



Wine Labeling Overview

PRESENTED TODAY BY: JEFF TUER, WINE LABELING SPECIALIST



Agenda

- Mandatory label information*
 - Brand label
 - Any label
- Top labeling errors (and tips to avoid them!)
- Allowable revisions to approved labels

*for wines sold interstate and contain at least 7% alcohol by volume



TTB Disclaimer

This information is being presented to help the public to understand and comply with the laws and regulations that the Alcohol and Tobacco Tax and Trade Bureau (TTB) administers.

It is not intended to establish any new, or change any existing, definitions, interpretations, standards, or procedures regarding those laws and regulations.

In addition, this presentation may be made obsolete by changes in laws and regulations.

Please consult the applicable laws and regulations for the most current requirements.

Sample documents (such as records, returns, and labels) are for illustrative purposes only and contain fictitious data.

Mandatory Label Information



Mandatory Information: Brand Label

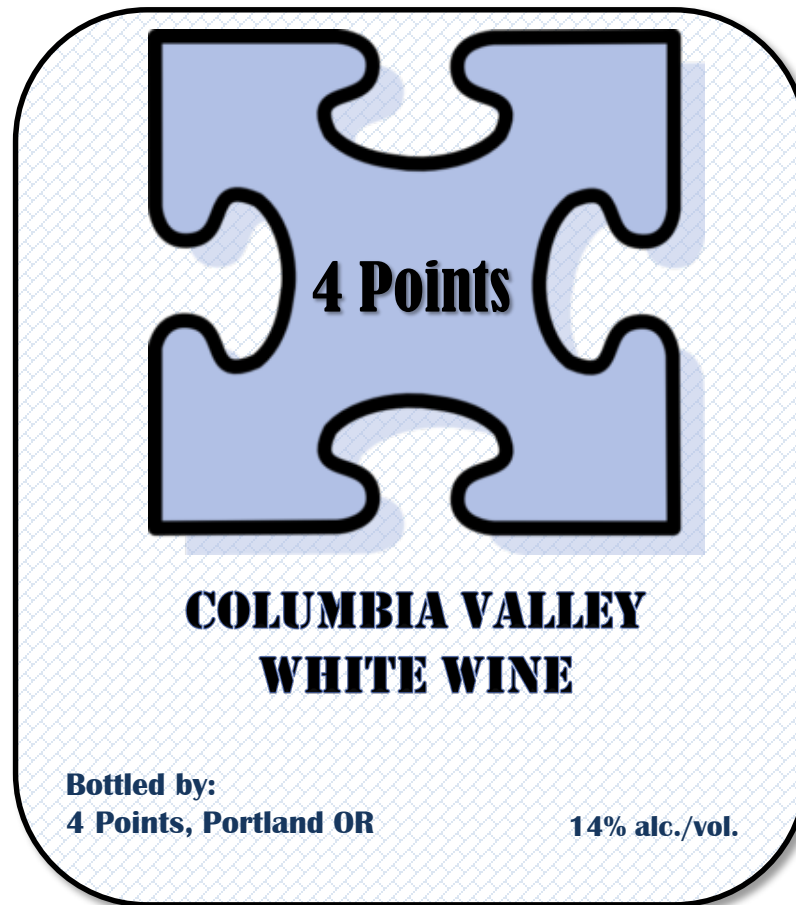
Brand label must include:

- Brand name
- Class/type designation
- Appellation of origin (if required)

Either the front or back label may be the designated as the **brand label**.



