

Checklists for International Markets

Labelling Workshop

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Wine Label Overview US market

Legless Bubbly



2011

Sparkling

Chardonnay Pinot Noir

South Eastern Australia

10.5% Alc./Vol.

750mL.

A delightful sparkling wine produced by the traditional method and blended at our state of the art Yarra Valley facility from a blend 84% Chardonnay and 10% Pinot Noir.

GOVERNMENT WARNING: (1) According to the Surgeon General, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects. (2) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems.



Contains Sulfites

Imported by: Jo Black, San Francisco California

Wine of Australia

USA Label Checklist

| | Checklist Item | Format | Checked? |
|----|--|--------|----------|
| 1 | Alcohol Statement | | |
| 2 | Volume Statement | | |
| 3 | Country of Origin | | |
| 4 | Brand Label | | |
| 5 | Sulphite Statement | | |
| 6 | Government Warning | | |
| 7 | Importer Name & Address | | |
| 8 | Lot Number | | |
| 9 | Product Designation | | |
| 10 | Prohibited Items | | |
| 11 | Vintage, Variety & Geographical Indication | | |
| 12 | Brand name | | |
| 13 | Protected Terms | | |
| 14 | Organic Claims | | |

Labelling Checklist

| Mandatory | Description |
|-------------------------|--|
| Brand Label | To comply with the label requirement the brand name, alcohol , designation (i.e. Variety) and geographical indication must all appear on the one label |
| Alcohol Statement | Format is prescribed as 'xx.x% alc./vol.' or 'alc xx.x% by vol'. The statement must be between 1-3mm in height. |
| Nominal Volume | The volume statement must be at least 2mm for the USA. May appear on the front or back label. |
| Country of Origin | Format not prescribed. May appear on any label. |
| Geographical Indication | Mandatory if vintage(or variety) is claimed. Only multi-state claims are permissible. Wines with country of origin and no GI can comply with the 85% vintage requirement. |

Labelling Checklist

| Mandatory | Description |
|---------------------------|---|
| Variety | If multiple varieties are claimed the percentage of each variety must be stated on the label to a total of 100%. There is a 2% tolerance for quoting each variety. |
| Vintage | If vintage is claimed at least 95% of grapes must be sourced from that vintage year. This criterion is reduced to 85% for wines described by an Australian State (e.g. South Australia, Victoria) or South Eastern Australia. The TTB published a new rulemaking in Oct 2012 permitting vintage claims on wines labelled with a country of origin. Previously vintage claims were restricted to wines with a GI |
| Government Warning | “GOVERNMENT WARNING” must be capitalised and bold. The statement must be 2mm in height and appear as a continuous paragraph. May appear on any label. |
| Sulfite Statement | Statement is prescribed as “contains sulfites”. Must be at least 2mm in height. May appear on any label. |
| Importer Name and Address | Minimum details required are name, city and state. May appear on any label. |
| Over-Stickers | The USA does not permit overstickers. The mandatory USA information may be attached as a third label. |

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comply with
blending rules
85% region

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GI Claim

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Multiple varieties % must be stated and total = 100%

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GI no longer Mandatory for vintage claims

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For GI=95% grapes sourced from vintage. For Australian State=85%

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Get the facts
DRINK WISE
ORG.AU



Wines with country of origin and no GI can now claim vintage

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Wine of Australia

WFA domestic
US wont accept, detracts
from Gov Warning

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> 0.392g/100ml CO₂ from secondary fermentation closed container. Sparkling Grape wine

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New Developments US market

Allergens Labelling Proposal

- There is currently a proposal before the TTB for the adoption of mandatory labelling standards for major food allergens used in the production of alcohol beverages. Under the proposed regulations, producers, bottlers, and importers of wines, distilled spirits, and malt beverages must declare the presence of milk, eggs, fish.
- The major food allergens declaration must consist of the word 'Contains' followed by a colon and the name of the food source from which each major food allergen is derived (for example, 'Contains: egg').

New Developments US market

Nutrition Panel Proposal

There is a proposal before the TTB for the adoption of a 'serving facts' panel on all alcoholic beverages. The proposed format for the panel is outlined in the diagram below. If introduced, the nutritional components outlined in the diagram would need to be included on the label.

Further information on this proposal can be seen on the USA regulations website:

www.regulations.gov/search/Regs/home.html#documentDetail?R=09000064802701a7.

| Serving Facts | |
|---------------------------|------------------|
| Serving Size | 5 fl oz (148 ml) |
| Servings Per Container | 5 |
| Amount Per Serving | |
| Alcohol by volume | 14% |
| fl oz of alcohol | 0.7 |
| Calories | 120 |
| Carbohydrate | 3g |
| Fat | 0g |
| Protein | 0g |

New Developments US market

TTB COLA Approval

- Before a wine can be exported to the USA the label must be granted a COLA (Certificate of Label Approval) by the Alcohol, Tobacco, Tax & Trade Bureau (TTB) in the USA. The importer will organise the COLA. Exporters must submit a complete copy of the front and back label. The TTB now publish label processing times online at www.ttb.gov. Average processing time for wine labels is currently 38 days.



- **Do not print labels before you have received COLA approval**

It is most important for exporters to consult with their agents to ensure that their labelling and packaging is acceptable in the country of destination. Labels will not be accepted if they refer to protected names or geographical indications to which they are not entitled.