

CHAPTER 1

MANDATORY LABEL INFORMATION

1. BRAND NAME

- GENERAL FEATURES

- Usually the most prominent piece of information on the label

- Name under which a wine or line of wines is marketed

NOTE: If the wine is not sold under a brand name, the name of the bottler, packer or importer [shown on the front of the container] becomes the brand name

- MISLEADING BRAND NAME

- A name that describes the age (see “Exceptions relating to age” below), origin, identity or other characteristics of the wine is prohibited **UNLESS** the name, whether standing alone or in combination with other printed or graphic material:

- Accurately describes the wine **AND**

- Conveys no erroneous impression about the wine

OR

- Is qualified with the word “BRAND”

NOTE: Qualification with the word “BRAND” is **not** an option in the case of a geographic brand name. (See CHAPTER 4, GEOGRAPHIC BRAND NAMES)

- Exceptions relating to age

- No statement of age or representation relating to age may appear in or as part of the brand name **EXCEPT:**

- For vintage wine

- References relating to methods of wine production involving storage or aging

Example: “AGED (or MATURED) 6 MONTHS IN OAK CASTS”

Use of the word “OLD” as part of a brand name

■ **Examples**

The chart below provides examples of acceptable and unacceptable brand names

| BRAND NAME & CLASS AND TYPE DESIGNATION | BRAND NAME ACCEPTABLE IF | BRAND NAME UNACCEPTABLE BECAUSE |
|--|---|--|
| Cuvee Mature Dessert Wine | | It implies age |
| Old Veil White Wine | It includes the word “OLD” | |
| Japan Gold Sake | 1) Not less than 75% of the volume of the wine is derived from rice grown in Japan AND 2) The wine conforms to the laws and regulations of Japan OR 3) “JAPAN GOLD” is qualified with the word “BRAND” | |
| Simple Red Table Wine | 1) The wine is red wine OR 2) “Simple Red” is qualified with the word “BRAND” | |

- **BRAND NAME INCLUDING A VINEYARD, ORCHARD, FARM OR RANCH NAME**

A brand name that includes a vineyard, orchard, farm or ranch name is acceptable:

- Provided not less than 95% of the volume of the wine is derived from the commodity used to make the wine grown in the vineyard, orchard, farm or ranch named in the brand name

OR

- Without qualification if the company name or trade name shown in the mandatory name and address statement on the label is identical to the brand name that includes a vineyard, orchard, farm or ranch name

OR

- Without qualification if the brand name is qualified with the word “BRAND”

NOTE: If a brand name including a vineyard, orchard, farm or ranch name has viticultural significance (Example: “TEMECULA VINEYARD”), it is considered a geographic brand name and subject to the requirements for use of a geographic brand name (see CHAPTER 4, GEOGRAPHIC BRAND NAMES)

- SEE ALSO CHAPTER 4, GEOGRAPHIC BRAND NAMES
- TYPE SIZE
 - Minimum 2 mm for containers larger than 187 ml
 - Minimum 1 mm for containers of 187 ml or less
- LEGIBILITY
 - Must be readily legible
 - Must appear on a contrasting background
 - Must appear separate and apart from or be substantially more conspicuous than descriptive or explanatory information
- PLACEMENT

Must appear on the FRONT of the container

2. CLASS AND TYPE DESIGNATION

- DEFINITION

The specific identity of the wine
- SEE ALSO CHAPTER 5, CLASS AND TYPE DESIGNATION
- TYPE SIZE
 - Minimum 2 mm for containers larger than 187 ml
 - Minimum 1 mm for containers of 187 ml or less
- LEGIBILITY
 - Must be readily legible
 - Must appear on a contrasting background

- Must appear separate and apart from or be substantially more conspicuous than descriptive or explanatory information

- PLACEMENT

Must appear on the FRONT of the container

3. ALCOHOL CONTENT

- DISCLOSURE OPTIONS

- “TABLE WINE” or “LIGHT WINE” may be used as the alcohol content statement **IF** the wine contains 7%-14% alcohol by volume

NOTE: If table wine or light wine is made from any commodity other than grapes, “TABLE WINE” or “LIGHT WINE” must be qualified with the specific or general class of the commodity from which the wine was made. (See CLASSES AND TYPES chart in CHAPTER 5, CLASS AND TYPE DESIGNATION)

Example: “CHERRY TABLE WINE,” “LIGHT FRUIT WINE”

OR

- Alcohol content may be stated as a specific percentage with a tolerance of:

Plus or minus 1% for wines containing over 14% alcohol by volume

Example: A wine is labeled with the alcohol content statement “16% ALC BY VOL.” Provided the actual alcohol content does not exceed 17% or fall below 15%, the label alcohol content statement “16% ALC BY VOL” is permissible

