



Market Access – March 2017

European Union (EU) nutrition labelling for alcoholic beverages

The EU Regulation on the provision of food information to consumers (1169/2011), which became applicable in December 2014, includes rules on listing ingredients and providing a nutrition declaration. These rules are mandatory for all foods, including alcoholic beverages. However, there is currently an exemption for beverages containing more than 1.2% alcohol per volume. Despite this, a number of alcohol businesses and industries provide this information voluntarily and or have adopted measures imposing additional labelling requirements on ingredients.

On 13 March 2017, the European Commission (EC) published a report on the labelling of alcohol beverages. Following the release of the March 2017 report, the EC has called on leading beverage alcohol producers to draft and develop proposals for self-regulatory standards regarding ingredient and nutritional information printed on their products' packaging. Major producers will be expected to submit their proposals to the EC for review within one year, and pending draft legislation under consideration by EU Member States, that mandate additional nutritional labelling for food and beverages, will be reviewed by the EC before implementation. The self-regulatory proposals will be assessed by the Commission, and if the proposed self-regulatory approach is considered unsatisfactory, the next step will be to review

further available options in line with Better Regulation principles.

Why is this important and what is WFA doing about it?

WFA wishes to prevent the impost of additional labelling requirements for wine. These requirements impose costs and may require separate labels for EU (and UK) markets from other markets, preventing the free flow of international trade in our wine. Other potential issues include the possibility of requirements for the labelling of ingredients in 24 EU languages; different ways of measuring and reporting energy; and different international definitions of what constitutes an ingredient /additive /processing aid.

WFA is working with our European counterparts on other options that may deliver information to consumers without costly and inefficient labelling changes. This could potentially build on the work undertaken currently by large producers who make such information available on their web sites.

For more information on European Union (EU) nutrition labelling for alcoholic beverages and the potential impact on Australian Wine exports, please contact Damien Griffante – Manager Policy & Market Access (damien@wfa.org.au 0423 094 943).