, Carrega Ligure, Fabbrica Curone, Montacuto.

Province of Biella: Ailoche, Andorno Micca, Biella, Bioglio, Callabiana, Camandona, Campiglia Cervo, Caprile, Coggiola, Crevacuore, Donato, Graglia, Mosso Santa Maria, Muzzano, Netro, Occhieppo Superiore, Pettinengo, Piatto, Piedicavallo, Pistolesa, Pollone, Portula, Quittengo, Rosazza, Sagliano Micca, San Paolo Cervo, Selve Marcone, Sordevolo, Tavigliano, Trivero, Vallanzengo, Valle Mosso, Valle San Nicolao, Veglio.

Province of Cuneo: Acceglio, Aisone, Alto, Argentera, Bagnolo Piemonte, Barge, Bellino, Boves, Briga Alta, Brossasco, Busca, Canosio, Caprauna, Cartignano, Casteldelfino, Castelmagno, Celle di Macra, Chiusa di Pesio, Crissolo, Demonte, Dronero, Elva, Entracque, Frabosa Soprana, Frabosa Sottana, Frassino, Gambasca, Garessio, Limone Piemonte, Macra, Magliano Alpi, Marmora, Martiniana Po, Melle, Moiola, Montaldo di Mondovi, Monterosso Grana, Oncino, Ormea, Ostana, Paesana, Pamparato, Peveragno, Pietraporzio, Pontechianale, Pradleves, Prazzo, Priola, Rittana, Roaschia, Robilante, Roburent, Roccabruna, Roccaforte Mondovi, Roccavione, Sambuco, Sampeyre, San Damiano Macra, Sanfront, Stroppo, Valdieri, Valgrana, Valloriate, Valmala, Vernante, Villar San Costanzo, Vinadio, Viola.

Province of Torino: Ala di Stura, Alice Superiore, Almese, Alpette, Andrate, Angrogna, Balme, Bardonecchia, Bobbio Pellice, Borgiallo, Brosso, Bruzolo, Bussoleno, Canischio, Cantoira, Caprie, Carema, Castellamonte, Castelnuovo Nigra, Ceres, Ceresole Reale, Cesana Torinese, Chialamberto, Chianocco, Chiomonte, Cintano, Claviere, Coassolo Torinese, Coazze, Colleretto Castelnuovo, Condove, Corio, Cumiana, Cuorgne, Exilles, Fenestrelle, Fiano, Forno Canavese, Frassinetto, Frossasco, Giaglione, Giaveno, Gravere, Groscavallo, Ingria, Inverso Pinasca, Lemie, Locana, Lugnacco, Massello, Mattie, Meana di Susa, Meugliano, Mezzenile, Mompantero, Monastero di Lanzo, Moncenisio, Noasca, Nomaglio, Novalesa, Oulx, Perosa Argentina, Perrero, Pinasca, Pomaretto, Pont Canavese, Pragelato, Prali, Pramollo, Pratiglione, Quincinetto, Ribordone, Ronco Canadese, Rora, Roreto Chisone, Rubiana, Ruglio, Salbertrand, Salza di Pinerolo, San Colombano Belmonte, San Germano Chisone, San Giorio di Susa, Sant Antonino di Susa, Sauze di Cesana, Sauze d’Oulx, Sestriere, Settimo Vittone, Sparone, Tavagnasco, Torre Pellice, Trausella, Traversella, Traves, Usseaux, Usseglio, Vaie, Val della Torre, Vallo Torinese, Valprato Soana, Varisella, Venaus, Vico Canavese, Villar Dora, Villar Focchiardo, Villar Pellice, Vistrorio, Viu.

Province of Verbano-Cusio-Ossola: Antrona Schieranco, Anzola D Ossola, Aurano, Baceno, Bannio Anzino, Beura Cardezza, Bognanco, Calasca Castiglione, Cannobio, Caprezzo, Casale Corte Cerro, Cavaglio Spoccia, Ceppo Morelli, Cossogno, Craveggia, Crevoladossola, Crodo, Cursolo Orasso, Domodossola, Druogno, Falmenta, Formazza, Gurro, Intragna, Loreglia, Macugnaga, Malesco, Masera, Massiola, Mergozzo, Miazzina, Montecrestese, Montescheno, Oggebbio, Omegna, Ornavasso, Pallanzeno, Piedimulera, Pieve Vergonte, Premia, Premosello Chiovenda, Quarna Sopra, Quarna Sotto, Re, San Bernardino Verbano, Santa Maria Maggiore, Seppiana, Stresa, Toceno, Trarego Viggiona, Trasquera, Trontano, Valstrona, Vanzone Con San Carlo, Varzo, Viganella, Villadossola, Villette, Vigogna.