Plus or minus 1.5% for wines containing 7%-14% alcohol by volume

Example: A wine is labeled with the alcohol content statement “12% ALC BY VOL.” Provided the actual alcohol content does not exceed 13.5% or fall below 10.5%, the label alcohol content statement “12% ALC BY VOL” is permissible

OR

- Alcohol content may be stated as a range. The range may not exceed:

2% for wines containing over 14% alcohol by volume

Example: “15%-17% ALC BY VOL”

3% for wines containing 7%-14% alcohol by volume

Example: “9%-12% ALC BY VOL”

NOTE: Regardless of the prescribed tolerances, the label alcohol content statement may not cross tax categories (7%-14% alcohol by volume; over 14%-21% alcohol by volume; over 21%-24% alcohol by volume)

Example: A wine is labeled with the alcohol content statement “13.5% ALC BY VOL.” Provided the actual alcohol content does not exceed 14% or fall below 12%, the label alcohol content statement “13.5% ALC BY VOL” is permissible

- **FORMAT**

For statements of the specific percentage of alcohol:

“ALCOHOL (ALC) _____% BY VOLUME (VOL)” or

“_____% ALCOHOL (ALC) BY VOLUME (VOL)”

For alcohol content statements shown in a range:

“_____% TO _____% ALCOHOL (ALC) BY VOLUME (VOL)” or

“ALCOHOL (ALC) _____% TO _____% BY VOLUME (VOL)”

- **TYPE SIZE**

For containers of 5 liters or less:

■ Minimum 1 mm

■ Maximum 3 mm

- **LEGIBILITY**

■ Must be readily legible

■ Must appear on a contrasting background

■ May not be set off with a border or otherwise accentuated

- PLACEMENT

Must appear on the FRONT of the container

4. PERCENTAGE OF FOREIGN WINE

- APPLICATION

A statement of the percentage and origin of foreign wine (Example: “30% GRAPE WINE FROM ITALY”) is required on blends of American and foreign wines if any reference to the presence of foreign wine is made on the label

- TYPE SIZE

- Minimum 2 mm for containers larger than 187 ml
- Minimum 1 mm for containers of 187 ml or less

- LEGIBILITY

- Must be readily legible
- Must appear on a contrasting background
- Must appear separate and apart from or be substantially more conspicuous than descriptive or explanatory information

- PLACEMENT

Must appear on the FRONT of the container

5. NAME AND ADDRESS

- REQUIRED

- For American wine

The name and address of the bottler or packer must appear on the label

- For imported wine

The name and address of the importer must appear on the label **AND**

If the wine is bottled or packed after importation:

- The name and address of the bottler or packer must also appear on the label **OR**
- Other indication of bottling or packing in the U.S. must appear on the label

AND

The name and address of the blender or bottler or packer for wine blended or bottled or packed outside the country of origin and labeled with a reference to the country of origin

- The name and address statement must be preceded by an explanatory phrase (see PRECEDING EXPLANATORY PHRASE section of CHAPTER 6, NAME AND ADDRESS (OPTIONAL STATEMENTS AND PRECEDING EXPLANATORY PHRASES))

- DEFINITIONS

- Name

The company or corporate name or trade name identical to that shown on the basic permit

- Address

The city and state of the named winery identical to that shown on the basic permit

NOTE: Other geographic references, e.g., county names, may be included in the address ONLY IF the geographic reference appears on the basic permit as part of the permit address

The city and state of the importer's principle place of business identical to that shown on the basic permit

- Bottled By (or For)

This phrase is required for wine bottled in containers of 4 liters or less

- Packed By (or For)

This phrase is required for wine packed in containers of over 4 liters

- SEE ALSO CHAPTER 6, NAME AND ADDRESS (OPTIONAL STATEMENTS AND PRECEDING EXPLANATORY PHRASES)
- TYPE SIZE
 - Minimum 2 mm for containers larger than 187 ml
 - Minimum 1 mm for containers of 187 ml or less
- LEGIBILITY
 - Must be readily legible
 - Must appear on a contrasting background
 - Must appear separate and apart from or be substantially more conspicuous than descriptive or explanatory information
- PLACEMENT

May appear on the FRONT, BACK or SIDE of the container

6. NET CONTENTS

- REQUIRED

Wine must be bottled or packed in a metric standard of fill
- SEE ALSO CHAPTER 7, STANDARDS OF FILL
- TYPE SIZE
 - Minimum 2 mm for containers larger than 187 ml
 - Minimum 1 mm for containers of 187 ml or less
- LEGIBILITY
 - Must be readily legible
 - Must appear on a contrasting background
 - Must appear separate and apart from or be substantially more conspicuous than descriptive or explanatory information

