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EFOV  
European Federation of Origin Wines

Wine and aromatised wine  
products annex  
to

The self-regulatory proposal  
from the european alcoholic  
beverages sectors on  
the provision of nutrition  
information and ingredients

12 MARCH 2018



## OVERVIEW

The wine sector strongly supports the collective agreement between the alcoholic beverage sectors as set out in the common self-regulatory proposal. We look forward to applying its provisions in a manner that provides consumers with meaningful information on both nutrition and ingredients.

This Annex accompanies and complements the common self-regulatory proposal on the provision of consumer information put forward by the four alcoholic beverage sectors.

It contains the sector's concrete proposals regarding the process and modalities to implement the self-regulatory proposal for wine and aromatised wine products.

## Our commitment

The wine and aromatised wine product sectors are committed to providing consumers with the relevant information concerning the nutrition declaration of their products and the ingredients used for their production.

As of today, our organisations will actively promote this self-regulation proposal towards the wine and aromatised wine products' operators. We will fully support our operators in their efforts to provide ingredient and nutrition information. It will be up to individual to decide how best to convey the information: some operators will provide information on the label; others, often SMEs or micro-enterprises, are more likely to use online mechanisms.

To deliver a coherent approach, the sectors have committed themselves to creating within three years a harmonised, comprehensive and modern information ecosystem allowing consumers to have easy access to relevant and consistent nutritional and ingredient related information.

## Context

The use of off-label communication tools to inform consumers, as an alternative to the use of the label, takes into account both the specificities of the wine sector and the need to seize on the opportunities that new technologies offer to provide the relevant information to buyers. The use of off-label communication tools would in particular ensure that consumers would get the information in their own language, independently from the country in which the product is purchased, while preserving the competitiveness of their businesses by facilitating the smooth movement of wine products through the Single Market.

Labels have traditionally been the main means through which consumers have accessed information. Nevertheless, it needs to be noted that an increasing number of consumers are nowadays buying wine online. As an example, in 2016, 13% of the wine bought in France was

purchased online, and this figure is expected to increase rapidly in the coming years. In light of this emerging trend, the development of an EU harmonised off-label method of communicating information seems to be all the more relevant and necessary.

The Internet is not only an important distribution channel for wine stakeholders, it is also, as recent studies demonstrate<sup>1</sup>, the third source of information which consumers consult before buying wine. This makes off-label communication tools a key mechanism in providing consumers with information.

In this context, it is of crucial importance to develop a new and harmonised communication system which will provide specific information on nutrition and ingredients for the wine and aromatised wine sectors. This information will be provided through communication tools developed at European Union, national, regional, organisation and/or company levels. A EU-wide common communication tool will be developed to offer support to businesses which cannot afford to create their own communication system and at the same time, a useful example for those companies and/or organisations choosing to set their own system. This support is especially needed for wine small and medium-sized enterprises (SMEs), as well as to ensure full consistency of the ingredients and nutritional information provided to the consumers by the whole wine sector constituency.

Micro and small and medium-sized enterprises (SMEs) are the backbone of the EU wine sector representing more than 90% of the market. Two out of three bottles of wine produced in Europe come from grapes cultivated by an SME. The European wine and aromatised wine product operators contribute significantly to the social, economic and rural development of many regions across the EU. They are part of the European cultural legacy and provide a diversity of products that are highly appreciated by European consumers. For all these reasons, wine operators, and, especially, wine SMEs, deserve to be protected and supported by European policy. It is therefore crucial to develop tools that are both manageable by SMEs and useful and easy to use by consumers.

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[http://sowine.com/barometre\\_2016/page3.php](http://sowine.com/barometre_2016/page3.php)

# New and harmonised communication system

## DISPLAYING INFORMATION

As previously explained, the nutrition declaration and the information on ingredients of our products will be provided on label and/or off-label in a **harmonised** and **consistent** way for consumers. Operators that wish to provide information through off-label communication tools will include on the label or the packaging of their product a web-link, a QR code, an icon, a symbol or any other direct means using smart technologies which will give consumers easy and direct access to the information.

