

Purpose of the Beverage Alcohol Manual for Wine, Volume 1

The Alcohol and Tobacco Tax and Trade Bureau (TTB) enforces a variety of labeling requirements with regard to wine. This volume of the Beverage Alcohol Manual (BAM) is intended to set forth and explain the regulations that require certain basic information to appear on wine labels. This edition supersedes the 2001 edition of Volume 1 of the BAM, in order to update references to regulations that have been amended and to clarify explanations of regulations and policies.

Chapters 1-2 and 4-7 of the BAM set forth the mandatory information that must appear on labels of wines containing at least 7 percent alcohol by volume pursuant to the regulations implementing the labeling provisions of section 105(e) of the Federal Alcohol Administration Act (FAA Act), 27 U.S.C. 205(e). These regulations appear in Title 27, Code of Federal Regulations (CFR), part 4. Chapter 9 of the BAM provides an explanation of certain optional statements that may appear under these regulations regarding appellations of origin and vintage dates. Chapter 10 of the BAM illustrates the requirements under the FAA Act labeling regulations with some sample labels.

Chapter 3 and parts of Chapter 1 contain information about the Health Warning Statement required by the Alcoholic Beverage Labeling Act of 1988 (ABLA). It is important to note that these requirements apply to all alcohol beverages manufactured, imported, or bottled for sale or distribution in the United States, with certain exemptions for products that are intended for exportation to persons other than members of the Armed Forces of the United States. See 27 U.S.C. 215. Furthermore, the definition of an “alcoholic beverage” in ABLA includes any beverage in liquid form which contains not less than 0.5 percent alcohol by volume and is intended for human consumption. See 27 U.S.C. 214(1).

Chapter 8 of the BAM sets forth some of the basic requirements with regard to cellar treatment of natural wine. While some of this information relates to the labeling regulations under the FAA Act, much of it is derived from the regulations in 27 CFR part 24 that implement the requirements of the Internal Revenue Code of 1986 (IRC), as amended, with regard to the cellar treatment of domestic wines. It should be noted that the regulations in part 24 do not exclude wines with an alcohol content of less than 7 percent alcohol by volume. Please consult the regulations in part 24 for more detailed information about this subject.

This manual is not intended or designed to be a comprehensive compilation of all of the labeling regulations, rulings, and requirements set forth elsewhere in the CFR or in other TTB publications. Please keep in mind that the presence of certain information on a label may trigger other labeling requirements or may violate labeling regulations not listed in this guide.

This publication is intended to provide guidance and information to the public and the regulated industry. This information is being presented to help the public understand and comply with the laws and regulations that TTB administers. It reflects the position

on or interpretation of the applicable laws or regulations by TTB as of the date of publication, which is shown on the front cover. It does not in any way replace or supersede those laws and/or regulations. Only the latest official version of the law or regulations is authoritative.

This guidance represents TTB's current thinking on this topic. It does not create any new rights or confer any rights on any person and does not operate to bind TTB or the public. The manual is advisory in nature and informational in content, and is intended to assist industry members and members of the public in understanding the requirements of the labeling regulations. 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 publication may be made obsolete by changes in laws and regulations.

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