C/2026/5131

2.10.2026

**Publication of an application for registration of a geographical indication pursuant to Article 15(4) of Regulation (EU) 2024/1143 of the European Parliament and of the Council**

(C/2026/5131)

Within three months from the date of this publication, the authorities of a Member State or of a third country, or a natural or legal person having a legitimate interest and established or resident in a third country, may lodge, in accordance with Article 17 of Regulation (EU) 2024/1143 of the European Parliament and of the Council [1] an opposition with the Commission.

SINGLE DOCUMENT

**Designations of origin and geographical indications of agricultural products**

**'Bere Sadu'**

**EU No: PGI-RO-03386 – 24.12.2024**

1. **Name(s) of PGI**

'Bere Sadu'

2. **Geographical indication type**

PDO ☐ PGI ☒

3. **Country to which the defined geographical area belongs**

Romania

4. **Description of the agricultural product**

4.1. *Classification of the agricultural product in accordance with the Combined Nomenclature heading and code, as referred to in Article 6(1) of Regulation (EU) 2024/1143*

22 – BEVERAGES, SPIRITS AND VINEGAR

2203 – beer made from malt

4.2. *Description of the agricultural product to which the registered name applies*

'Bere Sadu' is a lager beer produced by alcoholic fermentation of the malt wort, made from water, barley malt, hops and brewer's yeast.

The alcohol comes exclusively from the natural fermentation of the malt wort, without the addition of alcohol or other fermentable products at the end of fermentation. The beer is produced in two varieties: *traditional blonde beer and brown beer.*

'Bere Sadu' is an unpasteurised and unfiltered beer, characterised by controlled fermentation and maturation, allowing the fine yeasts resulting from the natural production process to be retained.

The product has a balanced sensory profile specific to traditional lager beers, with a balance between malt and hop aromas, moderate bitterness, a fresh smell and natural carbonation resulting from the fermentation and maturation process and the presence of fine yeasts in suspension, giving the product a slightly opalescent appearance and a fresh taste, traditionally associated with the beer produced in this locality.

[1] 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).

4.2.1. 'Bere Sadu' – *traditional blonde beer* variety – is an unpasteurised and unfiltered beer, with the following properties:

Organoleptic characteristics:

— Colour: bright golden-yellow, with a slight pearlescent sheen in the glass

— Aroma: light, fresh and fruity

— Taste: light, of malt and hops, moderately bitter, balanced malt flavour, slightly sweet

— Foam: dense and creamy, very light in colour

Physico-chemical characteristics:

— Original gravity: 11,0-12,5 °P

— Alcoholic strength: 4,5-5,2 % vol.

— Colour: 7-14 EBC

— Bitterness: 20-26 IBU

4.2.2. 'Bere Sadu' – *brown beer variety* – is an unpasteurised and unfiltered beer, with the following properties:

Organoleptic characteristics:

— Colour: copper-brown, almost chestnut-coloured in the glass

— Aroma: caramel, with a faint aroma of malt, fruity

— Taste: concentrated, of roasted malt, slightly sweet, medium pungent with an intense hop flavour, average bitterness

— Foam: thick with small bubbles, cream in colour

Physico-chemical characteristics:

— Original gravity: 11,0-12,5 °P

— Alcoholic strength: 4,5-5,2 % vol.

— Colour: 22-30 EBC

— Bitterness: 22-28 IBU

4.3. *Derogations on sourcing of feed (for products of animal origin designated by a Protected Designation of Origin only) and restrictions on sourcing of raw materials (for processed products designated by a Protected Geographical Indication only)*

The raw materials used to make 'Bere Sadu' are: water: barley malt; hops; brewer's yeast.

The element traditionally associated with beer production in the town of Sadu is the water. The water used to produce 'Bere Sadu' comes exclusively from the defined geographical area, extracted from mountain springs located in the administrative territory of the municipality of Sadu, Sibiu County, belonging to the Sadu river basin.

The availability of water resources in the mountainous area of the Sadu Valley has historically favoured the development of brewing in the town. This industrial tradition has helped associate the name 'Bere Sadu' with the town of Sadu in the public's mind.

The water used in the production of 'Bere Sadu' is 'soft', with a low mineral content and characteristics suitable for brewing; this has favoured the location of brewing activities in the town of Sadu since the beginning of the 20th century, as mentioned in historical and documentary sources relating to the development of the local industry.

During the manufacturing process it is not permitted to intentionally alter the water's mineral composition in order to artificially reproduce the characteristics of the water from the defined geographical area.

The malt, hops and yeast used comply with current brewing practices and may come from outside the defined geographical area.

The water supply used in the brewing process comes from a spring upstream of Sadu, Sibiu County.