- PLACEMENT

- Net contents may be blown or branded into the bottle in lieu of or in addition to stating net contents on the label **EXCEPT THAT** if the net contents are not shown on the label of foreign bottled wine, a sample of the container must be submitted with the application for certificate of label approval (COLA)

- May appear on the FRONT, BACK or SIDE of the container

7. FD&C YELLOW #5 DISCLOSURE

- REQUIRED

“CONTAINS FD&C YELLOW #5” must appear on the label of any wine containing FD&C Yellow #5

- TYPE SIZE

- Minimum 2 mm for containers larger than 187 ml

- Minimum 1 mm for containers of 187 ml or less

- LEGIBILITY

- Must be readily legible

- Must appear on a contrasting background

- Must appear separate and apart from or be substantially more conspicuous than descriptive or explanatory information

- PLACEMENT

May appear on the FRONT, BACK or SIDE of the container

8. SACCHARIN DISCLOSURE

- REQUIRED

“USE OF THIS PRODUCT MAY BE HAZARDOUS TO YOUR HEALTH. THIS PRODUCT CONTAINS SACCHARIN WHICH HAS BEEN DETERMINED TO CAUSE CANCER IN LABORATORY ANIMALS.” must

appear on the label of any wine containing saccharin

- TYPE SIZE

- Minimum 2 mm for containers larger than 187 ml
- Minimum 1 mm for containers of 187 ml or less

- LEGIBILITY

- Must be readily legible
- Must appear on a contrasting background
- Must appear separate and apart from all other label information

- PLACEMENT

May appear on the FRONT, BACK or SIDE of the container

9. SULFITE DECLARATION

- REQUIRED

- For wine containing 10 or more parts per million (ppm) of sulfur dioxide – the statement “CONTAINS SULFITES” or “CONTAINS (A) SULFITING AGENT(S)” or identification of the specific sulfiting agent(s) is required
- For a wine not labeled with a sulfite declaration - sample analysis by TTB or an TTB certified laboratory is required to verify that the wine contains less than 10 ppm sulfur dioxide. Evidence of analysis must be submitted with the application for certificate of label approval (COLA)

- TYPE SIZE

- Minimum 2 mm for containers larger than 187 ml
- Minimum 1 mm for containers of 187 ml or less

- LEGIBILITY

- Must be readily legible
- Must appear on a contrasting background
- Must appear separate and apart from or be substantially more conspicuous than descriptive or explanatory information

- PLACEMENT

May appear on the FRONT, BACK or SIDE of the container

10. HEALTH WARNING STATEMENT

- REQUIRED

The statement below must appear on all alcohol beverages for sale or distribution in the U.S. containing not less than 0.5% alcohol by volume, intended for human consumption and bottled on or after November 18, 1989:

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.

- FORMAT

- The words "GOVERNMENT WARNING" must appear in capital letters and in bold type

- The remainder of the statement may not appear in bold type

- The statement must appear as a continuous paragraph

- TYPE SIZE

- Minimum 3 mm for containers larger than 3 liters (101 fl. oz.)

- Minimum 2 mm for containers larger than 237 ml (8 fl. oz.) to 3 liters (101 fl. oz.)

- Minimum 1 mm for containers of 237 ml (8 fl. oz.) or less

- LEGIBILITY

- Must be readily legible under ordinary conditions and appear on a contrasting background

- Must appear separate and apart from all other label information

- May not exceed maximum number of characters per inch:

| <u>Minimum Type Size Requirement</u> | <u>Maximum Characters Per Inch</u> |
|--|--|
| 1 mm | 40 |
| 2 mm | 25 |
| 3 mm | 12 |

- PLACEMENT

May appear on the FRONT, BACK or SIDE of the container

11. COUNTRY OF ORIGIN

- APPLICATION

Required under U.S. Customs Service regulations for any imported wine

- FORMAT

- “PRODUCT/PRODUCE OF _____”

(Fill in blank with name of country in which wine was produced)

- “PRODUCED IN” or “PRODUCED AND BOTTLED OR PACKED IN _____”

(Fill in blank with name of country in which wine was produced or produced and bottled or packed)

- “PRODUCED BY” or “PRODUCED AND BOTTLED OR PACKED BY _____”

(Fill in blank with name of producer or producer and bottler or packer and address [country or city and country] in which wine was produced or produced and bottled or packed)

- TYPE SIZE

There are no specific type size requirements

- LEGIBILITY

There are no specific legibility requirements

- PLACEMENT

May appear on the FRONT, BACK or SIDE of the container