The principles operators will have to follow to provide meaningful information to consumers, on label and/or off-label, on the nutrition declaration and the list of ingredients are set hereinafter.

## OUR COMMITMENT ON NUTRITION INFORMATION

The wine and aromatised wine product sectors are committed to providing consumers with the relevant nutrition declaration in conformity with the provisions of Regulation (EU) No 1169/2011 which provide for some flexibility. Bearing this in mind, the sectors propose the following principles:

### The possibility to limit the information to the energy value

When it comes to communicating about the nutrition declaration of wine and aromatised wine products, and in line with Article 30(4) of Regulation (EU) No 1169/2011, operators may limit the declaration to the energy value only.

### The possibility to add a portion

When informing through off-label communication tools, and thanks to the flexibility provided by these innovative means, food business operators will complement, when

relevant, the nutrition declaration indicated on the basis of 100 ml of the product with the information indicated on the basis of a portion.

When informing on the basis of a portion, it is recommended to refer to the “drinking unit”. The “drinking unit” is generally defined as the volume of wine or aromatised wine products which contains the equivalent of 10 grams of ethanol. It represents the average content of pure alcohol expressed in the most common units of consumption, although serving volumes and consumption guidelines vary across Member States depending on culture and tradition.

### The possibility to use the energy value of a particular wine or generally established and accepted data

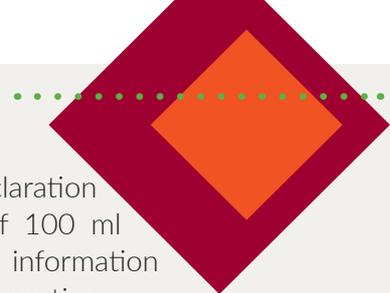
While producers will be able to communicate the nutrition declaration through average values based on their own wine or aromatised wine product analysis, they will also have the possibility to communicate this information through average values of typical and characteristic wines, based on generally established and accepted data and made available in a harmonised database.

The structure of the sector as well as the changing nature of the wine, makes it necessary to establish an EU-wide database compiling generally established and accepted data for each relevant sub-category of wine and aromatised wine product.

### The possibility to use symbols

Wine is one of the most traded agricultural product in the European Union, and at the same time, the mobility of wine consumers within the EU is very important. In order to take these two aspects into account, an easily understandable system of communication that simplifies the translation requirements at Member State level needs to be developed in order to better inform consumers and to ensure the economic sustainability of the wine and aromatised wine product sectors and supply chain.

Therefore, symbols, and principally the international symbol for Energy “E”, may be used, on the label and/or on off-label



communication tools, to inform consumers about the energy value of wine and aromatised wine products.

### What would it mean for consumers?

Following the specificities and principles listed above, the nutrition declaration provided to consumers either on the label or off-label would be:

#### For a brut sparkling wine:

100ml: E= 301kJ/72kcal

#### For a liqueur wine 20% abv (on the basis of 100ml):

100ml: E= 670kJ/160kcal

#### For a liqueur wine 20% abv (on the basis of 100ml and the portion):

100ml: E= 670kJ/160kcal  
60ml: E= 402kJ/96kcal - This bottle contains 12,5 servings<sup>1</sup>

<sup>1</sup> Article 33 of Regulation (EU) 1169/2011 states that the energy value may be expressed per portion provided that the portion is quantified and that the number of portions contained in the package is stated.  
Example given for a container of 750ml

More details regarding the implementation modalities will be provided in the sectoral guidelines.

## OUR COMMITMENT ON THE LIST OF INGREDIENTS

The wine and aromatised wine product sectors are committed to providing consumers with information concerning the ingredients used for their production.

When informing consumers about wine ingredients, both the horizontal legal framework (Regulation (EU) 1169/2011) and the vertical EU regulations for wine and aromatised wine products should be taken into consideration to provide relevant information on the characteristics of our products.

In contrast to other food and beverages produced in the European Union, wine only has a positive list of oenological practices

(meaning the permitted physical and chemical processes and wine additives) which operators may use, under strict limits, to produce a given wine. Thus, wine can only be produced if it meets the requirements established by highly regulated and very limited permitted practices. Considering the above, the EU wine sector proposes the development of an ad hoc solution to provide consumers with the information on wine and aromatised wine products ingredients.