The source is not exclusively owned by the Association for the Promotion of Sadu Beer, but is publicly accessible to any interested parties who need a water supply, including possible future producers who could benefit from the geographical indication, providing they comply with the product specification.

4.4. *Specific steps in production that must take place in the identified geographical area*

All the essential steps in the production process of 'Bere Sadu', for the traditional blonde beer and brown beer varieties, take place in the defined geographical area and include:

— sorting and weighing the different types of malt and hops;

— crushing the malt mixture;

— brewing;

— mashing;

— filtering and washing the mash;

— boiling the malt wort, adding the hops;

— cooling the wort;

— adding the yeast;

— alcoholic fermentation at lager-specific temperatures, followed by maturation of the beer.

Carrying out these steps in the defined geographical area ensures the maintenance of local production practices and the continuity of the brewing tradition associated with the town of Sadu.

4.5. *Specific rules concerning packaging, slicing, grating etc. of the agricultural product the registered name refers to*

The traditional blonde beer or brown beer varieties of 'Bere Sadu' are marketed in brown or green glass (0,5 l) containers and in oak-veneered stainless steel (5 l, 10 l, 30 l, 50 l) barrels suitable for the serving of draught beer.

The beer is bottled using counter pressure (isobaric) filling, under pressure. The containers are sterilised by washing and then using high-pressure $CO_2$, then the beer is transferred from the tank to glass bottles or oak-veneered stainless steel barrels, at a temperature of between 0 and 5 °C, thus avoiding the formation of foam.

Packaging takes place exclusively in the defined geographical area, as soon as the maturation process has been completed. The bottling is closely linked to the quality of the finished product, which is why this step has to be carried out before it is transported outside the defined geographical area. This requirement is justified by the specific characteristics of the product, i.e. that 'Bere Sadu' is an unpasteurised and unfiltered beer containing active yeasts resulting from the natural fermentation process.

Transferring the product outside the defined geographical area prior to packaging could lead to changes in its organoleptic properties due to:

— the uncontrolled resumption of yeast activity;

— temperature variations during transport;

— oxidation of the beer;

— loss of the foam's natural stability and of aromatic profile.

Packaging directly at the place of production makes it possible to control the temperature, pressure and hygiene parameters specific to the isobaric bottling process, helping to preserve the product's characteristics associated with the reputation of the 'Bere Sadu' designation.

Packaging in the defined geographical area is therefore necessary in order to preserve the product's characteristics and maintain the link between its reputation and its geographical origin.

4.6. *Specific rules concerning labelling of the agricultural product the registered name refers to*

The labelling of the product marketed under the name 'Bere Sadu' must include:

— the name 'Bere Sadu';

— the words 'Indicație Geografică Protejată' [Protected Geographical Indication] or the abbreviation IGP;

— the European Union graphic symbol for protected geographical indications applied in accordance with European Union legislation.

The name 'Bere Sadu' must appear on the label in a form that clearly identifies the geographical origin of the product and may not be used as an individual mark. The use of the name is permitted exclusively for operators who produce beer in the defined geographical area and who comply with the requirements of the product specification.

5. **Concise definition of the geographical area**

The defined geographical area for the production of 'Bere Sadu' is the administrative territory of the municipality of Sadu, Sibiu County, Romania.

The municipality of Sadu is located in the southern part of Sibiu County, in the mountainous area of the Sadu valley, approximately 18 km south of the city of Sibiu, between the Cindrel and Lotru Mountains.

The demarcated area includes the areas in which the water abstraction points used in the production process are located, in the water catchment area of the River Sadu, within the administrative territory of the municipality.

6. **Link with the geographical area**

The application for the registration of 'Bere Sadu' is based solely on the product's reputation.

Beer production in the town of Sadu has been documented since between 1912 and 1913, when a production facility was set up to make use of the local mountain water resources. The activity of the famous brewery founded by Thomas Binder, which operated under the name of Bere Sadu (Brewery) after 1945, led to the association of the name 'Bere Sadu' with the beer produced there.

Documents from the Sadu municipal archive of 1913, dedicated to the regional industrial heritage and historical publications, confirm the use of the name 'Bere Sadu' through different historical periods, including the interwar, post-war and the subsequent industrial periods.

On p. 280 of the book *Sadu Repere istorice și itinerarii cultural-turistice* [Sadu – Historical landmarks and cultural and tourist itineraries], published by Astra Museum, Sibiu, in 2015, 'Bere Sadu' is mentioned among the types of beer produced by the Sadu brewery.

Over time, the name has been used to identify beer from the town of Sadu, irrespective of any changes in the organisation or ownership of the production facilities.