Province of Vercelli: Alagna Valsesia, Balmuccia, Boccioleto, Borgosesia, Campertogno, Carcoforo, Cervatto, Cravagliana, Fobello, Guardabosone, Mollia, Pila, Piode, Postua, Quarona, Rassa, Rima San Giuseppe, Rimasco, Rimella, Riva Valdobbia, Rossa, Sabbia, Scopa, Scopello, Varallo, Vocca.

Wild plants must be collected in compliance with the relevant provisions of regional legislation and with certification methods that guarantee their origin. ‘Genepì del Piemonte’ liqueur must be produced in municipalities located in the Region of Piemonte in Italy.

***(d) Method for obtaining the spirit drink***

When the liqueur is obtained by infusion, it is prepared from dried *Artemisia* plants placed in containers made of stainless steel filled with a water-alcohol solution of an alcoholic strength varying between 70 and 90 °C, and, in the case of static extraction, left to infuse for a period varying between 30 and 60 days. Only ethyl alcohol of agricultural origin may be used.

The time of infusion is shorter if ‘dynamic’ extractors fitted with oscillating cylinders are used. The minimum quantity of dried plants is 7 g per litre of finished liqueur. Dried plants means dehydrated plants that have lost most of their water.

After the extraction cycle the infusion is pressed and, in some cases following a period of ageing, a water and sugar mixture is added to complete the preparation of the liqueur.

Part of the infusion may be distilled in steam stills and the distillate added when preparing the liqueur.

If necessary the alcoholic strength may be adjusted by adding ethyl alcohol of agricultural origin. Flavouring preparations made from other aromatic plants may be added during the production of ‘Genepì del Piemonte’ in accordance with Article 3(2)(d) of Regulation (EC) No 1334/2008. In any case the quantity of aromatic plants used to make the flavouring preparation may not exceed 10 % of the total quantity of *Artemisia* used. The following aromatic plants may be used: musk milfoil (Achillea moscata), angelica, common mugwort (A. vulgaris), basil, sweet flag, cinnamon, clove, juniper, hyssop, lavender, clover, mint, lemon balm, St John’s wort, oregano, white nettle, Scots pine, rosemary, savory, sage, thyme, elder, wild thyme, verbena and vetch.

At the end of the process the mugwort liqueur is left to stand to allow the natural sedimentation of its insoluble parts, which are then filtered out to obtain a a transparent or clear product.

When the liqueur is obtained by ‘suspension’, it is prepared using dried plants placed on special grills suspended over a water-alcohol solution, in hermetically sealed containers where the head space, saturated with alcohol, extracts the most volatile components from the plants. This process takes about 90 days. After suspension, the liqueur is produced by the method described above using the extractive mixture; the final liqueur obtained is colourless. The finished product, whether obtained by infusion or suspension, may be bottled and placed on the market immediately. It may be left to age, prior to bottling or in the bottle, for a minimum period of two months.

***(e) Details bearing out the link with the geographical environment or the geographical origin***

**History**

‘Genepì del Piemonte’ liqueur is traditionally linked to the Alpine environment, where *Artemisia* plants grow naturally at an altitude of more than 2 000 metres in glacial moraines between rocks, in soil that is poor in organic matter. The plant has historically been used in the Western Alps, in particular in the area known as ‘Occitania’, as a common treatment for many inflammatory and digestive ailments. It has also always been considered effective in treating respiratory ailments thanks to its expectorant and decongestant properties, and has been used since the Middle Ages to cure colds (CNAC, 1995; DELAHAYE, 2008). The mugwort plant has historically been used to produce liqueur, as part of a strong family tradition passed on over centuries. The Alpine region is home to a liqueur-making tradition dating back to the eighteenth century. Evidence of this can be seen in the production by monks at the Grande Chartreuse, in the massif of the same name, of a range of herbal liqueurs made according to secret recipes since 1760.

In the second half of the 18th century, in Fenestrelle, Stefano Pin, a royal notary, first introduced distillation and the still to the Occitan valleys of Piedmont. Due to the Napoleonic occupation of Piedmont, his son Stefano Giuseppe did not choose a career as a notary like his father, but made use of his experiments and studies to start producing mugwort liqueur by distilling plants gathered in the mountains between Fenestrelle and Colle Sestriere. In a recipe book dated 1823, he described in detail the systems and methods used in the production. The first distillery was founded in 1823 in Fenestrelle.

