



INTERNATIONAL STANDARD FOR THE LABELLING OF SPIRITUOUS BEVERAGES OF VITIVINICULTURAL ORIGIN



Edition 2025

OIV

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PREAMBLE

The initial resolution "International Standard for the labelling of spirituous beverages of vitivinicultural origin" was adopted in Paris on 6 September 1991. Since then, this resolution has been modified several times (in 1992 for the Nominal Volume and in 1998 for the scope and field of application). Furthermore, in 1997, the General Assembly in Buenos Aires adopted the resolution ECO 2/97 "beverages derived from mixtures with spirituous beverages of vitivinicultural origin" that was integrated into the International Standard. In 2012, the General Assembly in Izmir adopted a renewed version of the "International Standard for the labelling of spirituous beverages of vitivinicultural origin" (OIV-ECO 402-2012). In 2021 the resolution OIV-ECO 656-2021 updated the definitions of the Geographical Indication and Appellation of Origin.

In 2025, the resolutions OIV-ECO 732-2025 and OIV-ECO 733-2025 integrated information about nutrition declaration and ingredients in the Standard for the labelling of spirituous beverages of vitivinicultural origin.

This 2025 edition therefore represents a consolidated version of the International Standard for the labeling of spirituous beverages of vitivinicultural origin of the OIV.

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Article 1: SCOPE OF APPLICATION

This standard is applied exclusively to the labelling of spirituous beverages of vitivinicultural origin intended for direct human consumption and prepacked for sale to the end consumer, as defined in part I, chapter 7 of the OIV International Code of Oenological Practices.

Article 2: LABELLING

1. **Labelling** shall include all the particulars, indications, trademarks, pictorial matter or symbols related to a spirituous beverage of vitivinicultural origin displayed on any pack, label, ring or neck label that accompanies or refers to the aforementioned spirituous beverage of vitivinicultural origin.
2. The labelling and methods used shall avoid any confusion and not mislead the consumer about the origin and/or nature of the spirituous beverage of vitivinicultural origin. Labelling includes any of the above mentioned items even in electronic mode, or is displayed near the spirituous beverage, including for the purpose of promoting its sale or disposal.
3. A **label** shall mean any document, trademark, image or other descriptive material that is written, printed, patterned, adhered, engraved or affixed to the packaging (container) of a spirituous beverage of vitivinicultural origin or attached to the latter.
4. The **field of vision** shall be any surface of the packaging (container), except for the base, which may be seen without having to turn the packaging (container).
5. **e-label** means the label (or some of its elements) in electronic form.
6. When e-labels are used, to present compulsory information, a clear and direct link to it shall be indicated on the label, specifying what is the information which is provided by electronic means.

Compulsory and optional information described in this standard included in the e-label shall not be displayed together with marketing or sales promotional information.

No personal/ user data shall be collected or tracked unless otherwise provided by national rules in force.

The direct link to the e-label indicated on the label may be clearly identified through language free presentation modalities, a pictogram or a symbol easily visible and clearly understandable for consumers.

Article 3: LANGUAGE AND LEGIBILITY

1. The language used should be easily understood by the consumer.
2. If the language(s) used is/are not understood by the end consumer, the label should be replaced or another attached containing the appropriate indications in the appropriate language.
3. In the cases outlined in point 2, the particulars shall faithfully reflect those of the original label.
4. The obligatory indications shall be written in characters the size and colour of which shall be clear, indelible, and easily legible to the consumer, in normal conditions of purchase and use.
5. Member States shall provide for a minimum type size greater than or equal to 1.2mm.

Article 4: PREPACKED PRODUCT

1. A spirituous beverage of vitivinicultural origin is prepacked when it is placed in a package, whatever its nature, without the consumer being present so that the quantity and nature of the product in the container cannot be modified without the container being opened or noticeably modified.
2. **Nominal volume** (net amount) means the amount of the product that should be inside the container at a temperature of 20°C.

3. A **prepacked batch** shall be a set of pre-packed sale units of a spirituous beverage of vitivincultural origin produced, manufactured, or pre-packaged under practically identical circumstances.

Article 5: COUNTRY OF PROVENANCE, GEOGRAPHICAL INDICATIONS, APPELATION OF ORIGIN

For the purposes of this standard:

1. The **country of provenance** is the country in which the spirituous beverage of vitivincultural origin acquired its main characteristics, quality and nature.
2. **Geographical indication** is any denomination protected by the competent authorities of the country of origin, which identifies a wine or spirit beverage as originating in a specific geographical area, where a given quality, reputation or other characteristic of the wine or spirit beverage is essentially attributable to its geographical origin.

As far as spirit beverage of a vitivincultural origin are concerned, the protection of the geographical indication:

- Is subordinate to the fact that the decisive phase of production being carried out in the country, region, place or defined area.
3. **Appellation of origin** is any denomination recognised and protected by the competent authorities in the Country of origin, consisting of or containing the name of a geographical area, or another denomination known as referring to such area, which serves to designate a wine or spirit beverage as originating in that geographical area, where the quality or characteristics of the wine or spirit beverage are due exclusively or essentially to the geographical environment including natural and human factors, and which has given the wine or spirit beverage its reputation. The protection of the appellation of origin is subordinate to the harvest as well as its transformation into wine in the region or defined area.

