



## LABELLING BASICS

Before designing and having a label submitted for printing it is essential that you are aware of a large number of issues. The list below is not meant to be exhaustive – but can help you get started with some of the basics. Please see the following two resources for more comprehensive information:

- NZ Wine Institute members can log in here for the latest guidelines: <http://www.nzwine.com/members/advocacy/labelling/> under the Packaging/Bottling tab  
Otherwise please ask us and we will email you the latest version.
- See some worthwhile tips in this Wine Institute video by Dr John Barker called “Labelling 101”: <http://www.youtube.com/watch?v=FQCHUheqF6w>

## CHECKLIST

- How much wine do you have? (To calculate the number of labels required.)
- Do you have your alcohol content?
- Have you decided which bottle(s) you will be using? Note that you may be able to use the same Front label on different bottle sizes and only change the back.
- Standard drinks calculation is  $0.789 \times \text{alcohol content} \times \text{volume of the container (in litres)}$ . For a wine with an actual alcohol content of 12% in a 750ml bottle:  $0.789 \times 12 \times 0.75 = 7.1$  standard drinks
- A wine label must include an allergen declaration if the wine contains >10mg/kg of sulphur dioxide. A wine label must also include an allergen declaration if milk, egg and fish (except isinglass) are used as processing aids during winemaking.
- Has your winemaker provided you with tasting notes?
- Have you consulted the mandatory requirements for the market your wines will be entered under for the label?
- Is there opportunity to combine purchasing with your vintages/varieties that you are also producing to reduce costs of label production?
- Have you contacted your Label supplier?
- Have you allowed enough lead time for printing the labels to meet the bottling/labelling dates? Dry goods including labels are required 3 days before bottling/labelling date.
- If you are trying to meet an Export cut off – most dispatches from VinPro allow 3 working days in order to have stock arrive in time for cut off for loading containers and/or shipping.
- Is the label stock you have chosen going to stand up to the wear and tear the bottle will be put through?

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- Is the adhesive sufficient enough for the paperstock/embossing/textured paper you are choosing?
- Is your label the appropriate size for the bottle you have chosen? I.e. does it fit within VinPro's label panel size recommendations? Note that these are always less than what the glass manufacturer specifies.
- Have you allowed some wastage for machine set up when ordering your labels? The general rule of thumb is to allow an additional 2% but for smaller runs we advise an additional 100 + 1.5%
- Have you allowed 50 spare labels to set up the machine if they are individually numbered?
- Have you ordered enough labels to apply to cartons should you be choosing to do this?
- See next page for some Design Basics

# DESIGNING A WINE LABEL: THE BASICS

When you are designing labels for a wine that will be sold in multiple markets, there are 5 key points to keep in mind:

1. You can design a single front label that will work for most major markets
2. You will need to change your back label for each different market (except Australia)
3. For some markets, you will need a special language label
4. For vintage, variety and geographical indication, the most restrictive rules apply
5. Special wines have special rules

## 1. THE SINGLE FRONT LABEL

There are two options for a front label that can be used in all major markets:

### The “clean” front label

You can meet all of your legal mandatory information requirements on the back label, leaving the front label “clean”.

#### Clean front label



#### Legal back label (NZ/AUS)



Some important points if you are using this option:

- This is the best option to cover all English language markets
- This option does not work for Canada because the authorities require mandatory information to be presented in translation on the front label
- **If you are using this option in the USA, the front label needs to be designated the “Brand Label”**
- You can put “single field of vision” (SFOV) information on the front as long as it is repeated in the correct legal form on the back label

### The “single field of vision” front label

You can put on the front label those items of legal mandatory information that most countries accept when presented in a “single field of vision” – i.e. product name, country of origin, alcohol by volume, net contents.

#### SFOV front label



#### Legal back label (NZ/AUS)



Some important points if you are using this option:

- The front label is not so clean but it frees up space on the back label
- This option does not work for Canada because the authorities require mandatory information to be presented in translation on the front label
- **If you are using this option in the USA, the front label needs to be designated the “Brand Label”**
- You can put other legal mandatory information on the front as long as it is repeated in the correct legal form on the back label

## 2. CHANGING THE BACK LABEL

The back label needs to be changed for every market (except Australia which accepts legal NZ labels).

Why? Because every country requires that the importer in their territory is listed on the label to ensure traceability. Plus, most countries will have their own unique requirements which aren't compatible with other countries – like NZ's standard drinks requirement.

Some people try to manage this by printing back labels with a blank space so they can add in different country requirements later. Others have tried to list the importers for each different market on the same label, but this takes up space and doesn't get you into very many markets.

## 3. SPECIAL LANGUAGE LABELS

Some markets like China, Japan and Russia require the label to be presented in local characters. Canada requires some information to be presented in French and English. In these cases, it is best to produce a special label for the market. This should be done in consultation with your local distributor or importer to make sure you get it right.

The special label doesn't need to be fancy. They just need to capture the legal essentials. Generally overstickers are not looked upon favourably at an official level even though they are widely used.

## 4. FOR VINTAGE, VARIETY, GEOGRAPHIC INDICATION, THE MOST RESTRICTIVE RULES APPLY

For vintage, variety and geographic indication, the NZ rules are the baseline. You must always comply with these as a minimum. But if an export market has more restrictive rules than NZ, you must follow those rules as well as the NZ rules.

The only exception is a single grape variety statement in the USA where a 75% minimum is permitted rather than the NZ 85% minimum.