Volker Wollmann, in his book *Patrimoniu Preindustrial și Industrial în Romania* [Pre-industrial and Industrial Architectural Heritage in Romania], Vol. III, published by Honterus, mentioned on page 332 that after the Second World War, the activity continued under the name Fabrica de Bere Sadu S.A., and was nationalised in 1948 and subsequently operated just under the name Bere Sadu (Brewery). From 1979 onwards, after a series of investments to modernise the brewery, production increased.

After the old production facility ceased operations in 2007, the name 'Bere Sadu' continued to be mentioned in local publications, cultural materials and journalistic accounts relating to the industrial tradition of the town, remaining in the public mind as a beer specific to the Sadu area.

The resumption of production in 2017 was achieved by capitalising on the historical reputation associated with the name 'Bere Sadu', which was retained in order to identify beer produced in the defined geographical area.

The historical evidence of the product 'Bere Sadu' is mentioned both in the records of the Bere Sadu S.A. brewery and in works printed over time by various authors, but also in those of cultural institutions or local public authorities.

The reputation of 'Bere Sadu' is linked to the local tradition of brewing in the municipality of Sadu and to the know-how handed down within the local community.

The characteristics of the local water have historically favoured the development of brewing in this area, helping to associate the product with its place of origin.

The name collectively designates the beer produced in this town and is not linked to a specific economic operator, but to the tradition of brewing in the Sadu area.

The current reputation of 'Bere Sadu' is reflected by references to it in the regional press, by participation in gastronomic events and by its presence online, where the name is consistently associated with the town of Sadu and the local brewing tradition.

To demonstrate the current reputation of the name 'Bere Sadu', references to external, verifiable and dated sources (press articles, media material, events and online platforms) where the name 'Bere Sadu' is explicitly used to designate the product and is associated with the town of Sadu are presented below:

| No | Source | Date | Link and short description of content |
|---|---|---|---|
| 1 | *Turnul Sfatului* – știri online din Sibiu (*Turnul Sfatului* – online news in Sibiu) | 1980; 1994 | Articles from the *Tribuna Sibiului*, a regional newspaper, mentioning beer produced in Sadu<br>https://www.turnulsfatului.ro/uploads/media/2025/9/17/1975-tribunasibiului-08-1634948094-pages39-39-v6vn.pdf;<br>Year XXVII No 5829 – 'At the Sadu brewery, record-breaking days – The hard-working team at the Sadu brewery celebrated the great holiday of working people with a series of remarkable results.'<br>https://www.turnulsfatului.ro/wp-content/uploads/2025/09/1949-luptasibiliui-07-1634593333-pages79-79-ozyv.pdf;<br>Year 1 (VS) – No S3 (1279) Saturday 16 July 1949 – Regarding socialist productivity competitions in the two factories<br>'The Sadu brewery, together with that in Sibiu, supplies an entire region with this cheap and good product ...' |
| 2 | *Monitorul de Sibiu* – economic publication | 1999; 2005 | Article about the association of the name with the town and the appreciation of the water of Sadu;<br>www.turnulsfatului.ro/uploads/media/2025/9/17/1999-monitoruldesibiu-04-1684928182-pages59-59-flae.pdf<br>*Monitorul de Sibiu* – Monday 5 April 1999<br>'Yesterday, the Bere Sadu company officially launched a new type of beer ..., produced under the licence of the German company Schaller Brau GmbH, from Bavaria ... One of the strengths of the Sibiu company is the water of Sadu, ..., known for its qualities even in Germany: 'It's the best water for brewing beer, ... To produce our beer we supply the water and the Germans supply the technology and the recipe.' |

