

‘What's on your table?’ EUIPO calls out counterfeit food and beverages in the EU

Annual lost sales from counterfeit wine and spirits (millions EUR)

EU & 27 Member States, avg. 2013-2017

	Lost Sales (million €)	Ratio Lost Sales (%)
AT	28	6.0%
BE	64	6.2%
BG	41	11.7%
CY	8	9.6%
CZ	43	7.3%
DE	279	4.3%
DK	23	4.6%
EE	7	6.9%
EL	49	9.8%
ES	380	7.1%
FI	10	2.3%
FR	316	5.1%
HR	10	7.1%
HU	39	7.3%
IE	40	4.6%
IT	302	4.4%
LT	18	17.7%
LU	9	6.6%
LV	12	15.8%
MT	2	4.9%
NL	57	4.3%
PL	161	6.0%
PT	33	3.2%
RO	29	7.1%
SE	30	3.9%
SI	7	6.6%
SK	18	7.4%
EU27*	2,015	5.40%

**Data also available for UK (€274 million - 4.6%), corresponding to a total for the EU28 of € 2.29 billion and 5.3%)*

Top 10 EU countries most affected by counterfeit wine and spirits – Total lost sales

Country	million EUR
SPAIN	€ 380
FRANCE	€ 316
ITALY	€ 302
GERMANY	€ 279
POLAND	€ 161
BELGIUM	€ 64
NETHERLANDS	€ 57
GREECE	€ 49
CZECHIA	€ 43
BULGARIA	€ 41

Top 10 EU countries most affected by counterfeit wine and spirits – Ratio of lost sales

Country	Ratio Lost Sales (%)
LITHUANIA	17.69%
LATVIA	15.78%
BULGARIA	11.72%
SLOVAKIA	7.40%
HUNGARY	7.32%
CZECHIA	7.27%
GREECE	7.12%
CROATIA	7.10%
ROMANIA	7.06%



Annual lost jobs from counterfeit wine and spirits

EU & 27 Member States, avg. 2013-2017

	Lost Jobs	Ratio Lost Jobs (%)
AT	49	3.2%
BE	20	5.5%
BG	403	6.6%
CY	16	6.1%
CZ*		
DE	311	3.1%
DK	10	8.8%
EE	26	6.7%
EL	207	5.3%
ES	1,126	3.9%
FI	19	2.6%
FR	1,193	3.0%
HR	155	4.5%
HU	271	4.2%
IE*		
IT	648	2.7%
LT	65	12.6%
LU*		
LV	74	10.0%
MT*		
NL	33	4.8%
PL	158	3.5%
PT	214	2.2%
RO	220	4.2%
SE*		
SI	19	4.0%
SK	79	4.4%
EU27*	5,316	3.5%

*No data available.

**Data also available for UK (365 – 3.3%),
corresponding to a total for the EU28 of 5,681 – 3.5%)



Operation OPSON XIII (2024)

An initiative targeting counterfeit and substandard food and drinks. Coordinated by **Europol** and **Interpol** in collaboration with law enforcement authorities in 29 countries in Europe as well as food and beverage producers.

Results of the operation:

Fake goods valued at EUR 91 million were taken off the market



22 000 tonnes of food



850 000 litres of (mostly alcoholic) beverages

Olive oil and wines featuring a protected designation of origin (PDO) were the most affected types of products

The operation led to the dismantlement of **11 criminal networks and 278 people** reported in connection with the counterfeits

Other notable enforcement successes

Recent enforcement actions highlight authorities' commitment to combating counterfeit food:

- Spanish authorities uncovered over 50,000 kg of counterfeit **“pata negra” ham** stored in unsanitary warehouses during Operation BEP-OP.
- With the support of Europol and Eurojust, Italian authorities [dismantled](#) a sophisticated **wine counterfeiting network** selling fake bottles of prestigious labels for up to € 15,000 each.
- The Spanish Guardia Civil, in collaboration with the Italian Carabinieri and Europol, seized about 120 000 **cans of tuna** as well as 45 000 litres of **oil** in La Rioja (Logroño) as part of the latest OPSON operation.
- A 2019 joint operation between Italian and German authorities led to the seizure of 150,000 litres of fake extra virgin **olive oil** worth € 8 million. The counterfeit oil, produced in unsanitary conditions, was altered with low-quality sunflower oil mixed with chlorophyll, beta-carotene, and soya oil to mimic extra virgin olive oil.



Consumers tips

The EUIPO's campaign 'What's on your table?' provides practical advice for consumers:

- Buy from official retailers and distribution channels and brand websites. Be cautious when buying online
- Look for official EU GI labels (PDO, PGI, TSG) to ensure authenticity
- Verify the product labelling and its origin. Check for the presence of certification logos (CE, NF, etc.)
- Carefully examine the packaging and the product itself. Counterfeits often have finishing flaws or spelling mistakes
- Be wary of unusually low prices. As the saying goes, "if it's too good to be true, it probably is"
- Use the authentication tools provided by some brands (QR codes, holograms, etc.)
- If in doubt, don't hesitate to contact the brand directly to verify the product's authenticity
- Other useful resources: [EUIPO's anti-counterfeiting and anti-piracy technology guide](#)



About geographical indications

Geographical indications (GIs) protect the names of products that originate from specific regions and possess qualities or characteristics essentially due to that geographical environment.

The EU's system of GIs includes labels of:





























- Protected Designation of Origin (PDO)
- Protected Geographical Indication (PGI)
- Traditional Speciality Guaranteed (TSG)



These certifications preserve Europe's rich culinary heritage and provide consumers with **assurance of authenticity and quality**. Currently, the European Union has **over 3,400 products** registered as geographical indications.

Breakdown of Geols originating from Member States

EU & 27 Member States, source: *Glview* <https://www.tmdn.org/giview/>

 AT	57
 BE	39
 BG	72
 CY	26
 CZ	43
 DE	179
 DK	13
 EE	2
 EL	282
 ES	388
 FI	13
 FR	771
 HR	74
 HU	87
 IE	13
 IT	888
 LT	15
 LU	3
 LV	5
 MT	4
 NL	39
 PL	38
 PT	206
 RO	75
 SE	25
 SI	46
 SK	27
 EU27	3,430