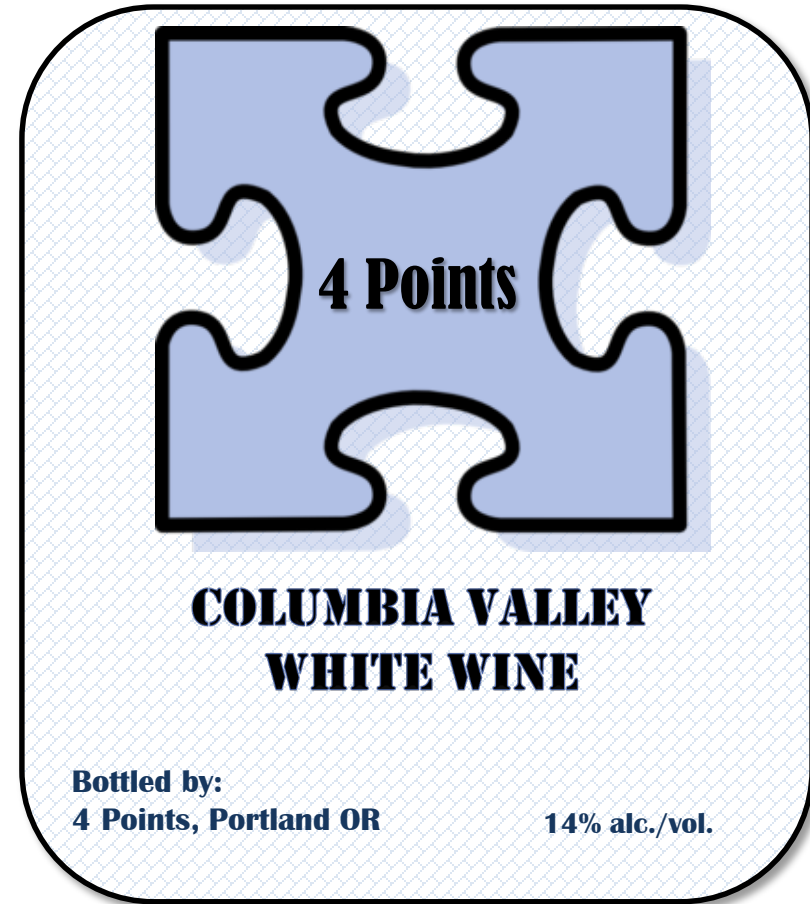
Mandatory Information: Brand Label





Mandatory Information: Brand Name

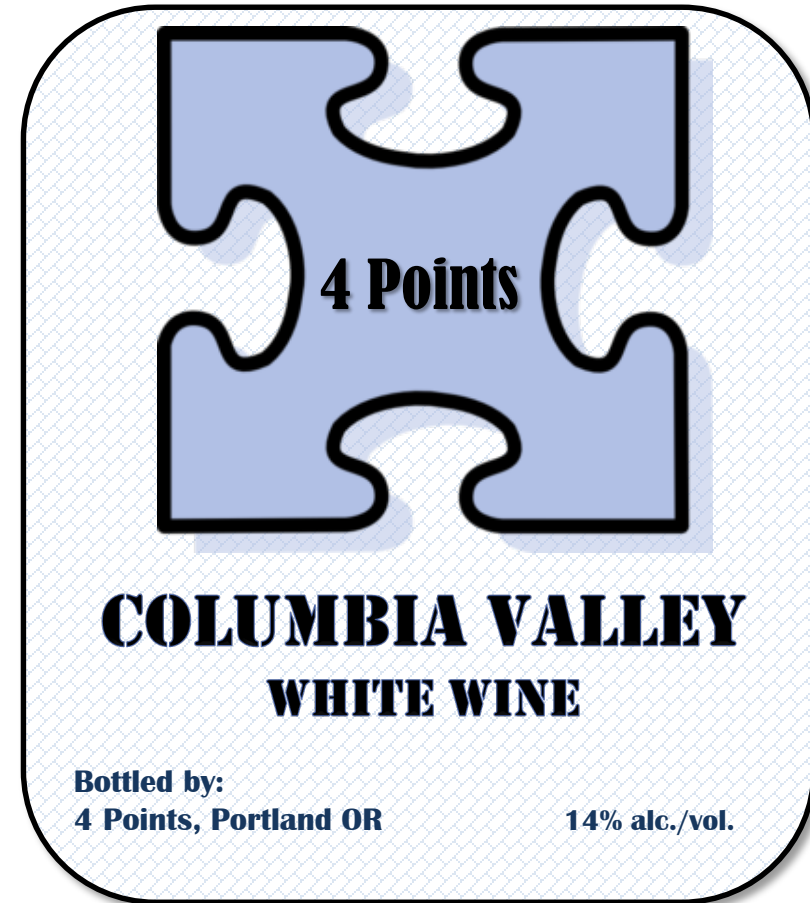
- Name under which the product is sold, usually the most prominent piece of information on the label
- If the wine is not sold under a separate **brand name**, the name of the bottler, packer or importer (if shown on the brand label) becomes the **brand name**
- May not create a misleading impression
- Must appear on the **brand label**





