Wine Australia



Labelling requirements

Wine labels are governed by several Federal and State legislations including:

- Wine Australia Act 2013 and Wine Australia Regulations 2018
- Food Standards Australia New Zealand (FSANZ)
- National Trade Measurement Regulations 2009
- Competition and Consumer Act 2010
- State Consumer Laws

Please note all Australian Wine Labels must comply to the above legislation. Please see example below of the current mandatory requirements for a label:

1. Brand name

Optional. Brand names should not mislead as to the origin, age or identity of the wine.

2. Vintage

Optional. The harvest year. Must be minimum 85% if claimed.

3. Region (GI)

Optional. Must be 85% if claimed. Multiple GI claims are acceptable but must be 95% and listed in descending order.

4. Variety

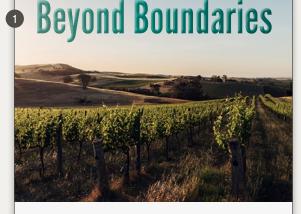
Optional. Must be 85% if claimed. Multiple variety claims are acceptable but varieties must be listed in descending order.

5. Designation

Mandatory. Must convey the true nature of the product, for example the word 'wine' or the variety.

6. Country of origin

Mandatory for domestic stock. Wording is not defined, for example, 'Wine of Australia' or 'Product of Australia'.



2008 McLaren Vale Cabernet Sauvignon

WINE OF AUSTRALIA

CONTAINS SULPHITES.

13.5% ALC/VOL.

LA Drinks



7. Volume

Mandatory. Must be minimum 3.3mm in height for 750mL bottles. May be presented on the front or back label.

8. Alcohol content

Mandatory. Expressed in mL/100g or mL/100mL or X% ALCOHOL BY VOLUME or words and expressions of the same or similar effect.

9. Allergens

Mandatory. Sulphites in concentrations above 10ppm and processing aids including milk and egg must be declared.

10. Name and address

Mandatory. The name and street address of responsible entity – must not be postal address only.

11. Lot identification Mandatory.

12. Standard drinks

Mandatory. Labels must declare the number of standard drinks it contains. 'Contains approx X.X standard drinks' or logo acceptable.

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L2005

For more in-depth details, please refer to Wine Australia's website: <u>https://www.wineaustralia.com/labelling/domestic-labelling</u>