In order to take into account the specificities of the EU wine sector and to provide consumers with the relevant information on wine ingredients, several specificities and principles would need to be considered for the communication of the list of ingredients of wines and aromatised wines:

- wine is an agricultural product: it changes from year to year depending on the characteristics of the harvest;
- wine composition changes as it ages: the product evolves in the bottle;
- wine is not made according to a set recipe: its final composition cannot be known until shortly before the wine is bottled;
- the wine legislation foresees the controlled addition, when necessary, of natural substances during the winemaking process to adjust and rebalance the composition of the product.

Regulation (EU) No 1169/2011 states that certain food additives or food enzymes used as processing aids do not need to be included in the list of ingredients. When applied to wine production, further guidance and legal certainty are necessary to harmonise the interpretation of the concept of wine processing aids.

In this context, the International Organisation of Vine and Wine (OIV) represents the sole reliable reference even though it has not yet finalised the classification of all wine oenological substances (i.e. differentiating wine additives used as processing aids and those used as additives during the wine making process<sup>2</sup>).

- Winemaking is a seasonable process and

<sup>2</sup> RESOLUTION OIV-OENO 567A-2016 and DRAFT RESOLUTIONS OENO-TECHNO 14-567B Et5 and OE-NO-TECHNO 14-567C Et5

operators may bottle the same wine Stock Keeping Unit throughout the year and/or using last-minute additives before the bottling, the specific production process for aromatised wine products, which normally involves standardising the characteristics of the wine used.

#### What would it mean for consumers?

Considering the specificities and principles listed above, operators will be able to use one of the following options to communicate the list of ingredients:

A. The list of ingredients based on the particular wine-making process for a given wine;

B. The list of ingredients based on the historical wine-making process;

C. The list of ingredients based on all the authorised wine-making processes.

#### Communication of substances causing allergies

Irrespective of the option operators will decide to use when communicating on ingredients, the presence of substances or products causing allergies as listed in Annex II of Regulation 1169/2011 shall be mentioned on the label.

More details regarding the implementation modalities will be provided in the sectoral guidelines.

## Support with the communication system

To support the implementation of an efficient and useful communication system by the wine and

aromatised wine products producers, the sectors plan to create off-label support communication tools which could be used by operators who do not have the technical and/or financial means to provide the details of the nutrition declaration and ingredients information.

Such off-label tools could be used as a default solution to provide information regarding:

- a. the energy content of wine
- b. what ingredients wines may use

These off-label tools will be developed at European Union, regional, national, organisation and/or company levels.

At European level, the WineinModeration website (<https://www.wineinmoderation.eu>), will be one of these default solutions for operators.

More details regarding the implementation modalities will be provided in the sectoral guidelines.

## What we will do

The wine and aromatised wine products sectors are committed to deliver on their commitments and to work actively on the development, implementation, monitoring and evaluation of the proposal. As set above, wine operators will provide consumers with information on ingredients and nutrition.

The sector is currently developing implementation guidelines to support members, and in particular SMEs, allowing for off-label communication tools to compile and present nutritional and ingredients information in a comparable manner.

### DISSEMINATION AND IMPLEMENTATION

- Existing initiatives

Just a decade ago, consumers looking for information on nutrition and ingredients on wine and aromatised wine products had numerous difficulties as there were few sources of information. Nowadays, this information is

available, and it is much easier to find online calorie information for wine products. This is mainly due to the growing involvement of some wine operators and sector initiatives, such as “Wine in Moderation”, making evidence-based information available to consumers enabling them to make responsible and healthy choices.

• On-going projects

Some companies operating within the wine sector are presently engaged in a pilot project, developed by the European Travel Retail Confederation (ETRC), which aims to create a digital information platform for consumers in duty free and travel retail areas. This pilot project, which is a cross-category initiative (i.e. there are wine and spirits products), will be designed as a responsive website. The product

information will be accessible via a barcode on the packaging scanned by the consumer via a smartphone, scanner facility in-store and/or online. This will ensure that information is available to all consumers at any time and in multiple languages.