Mandatory Information: Class/Type

- A **class/type** designation is a categorical description of the wine in the container, based on the defined standards of identity found in 27 CFR 4.21.
- In order to label and market your wine under a particular **class/type** designation, the wine must meet the regulatory standards of identity for that **class/type**.





Mandatory Information: Class/Type

- Nine general **classes** of wine
- Most classes are subdivided into more specific **types** of wine
- Generally, the class and/or type designation may be used to meet the mandatory labeling requirement

Class Example	Type Example
Grape Wine	Red Wine, Merlot, Table Wine
Sparkling Grape Wine	Sparkling Chardonnay, Sparkling Red Wine
Fruit Wine	Cider, Perry, Strawberry Dessert Wine



Mandatory Information: Class/Type

- Wines that do not meet the definition of any of the standards of identity are considered **wine specialty products**, and are subject to different **class/type** labeling requirements.
- Adding flavors, colors, or spices to your wine will generally result in your wine being classified as a wine specialty product.
- Wine specialty products must be labeled with a truthful and adequate statement of composition.

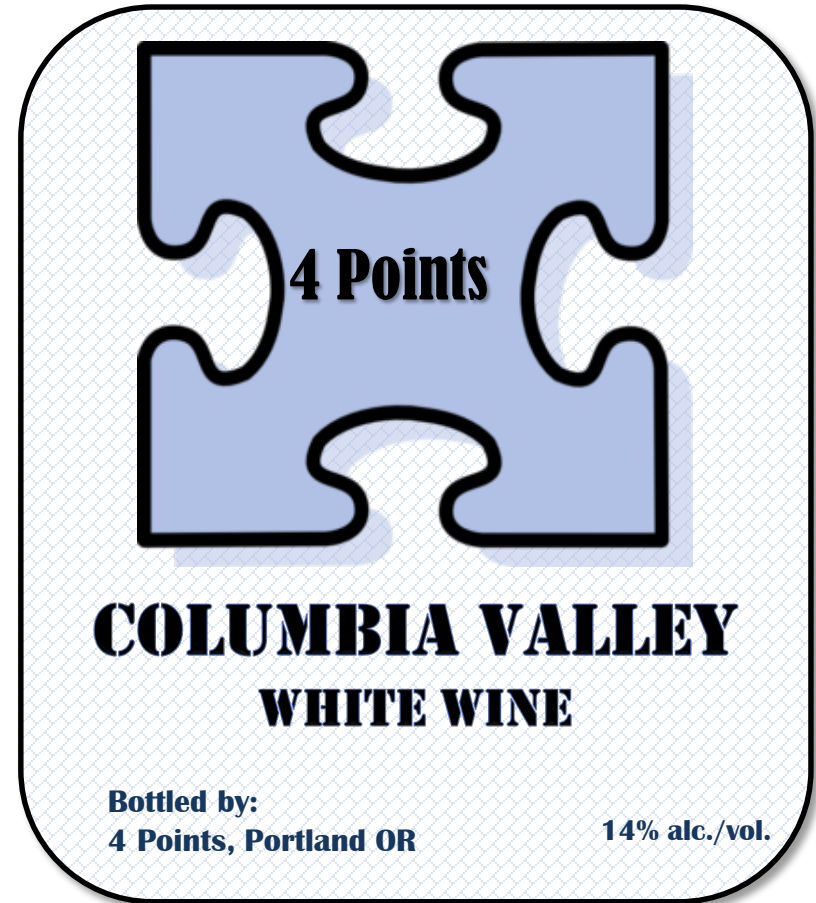
Note: Wine specialty products require formula approval prior to applying for a COLA.

