



What's new in wine labeling and nutrition claims?

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EU Wine Labeling Regulations



- Effective for wines “produced” after December 8, 2023
- Energy must be on physical label
- Nutrition and ingredients may be off label via “electronic means” – no user data or marketing
- See Regulation (EU) No. 2021/2117



Important Considerations About Wine Ingredients



- Wine is not a recipe product
- Wine is often considered a single-ingredient product
- At least the following should be exempted from any mandatory ingredient labeling:
 - Grape-based materials
 - Grape-derived materials
 - Processing aids
- “And/or” information should be allowed
- Off-label provision should be allowed
- Be mindful of unintended trade distortions

Current Nutrition



- Interim Rule for Voluntary Nutrition Labeling - TTB Ruling 2013-2
- Must include full panel or linear information (calories, carbohydrates, fat, protein)
- Optional – Alcohol (ABV, fl. oz)
- Expanded tolerances for voluntary calorie statements – TTB Ruling 2020-1
- Allows use of typical values and Wine Institute Nutrition Data Calculator

Permitted* Nutrition Claims



- Calories: “Low Calorie” or “Less than 100 Calories per Serving”
- Carbs: “Low Carbs” or “Reduced Carbs”
- Sugar: “Less than one gram of sugar” or “Zero grams of sugar”
- Abbreviated numerical references to calories and carbs



*Subject to certain requirements

Other Permitted Claims



- “Gluten Free”
- “Organic”
- “Sustainable Farming”
- “Sustainably Grown”
- “Carbon Neutral”
- “Environmentally Friendly”
- “Environmentally Conscious”
- “Vegan-Friendly”
- “Eco-Friendly”
- “Biodynamic”
- “Salmon Safe”
- “Eco-Conscious”



Questions?

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Thank You