| No | Source | Date | Link and short description of content |
|---|---|---|---|
| 3 | *Turnul Sfatului* – știri online din Sibiu (*Turnul Sfatului* – online news in Sibiu) | 26.1.2020 | Article on the resumption of Sadu beer production by a local producer and the local community's interest in bringing back to the market a traditional beer associated with the Sibiu area<br>https://www.turnulsfatului.ro/2020/01/26/berea-sadu-a-reînviat-la-tocile-urmează-berea-trei-stejari-rdquo-nu-vreau-sa-ieșim-din-sibiu-rdquo-163536/<br>Sadu beer has been revived in Tocile ... 'I don't want to leave Sibiu' |
| 4 | *Mesagerul de Sibiu* | 24.10.2022 | Article presenting the history of the Sadu brewery and its role in the industrial development of the town, highlighting the local brewing tradition<br>https://mesageruldesibiu.ro/glorie-si-decadere-fabrica-de-bere-sadu-foto-video/<br>'Glory and decay. The Bere Sadu Factory (photo-video)' |
| 5 | *Sibiul Azi* | 6.8.2023 | Video report on the resumption of Sadu beer production and the artisanal brewing process in the town in the project 'Tastes and Colours – Stories of Local Producers', initiated by the ACT-Sibiu Association (2023)<br>https://sibiulazi.ro/2023/08/06/video-povestea-berii-sadu-o-traditie-reinviata-cu-dragoste-si-pasiune-daca-ne-ajuta-dumnezeu-o-sa-multiplicam-business-ul-acesta/<br>VIDEO \| The story of Sadu beer, a tradition revived with love and passion: 'With God's help we will grow this business' |
| 6 | *Sibiu Independent* | 20.5.2025 | Article on the participation of local products from Sadu, including Sadu beer, in an event organised in Landshut, Germany<br>https://sibiuindependent.ro/2025/05/20/sadu-cucereste-inimile-din-landshut-berea-locală-tradițiile-și-ospitalitatea-au-făcut-senzație-in-germania/<br>'Sadu conquers hearts in Landshut. Local beer, traditions and hospitality have caused a sensation in Germany' |
| 7 | *Sibiul în Imagini* | 20.5.2025 | Article describing the presentation of Sadu beer at a gastronomic event in Bavaria (Landshut, Germany)<br>https://sibiulinimagini.ro/bere-sadu-cucereste-inimile-bavarezilor-la-landshut/<br>'Sadu beer conquers Bavarian hearts in Landshut' |
| 8 | *Tribuna Sibiu* | 2023 | Material about the Festival of Autumn Traditions in Sadu, where local products are presented, including the beer produced in the town<br>https://www.tribuna.ro/festivalul-traditiilor-de-toamna-a-stralucit-in-sadu-comuna-care-a-iluminat-romanii-si-romania-sunt-sadean-si-sunt-mandru-la-640-de-ani-de-atestare-documentara/<br>'And for those who have not drunk Sadu beer, we invite you to do so, as Sadu water is the absolute secret of the beer that aspires to be the drink of the people of Sibiu.' |

| No | Source | Date | Link and short description of content |
|---|---|---|---|
| 9 | *Tribuna Sibiu* | 7.10.2024 | Article on the organisation of an Oktoberfest event in the Sibiu area where Sadu beer was presented to the public<br>https://www.tribuna.ro/un-altfel-de-oktoberfest-in-natura-fara-inghesuiala-cu-preparate-rafinate-si-bere-sadu/<br>'A different type of Oktoberfest: outside, not frosty, with refined dishes and Sadu beer'<br>'Relaxation goes hand in hand with a glass of cold beer drunk in the middle of nature; this is taken care of by the Bere Sadu team ... Beverages: "Bere Sadu", ...' |
| 10 | *Ora de Sibiu* | 13.10.2024 | Report on the Sibiu Oktoberfest festival, where Sadu beer is mentioned among the drinks served to participants<br>https://www.oradesibiu.ro/2024/10/13/sute-de-sibieni-s-au-distrat-sambata-la-oktoberfest-la-targul-obor-anul-acesta-este-foarte-fain-video-foto/<br>Hundreds of people from Sibiu had fun on Saturday at the Oktoberfest, at the Obor Market. 'This year is great' (video photo)<br>'The selection of beverages was also varied, but beer remained the star of the festival ... For example, Sadu beer costs RON 20.' |
| 11 | *Adevărul* | 9.9.2018, updated 4.8.2022 | Article on the tradition of beer in Sibiu and local examples of production, including references to Sadu beer<br>https://adevarul.ro/stiri-locale/sibiu/prima-fabrica-de-bere-artizanala-din-sibiu-un-1889565.html<br>'In general, we try to bring it as close as possible to the well-known beers of Sibiu such as "Trei Stejari", "Bere Sadu", etc. Sibiu has a tradition of beer production and this is what we try to target' |
| 12 | Untappd | Jan.-Mar. 2026<br>current activity | International tasting platform where consumers register and evaluate Sadu beer products<br>https://untappd.com/w/bere-sadu-s-r-l/457048<br>*... is drinking a Sadu blonde by Bere Sadu S.R.L.*<br>*... is drinking a Sadu Brună by Bere Sadu S.R.L. at Sadu* |
| 13 | Instagram – Bere Sadu | 2026 current activity | Official account showing the product, participation in events and interaction with consumers<br>https://www.instagram.com/beresadu/ |
| 14 | Facebook – Bere Sadu | 2026 current activity | Posts promoting Sadu beer and its participation in local events and gastronomic festivals<br>https://www.facebook.com/share/p/1AumoNLVFg/?mibextid=wwXIfr |

**Reference to publication of the product specification**

https://www.madr.ro/docs/Caiete-de-sarcini-2024/Caiet-de-Sarcini-Bere-Sadu_20.05.2026.pdf