WINE LABELING

Alexis Jewell
TTB Specialist

Alcohol and Tobacco Tax and Trade Bureau
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TTB DISCLAIMER

Notice:

- 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 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 regulations for the most current regulatory requirements.

- Sample labels are for illustrative purposes only and contain fictitious data.
HOW TO GET IT RIGHT THE FIRST TIME!!

- Mandatory Items for Typical (Standard) Wine Labels
- Top Reasons for Corrections for Oregon Wineries
- Allowable Revisions
Brand Label must have:

- Brand Name
- Class/Type Designation
- Appellation of Origin
  (under certain circumstances)
MANDATORY LABEL INFORMATION

Any Label

- Bottler’s (or Importer’s) Name and Address
- Net Contents
- Sulfite Declaration
- Alcohol Content
- Health Warning Statement
- Country of Origin Statement Imports only
BRAND NAME

- Name under which the product is sold, usually the most prominent piece of information on the label.
- If there is no brand name, you may use the name of the bottler/importer if shown on the brand label.
- May not create a misleading impression.
- Must appear on the Brand Label.

27 CFR 4.33
"Guiding White" Chardonnay
Hudson River Region
Alc. 13.5% By Vol.

Produced And Bottled By
Lighthouse Cellars
Kingston, NY

Contains Sulfites  750mL

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.
CLASS
The broad category “wine” is divided, under standards of identity, into 9 defined classes, e.g., “Grape Wine,” “Aperitif Wine,” “Fruit Wine” etc.

TYPE
Within a class, there may be several types. For example, “Table Wine” “Dessert Wine”, are types of grape wine.
STANDARDS OF IDENTITY

Nine classes:

- Grape Wine
- Sparkling Grape Wine
- Carbonated Grape Wine
- Citrus Wine
- Fruit Wine
- Wine from Other Agricultural Products
- Aperitif Wine
- Imitation or Other than Standard Wine
- Retsina Wine

27 CFR 4.21
CLASS/TYPE DESIGNATION

Front Label

“Guiding White”

Chardonnay

Hudson River Region

Alc. 13.5% By Vol.

Back Label

Produced And Bottled By
Lighthouse Cellars
Kingston, NY

Contains Sulfites 750mL

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.
ALCOHOL CONTENT

- Table Wine may be used for wine with 7-14% alcohol by volume

- Alcohol __% by volume or Alc. _ % / vol.

- Alcohol __% to ___% by volume, for ranges

27 CFR 4.36
Front Label

Lighthouse Cellars

“Guiding White” Chardonnay
Hudson River Region

Alc. 13.5% By Vol.

Back Label

Produced And Bottled By
Lighthouse Cellars
Kingston, NY

Contains Sulfites 750mL

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.
APPELLATION OF ORIGIN

Mandatory if any of the following appear on the label:

- Grape Varietal
- Vintage Date
- Semi-Generic Designation
  - (if Grandfathered)
- Estate Bottled (must be viticultural area)
- Must appear on the Brand Label

27 CFR 4.25, 4.23, 4.24, 4.26, 4.27, 4.34
**Guiding White** Chardonnay

Hudson River Region

Alc. 13.5% By Vol.

**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.
NAME & ADDRESS STATEMENT

- Name or Trade name of the Bottler/Importer as listed on the permit
- Address (City and State) of the bottler/importer as listed on the permit

May appear on any label

27 CFR 4.35
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.
NET CONTENTS

- Metric standards of fill; authorized sizes per 27 CFR 4.72
- May be on label or etched/blown into the container (which would be stated under “Special wording”)
- “ml” on containers of less than 1 liter and “L” on container of one liter or more

May appear on any label

27 CFR 4.37, 4.72
“Guiding White” Chardonnay
Hudson River Region
Alc. 13.5% By Vol.

Produced And Bottled By
Lighthouse Cellars
Kingston, NY

Contains Sulfites 750mL

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.
SULFITE DECLARATION

- Must declare if 10 ppm or more
- "Contains Sulfites"
- Statement may appear on any label
- If less than 10 ppm, may be omitted:
  - Obtain Lab Analysis
  - Submit analysis with COLA

27 CFR 4.32(e)
"Guiding White"
Chardonnay
Hudson River Region
Alc. 13.5% By Vol.

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.