In the following decades, factories began to appear that produced a liqueur from the plant using the traditional method of infusion, known and used since time immemorial by people living in the upper valleys of Piedmont. A wealth of recipes, studies, publications and historical labels preserved by old distilleries still present in the Piedmont Region testify to this development.

By the mid 20th century the number of liqueur factories had increased significantly, and to meet the growing demand for raw material mugwort cultivation got under way from the 1960s. Cultivating mugwort, which grows only at high altitudes, is challenging but helps preserve the plant’s botanical and chemical properties, confirming its strong link with its natural environment, the western Alps.

Cultivation studies were conducted from the 1970s onwards. A specific protection and promotion campaign in support of mugwort cultivation was initiated in Piedmont in 2000. In 2003 the provinces of Torino and Cuneo launched a number of projects aimed at developing mugwort cultivation, with the objective of determining the optimal cultivation techniques and assessing the scope for expansion. In 2006 the Piedmont Region’s Department for Agricultural Development Services promoted and financed a project under regional supervision entitled ‘Mugwort: development of innovative techniques to support the cultivation and processing of mugwort in Piedmont’, which is the source of most of the information contained in this file.

‘Genepì del Piemonte’ liqueur therefore retains very strong cultural ties with the Alpine environment, thanks to centuries-old family traditions and the liqueur-makers’ skill in making a product that preserves and reflects the characteristics of the mugwort plant. It is a product of mountain farming and of local activity in the area where the factories are located.

**Cultivation**

There are five species of plants popularly known as mugwort and belonging to the genus *Artemisia* L. in the *Asteraceae* family: *Artemisia genipi o* (syn.: *A. spicata*) (black mugwort), *Artemisia mutellina* (syn: *A. umbelliformis*; A. *laxa*) (white mugwort), *Artemisia glacialis* (alpine mugwort), *Artemisia nivalis* (snow mugwort) and *Artemisia eriantha* (syn: *A. petrosa*) (rock mugwort).

*Artemisia mutellina* Vill. is the species best suited to cultivation, which takes place at altitudes of more than than 1 500 m above sea level on south-facing slopes and in low-fertility soils without stagnant water. The plant grows naturally in glacial moraines, scree slopes and high-altitude rough pasture and therefore requires land that is poor in organic matter and rich in stones.

Any irrigation must be exceptional and not aimed at increasing production. Mulching is permitted.

Only products permitted under Regulation (EC) No 2092/91 on organic production, as amended, may be used for fertilisation and any pest management.

Synthetic products may be used to fight any diseases that put the entire crop at risk, but only if they are registered for use on mugwort or at least on medicinal plants. A certificate stating that the plant is residue-free must be attached to the sales document.

**Ecotypes**

There are a number of varieties of cultivated *A. mutellina*, subdivided into two groups which are morphologically and chemically distinct: Occitan and Swiss.

Based on current knowledge the Occitan group includes the local ecotypes Elva, Val Chisone, Valle Gesso and Gran Paradiso (named after their place of origin), whereas the Swiss group includes the selections RAC 12 and RAC 16 selected by the Changin research station in Switzerland for their low thujone content.



Overview of mugwort species, with *A. mutellina* ecotypes and selections

***(f) Requirements laid down by Community and/or national and/or regional provisions***

‘Genepì del Piemonte’ must be produced in compliance with 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.

Maximum content of thujone (α and β): 35 mg/kg in accordance with part B of Annex III to Regulation (EC) No 1334/2008

‘Genepì del Piemonte’ liqueur must be placed on the market in the following manner:

– the liqueur must be sold in glass containers that are colourless or allow the natural colour of the product to be seen, in the permitted volume ranges laid down by Legislative Decree No 12 of 25 January 2010 transposing Directive 2007/45/EC of 5 December 2007;

– the information required by Legislative Decree No 109 of 27 January 1992 and Regulation (EU) No 1169/2011 of 25 October 2011 must appear on the packaging or labels.

It must in any case include the name, company name and address of the packager or producer.

***(g) Name and address of applicant:***

Associazione per la Tutela e la Valorizzazione del Genepì, also known as ‘Associazione per il Genepì’, Via Val Maira 19, IT-12025 Dronero. Website: [www.genepy.it](http://www.genepy.it/)