- Required to appear on brand label.



Mandatory Information: Appellation

- Mandatory if any of the following appear on the label:
 - Grape varietal
 - Vintage date
 - Semi-generic designation (if grandfathered)
 - Estate bottled
- Must appear on **brand label**, if required





Mandatory Information: Appellation

American viticultural area (AVA): A type of appellation specific to grape wines. It is a defined grape-growing region having a name, distinguishing features, and a delineated boundary as established in 27 CFR part 9.

- An AVA designation may not be used on wine made from other fruit or agricultural products.



Mandatory Information: Appellation

Estate bottled: 100% of the wine came from grapes grown on land owned or controlled by the winery, both of which must be located in the viticultural area on the label.

- The winery must crush and ferment the grapes, finish, age, process, and bottle the wine on their premises. The wine must at no time leave the premises of the bottling winery.
- Wine labeled as **estate bottled** must be labeled with a viticultural area appellation of origin.



Mandatory Information: Alcohol Content

Must be stated in terms of percentage of alcohol by volume.*

Example of specific percentages:

- **ALCOHOL ____ % BY VOLUME**
- **____% Alc. by Vol.**

Example of ranges:

- **____% to ____% alcohol by volume**
- **ALC. ____% TO ____ % BY VOL.**

***Table Wine** may be used in place of a percentage for wine with 7-14% alcohol by volume.

- May appear on any label.





Mandatory Information: Name and Address Statement

- **Name** or **trade name** of the bottler/importer as listed on the permit, preceded by the phrase **bottled by, packed by, canned by, or imported by**, as appropriate
- **Address** (city and state) of the permit
- May appear on any label





Mandatory Information: Name and Address Statement

Optional terms
in chart may be
used to further
describe activity

(See **Chapter 6 of Wine
BAM** for more
information.)

*Cellar treatment
involves the use of
various methods or
materials to correct or
stabilize wine or juice

See Chapter 8 of Wine
BAM for more
information about cellar
treatment.)

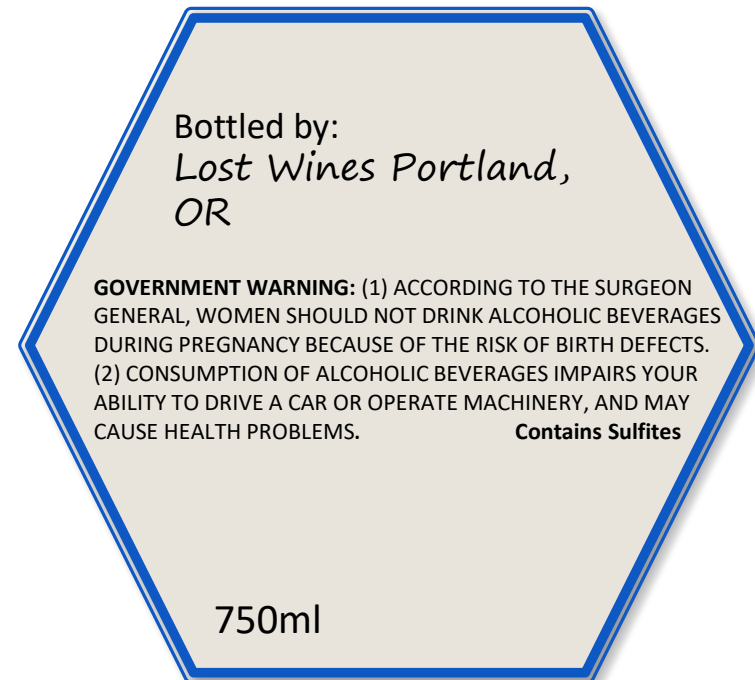
USE THE EXPLANATORY PHRASE	IF (AT THE STATED ADDRESS) THE NAMED PROPRIETOR...
Blended by	Mixed the wine with other wines of the same class and type.
Cellared by	Subjected the wine to cellar treatment in accordance with 27 CFR 4.22(c).*
Made by	Fermented not less than 75 percent of the wine, OR Changed the class and type of the base wine by the addition of alcohol, brandy, flavors, colors, or artificial carbonation, OR Produced sparkling wine by secondary fermentation 27 CFR 4.22.
Prepared by	Subjected the wine to cellar treatment in accordance with 27 CFR 4.22(c).*
Produced by	Fermented not less than 75 percent of the wine, OR Changed the class and type of the base wine by the addition of alcohol, brandy, flavors, colors, or artificial carbonation, OR Produced sparkling wine by secondary fermentation.
Vinted by	Subjected the wine to cellar treatment in accordance with 27 CFR 4.22(c).*