Produced And Bottled By Lighthouse Cellars Kingston, NY

Contains Sulfites 750mL
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.

May appear on any label

Alcohol and Tobacco Tax and Trade Bureau | 2018
HEALTH WARNING STATEMENT

- The words “GOVERNMENT WARNING” must be in capital letters and bold type

- The “S” in Surgeon and “G” in General must be capitalized

- Appear as one statement

- Legible on contrasting background

- Separate and Apart

27 CFR part 16
HEALTH WARNING STATEMENT

Front Label

“Guiding White”
Chardonnay
Hudson River Region
Alc. 13.5% By Vol.

Back Label

Produced And Bottled By
Lighthouse Cellars
Kingston, NY

Contains Sulfites 750mL

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.
Allowable Revisions  https://ttb.gov/allowable-revisions/label-generator.shtml
INCLUDES BUT NOT LIMITED TO (UNDER SPECIFIED CONDITIONS):

- Deleting non-mandatory information
- Repositioning
- Change color/font
- Percentage of blend
- Vintage date
- Change name or Trade Name to reflect a name that is listed on your permit
- Change “Produced” to “Vinted” or “Cellared”
- Net Contents
- Alcohol Content
- Age Statement
YOU MAY...

1. Delete any non-mandatory label information, including text, illustrations, graphics, etc.

<table>
<thead>
<tr>
<th>REVISION APPLIES TO</th>
<th>WINE</th>
<th>DISTILLED SPIRITS</th>
<th>MALT BEVERAGE</th>
<th>COMMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td></td>
</tr>
</tbody>
</table>

Approved COLA

Wine for a Rainy Day

Albariño

Virginia

2014

12.5% Alc. by Vol. 750 ml

Allowable revision

Wine for a Rainy Day

Albariño

Virginia

2014

12.5% Alc. by Vol. 750 ml
<table>
<thead>
<tr>
<th>YOU MAY...</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Reposition any label information, including text, illustrations, graphics, etc.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>REVISION APPLIES TO</th>
<th>COMMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>WINE</td>
<td>DISTILLED SPIRITS</td>
</tr>
</tbody>
</table>

**Approved COLA**

**SUNNYSIDE ACRES**

Finger Lakes
New York

**WHITE WINE**

**Allowable revision**

**SUNNYSIDE ACRES**

White Wine
New York

Finger Lakes
<table>
<thead>
<tr>
<th>YOU MAY...</th>
<th>REVISION APPLIES TO</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>WINE</td>
</tr>
<tr>
<td>10. Change the net contents statement.</td>
<td>YES</td>
</tr>
</tbody>
</table>

**Approved COLA**

**Dog House**

**Red Table Wine**

750 ml

**Allowable revision**

**Dog House**

**Red Table Wine**

1 Liter
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.

<table>
<thead>
<tr>
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<th>COMMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>WINE</td>
<td>DISTILLED SPIRITS</td>
</tr>
<tr>
<td></td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Approved COLA**

![Approved COLA](image1)

![Approved COLA](image2)

**Allowed revision**

![Allowed revision](image3)

![Allowed revision](image4)
TO P REASONS FOR CORRECTION

- Class/Type Designation is missing
- Name or Trade Name are incorrect
- Clarification Needed
- Application Omissions
- Application not submitted by the bottler
- Wrong Label uploaded as the Brand label
- General Misleading
- Appellation Conflict
- Class/Type info in Brand, Fanciful Name or Appellation field
- Appellation is missing

*Highlighted in Yellow are application errors*
Questions