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What's in a Name? The French Champagne Industry and the Battle for AOC

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Poster Presentation P6

**WHAT'S IN A NAME? THE FRENCH CHAMPAGNE INDUSTRY
AND THE BATTLE FOR AOC**

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Champagne is considered a symbol of luxury and celebration, but it is also regarded as distinctly French. While there are non-French champagnes, the most well known and widely recognized are French. This recognition can be attributed to the government's establishment of *Appellation d'origine contrôlée* (AOC) (controlled designation of origin). The conflictual past of the French champagne industry ultimately influenced the government to support AOC, which proclaimed the Champagne region as the only supplier and producer of champagne in France, and later in the European Union. This presentation will look at how the champagne industry's complex past led to it becoming known around the world as "French," and why this was and still remains economically significant to this country.