



EUIPO warns against counterfeit food and beverages

The European Union Intellectual Property Office (EUIPO) is highlighting the problem of counterfeit food and beverages in the EU. EUIPO's #WhatsOnYourTableEU campaign, launched in all 27 EU Member States, aims to raise awareness and protect consumers.

Counterfeit products are often associated with luxury goods or the clothing and fashion sector. However, foodstuffs – particularly cookies, pasta, crisps and sweets – were the second most seized category of products at the EU's external borders in 2020. Counterfeits of wines and spirits are also common. They are estimated to cause annual losses in sales of EUR 2,289 million and nearly 5,700 jobs in the EU. In Finland, the situation is good so far compared to other EU Member States. Still, the annual losses in sales in the sector amount to EUR 10 million in Finland.

Fraudulent food products and beverages have been found to contain dangerous substances such as methanol, mercury, and toxic insecticides. Counterfeiting in the food and drink sector poses significant risks to the health of consumers, while harming Europe's economies as well as its culinary heritage.

The Executive Director of the EUIPO, João Negrão, said:

“Counterfeit food and beverages are a major public health concern. Our campaign aims to equip consumers with the knowledge to protect themselves while supporting legitimate businesses that uphold EU quality standards. This is a battle we must fight together: authorities, producers and consumers alike.

EUIPO has released an anti-counterfeiting and anti-piracy technology guide for businesses and business owners

<http://www.euipo.europa.eu/en/news/protect-your-business-with-euipo-s-anti-counterfeiting-and-anti-piracy-technology-guide>

Further information

EUIPO press release in all official EU languages:

<http://www.euipo.europa.eu/en/news-and-events/euipo-for-journalists/press-releases>

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Our office is an International Searching Authority (ISA) and International Preliminary Examining Authority (IPEA) for international PCT patent applications.

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