Mandatory Information: Net Contents

Metric standards of fill;
authorized sizes per 27 CFR 4.72

- **ml** on containers of less than 1 liter and **L** on container of one liter or more
- May be on label or etched/blown into the container (which would be stated under **Special wording**)
- May appear on any label





Mandatory Information: Sulfite Declaration

- Must declare if 10 ppm of total sulfites or more; generally stated as **Contains Sulfites**
 - If less than 10 ppm, may be omitted if:
 - Obtain lab analysis
 - Submit analysis with COLA
- NOTE:** TTB does not permit statements such as **sulfite free**, but other statements are allowed, such as **No sulfites added** or **Contains naturally occurring sulfites**.
- May appear on any label

Bottled by:
Lost Wines Portland
OR

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



Mandatory Information: Health Warning Statement

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.

- Words **GOVERNMENT WARNING** must be in capital letters and bold type; remainder of statement may not appear in bold type
- **S** in Surgeon and **G** in General must be capitalized
- It must appear as a continuous paragraph, separate and apart from other information
- May appear on any label

Bottled by:
Lost Wines Portland,
OR

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

750ml



Top Label Errors (Q1 2020)

1. Class/type designation is missing from the brand label
2. Company name/ address conflict – the address in the bottler/importer statement on the label is in conflict with the address on the COLA
3. Grape varietal is missing from the application
4. Name / address –company name or DBA name is in conflict with the name in the bottler/ importer statement
5. Appellation is on the wrong label
6. Formula - label contains conflicting information
7. Appellation conflict- Appellation stated in the appellation field is in conflict with the appellation stated on the brand label
8. Sulfite statement is missing
9. Appellation misleading- geographical reference
10. Appellation –prohibited produced /American viticultural reference



Common Application Errors

1. **Name** or **DBA/trade name** conflict or missing-label vs application
2. Application not complete – missing fields or supporting information
3. Wrong label uploaded as the **brand label**
4. Appellation conflicts with label
5. **Class/type** info in **brand**, **fanciful name**, or **appellation** field
6. Translation required
7. Labels are distorted
8. Application not submitted by the bottler

Allowable Revisions to Approved Labels



Allowable Revisions: Commonly Used

- Deleting non-mandatory information
- Repositioning
- Change color/font
- Percentage of blend
- Vintage date
- Change **name** or **trade name** to reflect another name listed on your permit
- Change **produced** to **vinted** or **cellared** (*cannot be used in reverse*)
- Net contents
- Alcohol content



