



Supa Stik Labels  
Western Australia's  
Wine Label Specialists

# Domestic & Export Wine Label Compliance Table

9 Abrams St, Balcatta WA 6021  
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	<i>Domestic</i>	<i>European Union</i>	<i>United States</i>
<b>Bottle Size eg: 750mL</b> (refer to tip 1)	<b>Mandatory - Front Label</b> 3.3mm high minimum	<b>Mandatory - Front Label</b> 4mm high minimum	<b>Mandatory - Any Label</b>
<b>Alcohol Statement</b> (refer to tip 2)	<b>Mandatory</b> no prescribed wording	<b>Mandatory</b> XX.X% Alc/Vol	<b>Mandatory</b> Alcohol XX.X% by Volume (Alc.and Vol. are permitted contractions)
<b>Standard Drinks Statement</b> (refer to tip 3 for formula)	<b>Mandatory</b> APPROX. XX.X STANDARD DRINKS	<b>Not Permitted</b>	<b>Not Permitted</b>
<b>Additives/Allergens</b>	<b>Mandatory</b> Allergen declaration eg. additives and processing aids	<b>Contains Sulphites</b> (mandatory from 25 November 2005)	<b>Contains Sulfites</b> Must be on its own line
<b>Lot number</b>	<b>Optional</b>	<b>Mandatory</b> To begin with a capital L	<b>Optional</b>
<b>Country of Origin</b> (refer to tip 4)	<b>Mandatory</b>	<b>Mandatory</b>	<b>Mandatory</b> In direct conjunction with the Importers details
<b>Producers Name &amp; Address</b>	<b>Mandatory</b> must not be postal address only	<b>Mandatory</b> (see EU EXPORT section overleaf)	<b>Mandatory</b>
<b>Wine Variety (varietal)</b>	<b>Optional</b>	<b>Optional</b>	<b>Optional</b>
<b>Wine Variety (blend)</b>	<b>Optional</b>	<b>Optional</b>	<b>Mandatory</b> Percentage of each variety must be provided
<b>Vintage</b>	<b>Optional</b>	<b>Optional</b>	<b>Optional</b>
<b>Barcode</b> (refer to tip 5)	<b>Optional (but recommended)</b> UPC or EAN Format	<b>Optional (but recommended)</b> UPC or EAN Format	<b>Optional (but recommended)</b> UPC or EAN Format - Importer should specify
<b>Importers Address</b>	<b>N/A</b>	<b>Mandatory</b>	<b>Mandatory</b>
<b>Health Warning</b>	<b>N/A</b>	<b>N/A</b>	<b>Mandatory</b> (copy on overleaf)
<b>Geographic Appellation</b>	<b>Optional</b>	<b>Mandatory - Front Label</b> Percentage required if more than one region	<b>Optional</b> (see US EXPORT section overleaf)

This chart is provided as a guide for our valued clients. Due to changing rules and different interpretations, we strongly suggest all labels be checked by the relevant authority before printing.  
We cannot be held responsible for the accuracy of any information contained.



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# Explanatory Notes & Tips

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- 1) Domestic content should be written with lowercase "m" and uppercase "L". For the EU it can be "cL". US exports should be in capitals - "ML". It is strongly recommended that 750mL is put on both front and back labels.
- 2) Alcohol content should be rounded off to the nearest half percent. Use a single decimal point, even for whole numbers eg.14.0%.
- 3) To work out standard drinks use the formula: volume (in litres) X alcohol content (%) x .789. Eg. .750 X 13.5% X .789 = 7.998 = 8.0 Standard Drinks. Round off to the nearest single decimal.
- 4) For Domestic compliance the country is the only mandatory statement. It can be written as Produce/Product/or Wine of Australia. For the EU it must be written as "Wine of Australia" or "Wine product of Australia". For the US it must be in direct conjunction with the importers details.
- 5) Print barcodes in black or dark colour other than red on a light background to ensure it scans properly. Barcodes have strict specifications and cannot be altered as they may become invalid.

## For EU exports:

The following information must be in the same field of vision (same label):

Registered geographical areas (no more than 3).

Volume, only metric quantities may be used.

Alcohol statement in whole or half units and must be within 0.5% of actual content

Also in the same field of vision (can be separate from one above) are the name and address of importer and a lot number beginning with "L" followed by a legible code enabling the product to be traced back to an identifiable batch.

The Euro "e" is to be 3mm and added after the volume. This only need be added if the Importer requests it, otherwise ignore it.

Wine containing more than 10mg/l of SO<sub>2</sub> must include a sulphur dioxide statement. Only 'contains sulphites' or 'contains sulphur dioxide' are acceptable.

## For US exports:

Varietal and Geographic Appellations should appear on the front label. If no appellation of origin is stated, then no varieties can be mentioned.

Only one region can be mentioned, although multi-state appellations are allowed. If more than one variety is mentioned, then % of each must be quoted.

**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.

The following Government Warning must appear:

2mm high minimum for bottles up to 3L - no more than 25 characters/inch (25.4mm).

"Government Warning" in bold.

All text in capitals.

## General tips:

Use a dark, overprinting colour for all mandatory text to save time and money on press for different compliance labels.

750mL is the only information that is mandatory on a Domestic or EU front label.

It is wise that some items on a front label also be duplicated on the back label. Eg. 750mL, alcohol statement, vintage etc.