Official Journal
of the European Union

EN
L series

2026/725

25.3.2026

COMMISSION IMPLEMENTING REGULATION (EU) 2026/725

of 24 March 2026

entering a name in the register of protected designations of origin and protected geographical indications ('Kayseri Pastırması' (PGI))

THE EUROPEAN COMMISSION,

Having regard to the Treaty on the Functioning of the European Union,

Having regard to Regulation (EU) No 1151/2012 of the European Parliament and of the Council of 21 November 2012 on quality schemes for agricultural products and foodstuffs ([1]), and in particular Article 52(3), point (b), thereof,

Whereas:

(1) In accordance with Article 90(1) and (2) of Regulation (EU) 2024/1143 of the European Parliament and of the Council ([2]), which repealed Regulation (EU) No 1151/2012, the latter remains applicable to applications for registration of geographical indications for agricultural products and foodstuffs received by the Commission and published in the *Official Journal of the European Union* before 13 May 2024.

(2) On 5 April 2023 the Commission received an application from Türkiye ('the applicant') to register the name 'Kayseri Pastırması' as Protected Geographical Indication (PGI).

(3) Pursuant to Article 50(1) of Regulation (EU) No 1151/2012, the Commission has examined the application from Türkiye to register the name 'Kayseri Pastırması' as PGI.

(4) On 9 February 2024 the Commission published the application to register the name 'Kayseri Pastırması' as PGI in the *Official Journal of the European Union* ([3]) as required by Article 50(2), point (a), of Regulation (EU) No 1151/2012.

(5) On 16 April 2024 the Commission received a reasoned statement of opposition from Bulgaria ('the opponent'). After examining the reasoned statement of opposition and finding it admissible, in accordance with Article 51(3) of Regulation (EU) No 1151/2012, the Commission invited Türkiye and Bulgaria, by letter of 11 June 2024, to engage in appropriate consultations with a view to reaching an agreement. On 30 August 2024, at the request of Türkiye, the Commission extended the deadline for consultations by an additional three months.

(6) On 11 January 2025, at the end of the consultations between Türkiye and Bulgaria, the applicant notified the Commission of the result of the consultations, indicating that an agreement with the opponent was not reached. The applicant included all the information exchanged and explained its position indicating that the names 'Кайсер пастърма' / 'Кайзер пастърма' and 'Кайсерована пастърма' / 'Кайзерована пастърма' ('Kaiser pastarma' / 'Kaizer pastarma' and 'Kaiserovana pastarma'/ 'Kaizerovana pastarma') can continue to be used without there being an infringement of the protection of the registered name. On 26 August 2025 the opponent notified the Commission that it considers that the two names can coexist.

(7) In the absence of an agreement the Commission is to adopt an implementing act deciding on the registration in accordance with Article 52(3), point (b), of Regulation (EU) No 1151/2012, considering the results of these consultations.

(8) 'Kayseri Pastırması' is a beef pastrami that is produced in the Kayseri province in Türkiye. The link between 'Kayseri Pastırması' and the geographical area is based on the reputation the product enjoys owing to producers' know-how in selecting and preparing the ingredients and in the various stages of the production process that account for the distinctive taste and aroma of the product.

([1]) OJ L 343, 14.12.2012, p. 1, ELI: http://data.europa.eu/eli/reg/2012/1151/oj.

([2]) Regulation (EU) 2024/1143 of the European Parliament and of the Council of 11 April 2024 on geographical indications for wine, spirit drinks and agricultural products, as well as traditional specialities guaranteed and optional quality terms for agricultural products, amending Regulations (EU) No 1308/2013, (EU) 2019/787 and (EU) 2019/1753 and repealing Regulation (EU) No 1151/2012 (OJ L, 2024/1143, 23.4.2024, ELI: http://data.europa.eu/eli/reg/2024/1143/oj).

([3]) OJ C, C/2024/1464, 9.2.2024, ELI: http://data.europa.eu/eli/C/2024/1464/oj.

(9) The arguments of Bulgaria as set out in its reasoned statement of opposition and in the consultations carried out with Türkiye can be summarised as follows.

(10) Bulgaria claimed that the registration of the name 'Kayseri Pastırması' would jeopardise the existence of a product called 'Кайсер пастърма' / 'Кайзер пастърма' and 'Кайсерована пастърма' / 'Кайзерована пастърма' ('Kaiser pastarma' / 'Kaizer pastarma' and 'Kaiserovana pastarma' / 'Kaizerovana pastarma'), that is a type of pastrami produced in Bulgaria. Bulgaria referred to Article 10(1), point (c), of Regulation (EU) No 1151/2012, which stipulates that a reasoned statement of opposition shall be admissible if it shows that the registration of the name proposed would jeopardise the existence of an entirely or partly identical name or of a trade mark or the existence of products which have been legally on the market for at least five years.