Allowable Revisions: Example

YOU MAY...	REVISION APPLIES TO			COMMENTS
	WINE	DISTILLED SPIRITS	MALT BEVERAGE	
1. Delete any non-mandatory label information, including text, illustrations, graphics, etc.	YES	YES	YES	

Approved COLA



Allowable revision





Allowable Revisions: Example

YOU MAY...	REVISION APPLIES TO			COMMENTS
	WINE	DISTILLED SPIRITS	MALT BEVERAGE	
2. Reposition any label information, including text, illustrations, graphics, etc.	YES	YES	YES	The repositioning must comply with any placement requirements applicable to mandatory information. For example, some types of mandatory information must appear on the brand label or must appear together with other label information.

Approved COLA

SUNNYSIDE ACRES



Finger Lakes

New York

WHITE WINE

Allowable revision



SUNNYSIDE ACRES

WHITE WINE

New York

Finger Lakes



Allowable Revisions: Example

YOU MAY...	REVISION APPLIES TO			COMMENTS
	WINE	DISTILLED SPIRITS	MALT BEVERAGE	
10. Change the net contents statement.	YES	YES	YES	Revisions must comply with all applicable regulations governing net content statements and standards of fill. Please ensure that all applicable type size requirements are met for each container size.

Approved COLA



Allowable revision

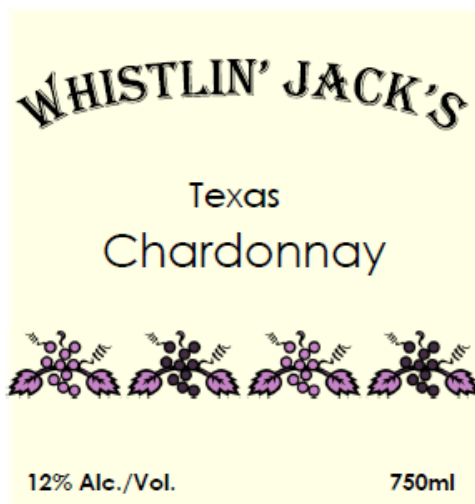




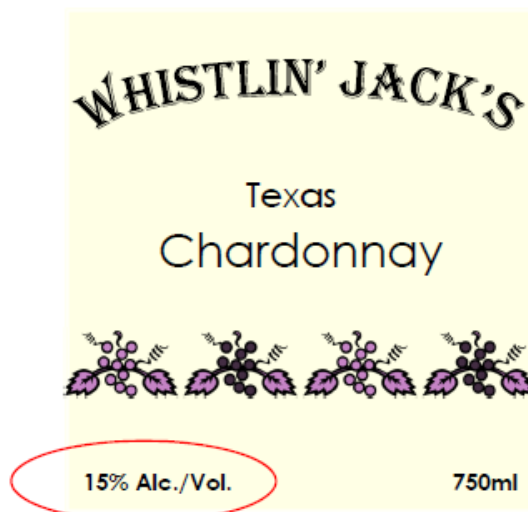
Allowable Revisions: Example

YOU MAY...	REVISION APPLIES TO			COMMENTS
	WINE	DISTILLED SPIRITS	MALT BEVERAGE	
11. Change the mandatory statement of alcohol content, as long as the change is consistent with the labeled class and type designation, and all other labeling statements.	YES	YES	YES (Flavored Malt Beverages Only)	For example, you may change the alcohol content of a grape wine labeled with a varietal designation from 13 percent to 15 percent alcohol by volume, even though it results in a change to the product's tax classification. However, if the product was designated and labeled as a "table wine," an alcohol content of 15 percent alcohol by volume would be inconsistent with the rules for use of that designation, so this change would not be permitted. Similarly, a label bearing a "rum" designation may not be changed to state an alcohol content of less than 40 percent alcohol by volume. The revised alcohol content statement must be consistent with all other mandatory or optional labeling statements.

Approved COLA



Allowable revision





Questions?

Contact Information: **Technical Information Center**
866-927-2533 – Option 6 (Wine Team)