The advantage of this innovative solution, is its ability to provide information by other means than on the package or on the label but accessible directly from the product itself. Moreover, this information would be in multiple languages, displayed on the consumer interface in a standardised format, with clear landmarks across all product categories so that consumers may easily find the relevant information on nutrition and ingredients they are looking for.

• Future Work

<p>March 2018 - March 2019</p>	<ul style="list-style-type: none"> <li>• Discussions with the European Commission in the framework of the assessment of the self-regulatory proposal</li> <li>• Presentation of the self-regulation to European Parliament, Member States and relevant EU and non-EU stakeholders</li> <li>• Finalisation of the sectoral guidelines</li> <li>• Diffusion and promotion of the self-regulation within the wine constituency</li> <li>• The WineinModeration website will be updated to provide consumers with relevant wine nutrition and ingredients information*</li> </ul> <p><i>*WineinModeration website will include: Regarding the energy content of wine and on the front page, a calculator widget which would allow consumers to define certain criteria (namely the category of their drink, the size of the glass or container and the alcoholic strength). This will allow consumers to have easily access to the energy value contained in their glass.</i></p>
<p>March 2019 - March 2021</p>	<ul style="list-style-type: none"> <li>• Support the further development of company or common communication tools at national, regional or GI level</li> <li>• First revision of the WineinModeration website to enhance the accessibility and clarity of the information provided</li> </ul>
<p>March 2021 Onwards</p>	<ul style="list-style-type: none"> <li>• Development and implementation of systems linking the bottle to the online communication platforms</li> <li>• Operators wishing to use labels as their main support to inform consumers on wine nutrition and ingredients modify their labels to provide the information in accordance to the sectoral guidelines</li> </ul>



## GOVERNANCE

Our actions will be guided by the “principles for better self- and co-regulation” endorsed by the European Commission in May 2015 in the framework of the Better Regulation Package.

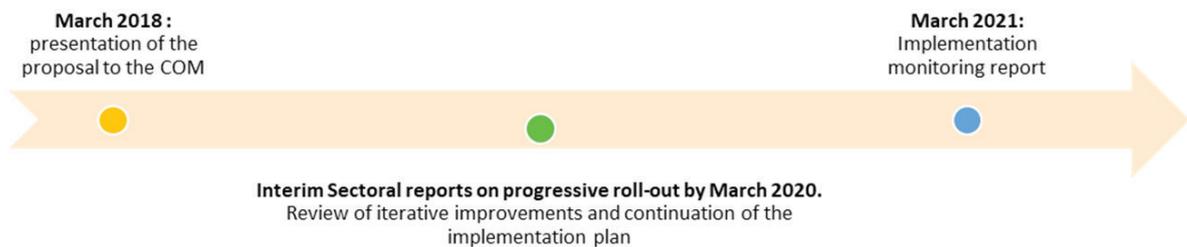
- **Iterative improvements**

Upon collection of quantitative and qualitative feedback in the interim sector report, the sector will review the workability of the offer in light of regulatory and practical challenges

to ensure the efficient implementation of the commitment. Technical advances and new available options will also be taken into consideration to assess the suitability, and coverage of the provision of ingredient and nutritional information to consumers.

At European level the accessibility and clarity of the common communication platform WineinModeration will be assessed and updated at the light of the results of the evaluation.

- **Monitoring and evaluation**



The monitoring and evaluation of the initiative will cover the uptake of voluntary commitment itself, as well as an evaluation of its dissemination process and governance.

- **Resolving disagreement**

When developing off-label tools, operators will ensure that its mechanism allows for an in-built reporting and complaints mechanism. The modalities will be detailed in the sectoral guidelines.

The reception, acknowledgement, treatment and redress following complaints will be assessed on a case by case basis depending of the nature of the complaint (technical or content based). Operators developing specific information display mechanisms commit to reviewing and addressing complaints in a timely manner.

If the complaint concerns more generally the structure of the wine and aromatised wine product commitment, operators will inform the European federations representing the sectors.

- **Financing**

The wine and aromatised wine sectors undertake to provide the necessary means to fulfil the commitments.

The engagement of collective resources will be discussed and agreed among the European federations representing the sectors.

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