(11) In this context, Bulgaria in its opposition argued that the names used in Bulgaria are similar to the one submitted for registration by Türkiye. Nevertheless, Bulgaria did not question the right to register 'Kayseri Pastırması' but aimed to protect the rights of producers of 'Кайсер пастърма' / 'Кайзер пастърма' and 'Кайсерована пастърма' / 'Кайзерована пастърма' ('Kaiser pastarma' / 'Kaizer pastarma' and 'Kaiserovana pastarma' / 'Kaizerovana pastarma'), a product that enjoys a long-standing tradition of production in Bulgaria. In this context, Bulgaria pointed out the differences between the Bulgarian and Turkish products, in terms of ingredients, production technology, organoleptic characteristics and market position.

(12) In addition, Bulgaria indicated that the production method and the raw materials used in the production of the Bulgarian product named 'Пастърма говежда' ('Pastarma govezhda'), included in the Register of Traditional Specialities Guaranteed, resembles that of 'Kayseri Pastırması'.

(13) Bulgaria also argued that a product called 'Kayseri Pastırması' is produced in several Member States, mainly in Germany, Belgium and France, and the registration as a PGI of 'Kayseri Pastırması' could consequently affect the production of products called 'Kayseri Pastırması' in these countries.

(14) Türkiye pointed out the differences in the meaning of the names, highlighting in particular that the Turkish name is associated with geographical origin, whereas the Bulgarian names refer to the production method. Türkiye highlighted that the ingredients used, and the production method differ, and that 'Kayseri Pastırması' has been sold on the EU market for a long time and the products have existed together for many years. The applicant concluded that the names in question can continue to co-exist on the market.

(15) The Commission has assessed the arguments which Bulgaria provided in its reasoned statement of opposition in light of the provisions of Regulation (EU) No 1151/2012, taking into account the information it received regarding the consultations between the applicant and the opponent, and has reached the following conclusions.

(16) As regards the first point raised by Bulgaria, in accordance with Article 15(1) of Regulation (EU) No 1151/2012, 'the Commission may adopt implementing acts granting a transitional period of up to five years to enable products originating in a Member State or a third country the designation of which consists of or contains a name that contravenes Article 13(1) to continue to use the designation under which it was marketed on condition that an admissible statement of opposition under Article 49(3) or Article 51 shows that:(a) the registration of the name would jeopardise the existence of an entirely or partly identical name (…)'.

(17) In this case, after the consultations with Türkiye, while not formally withdrawing its opposition, Bulgaria indicated that, in its opinion, the two names could coexist. Bulgaria also informed the Commission that it considered that a transitional period would not be appropriate. Türkiye also expressed the view that the two names can coexist. As Bulgaria did not show that the registration would jeopardise the existence of the Bulgarian name, and without prejudice to the assessment of compliance of the Bulgarian name with Article 13(1) of Regulation (EU) No 1151/2012, the Commission considers that a transitional period should not be granted.

(18) As regards the reference made by Bulgaria to 'Пастърма говежда' ('Pastarma govezhda') a Traditional Speciality Guaranteed (TSG) shares a similar production method and raw material as 'Kayseri Pastırması', it should be noted that Bulgaria did not provide any legal argumentation or reasoning in this regard. For the sake of clarity, it should be

recalled that the Commission, at the time of registering 'Пастърма говежда' as a TSG, considered that 'Kayseri Pastırması' and other meat products named 'pastarma' or 'pastirma', or other similar names, are produced using production methods that are different from the one included in the product specification of 'Пастърма говежда' ('Pastarma govezhda') ([4]).

(19) As regards the use of the name 'Kayseri Pastırması' designating products produced in other European countries, as submitted by Bulgaria in its reasoned statement of opposition, it should be noted that the Commission did not receive reasoned statements of opposition related to the use of 'Kayseri Pastırması' from those countries.

(20) Accordingly, the name 'Kayseri Pastırması' should be entered in the register of protected designations of origin and protected geographical indications.

(21) The measures provided for in this Implementing Regulation are in accordance with the opinion of the Quality Policy Committee for agricultural products, wine and spirit drinks,

HAS ADOPTED THIS REGULATION:

Article 1

The name 'Kayseri Pastırması' (PGI) is hereby entered in the Union register of geographical indications referred to in Article 22 of Regulation (EU) 2024/1143.

Article 2

This Regulation shall enter into force on the twentieth day following that of its publication in the *Official Journal of the European Union*.

This Regulation shall be binding in its entirety and directly applicable in all Member States.

Done at Brussels, 24 March 2026.

For the Commission
The President
Ursula VON DER LEYEN

([4]) Commission Implementing Regulation (EU) 2017/1106 of 21 June 2017 entering a name in the register of traditional specialities guaranteed (Пастърма говежда (Pastarma govezhda) (TSG)) (OJ L 160, 22.6.2017, p. 27, ELI: http://data.europa.eu/eli/reg_impl/2017/1106/oj).