Article 6: INGREDIENTS

1. Ingredients shall mean any substance, including food additives, used for manufacturing and preparing a spirituous beverage of vitivincultural origin, which is still present in the end-product or possibly in modified form.
2. Ingredients shall not mean:
 - a) The components of an ingredient that have been temporarily removed during the manufacturing process and later reincorporated in a quantity that does not exceed the initial content.
 - b) Additives whose presence in a spirituous beverage is only due to the fact that they were present in one or several ingredients of the said product, provided that they no longer fulfil a technological function in the finished product.
 - c) Technological aids.

Article 7: OBLIGATORY INDICATIONS

1. The following indications are obligatory on the labelling of spirituous beverages of vitivincultural origin:
 - a) Sales denomination of the product.
 - b) Alcoholic strength expressed as a % of the ethyl alcohol volume at 20°C.
 - c) Nominal volume.
 - d) Batch.
 - e) Identification of the person responsible, whether the manufacturer, the packager or seller, and in all cases, the address.

- f) All information as required by law in the country where the beverage is being sold, especially indications regarding allergens.
- 2. The sales denomination of the spirituous beverage of vitivinicultural origin, alcoholic strength, and nominal volume shall be displayed in the same field of vision.

Article 8: OPTIONAL INDICATIONS

Provided there are no specific provisions in this Standard and that it complies with national regulations, optional information may be indicated on the labelling (particulars, texts) such as:

- a) Trademark.
- b) Vintage, specifying the year of harvest or year of distillation depending on the case.
- c) The list and/or amount of specified ingredients or category of ingredients, for ingredients mentioned on the label.
- d) A text referring to the history of the product or the business.
- e) Distillation, ageing, and production techniques.
- f) Particulars of ageing, including the duration of this ageing.
- g) The country of origin or provenance
- h) Nutrition declaration

Other optional indications in accordance with national regulations on food labelling shall also be provided.

Article 9: CONDITIONS OF USE OF PARTICULARS IN LABELLING

Labelling indications must not be likely to cause confusion as to the product's origin or the existence and/or capacity of the people or companies appearing in the presentation.

1. Sales denomination

- 1.1. Sales denomination shall refer to one of the denominations indicated for spirituous beverages of vitivinicultural origin intended for direct human consumption included in part I, chapter 7 of the OIV International Code of Oenological Practices. This may be complemented or substituted by the name of a geographical indication or denomination of origin if the spirituous beverage of vitivinicultural origin in question has the right to make use of it. This could be the same for the generic denomination "spirituous beverage" possibly complemented by the nature of the raw material used.
- 1.2. Generic denominations of spirituous beverages of vitivinicultural origin intended for direct human consumption listed in part I, chapter 7 of the OIV International Code of Oenological Practices shall not be used in any way, or any reference be made to them in the labelling or presentation, if:
 - a) Neutral alcohol of agricultural or vitivinicultural origin, has been added.
 - b) Distillates of vitivinicultural origin that do not correspond to the definition of spirituous beverage of vitivinicultural origin according to the International Code of Oenological Practices have been added.
 - c) The minimum alcoholic strength required for the spirituous beverage of vitivinicultural origin in question has been reduced.
 - d) Production practices authorised by the OIV have not been implemented.
- 1.3. For mixtures of two or more spirituous beverages of vitivinicultural origin, where the final product does not relate to any of the definitions in part I, chapter 7 of the OIV International Code of Oenological Practices, the sales denomination shall be "Spirituous beverage". In the event that a spirituous beverage mix contains in its presentation one of the spirituous beverages defined by the OIV, the label shall obligatorily list the percentages, in descending order, expressed as pure alcohol, for each of the spirituous beverages used.

2. Name of manufacturer, packager or seller

- 2.1. The labelling shall display the name, registered name or denomination of at least one of the operators involved in the manufacturing or commercialisation process:
- The manufacturer, or producer
 - The packager, or
 - A seller or importer
 - And, in all cases, the address.
- 2.2. The name of the person responsible may be:
- The family name of the natural person,
 - Or the registered name of the company,
 - Or the commercial name of the company that takes responsibility for the product repacked by themselves or on their behalf.
- 2.3. To avoid confusion about the origin of the product, the Member States shall decide on the necessary measures.

3. Packaging ranges and nominal value

- 3.1. The nominal volume shall be written in figures and completed with the symbol or indication of all the letters of one of the following volume units:
- Litre (l) or (L)
 - Centilitre (cl) or (cL)
 - Millilitre (ml) or (mL)
- 3.2. The volume therefore indicated can be followed by a particular referring to another system of measurement (for example, the imperial system), provided that this does not result in any confusion about the quantity presented to the consumer.
- 3.3. Spirituous beverages of vitivinicultural origin, when targeting the final consumer, may be introduced in packages of any nominal value in accordance with the rules in force in the consumer country.
- 3.4. The methods for actual volume control will be those defined in the specific ISO and OIML standards.

4. Country of provenance or origin

- 4.1. In international exchanges, the official or usual name of the country of provenance or origin should be mentioned.
- 4.2. The indication shall be presented through expressions such as "product of..." or "produced in..." complemented by the name of the country of origin.

5. Acquired alcoholic strength

- 5.1. It must be displayed with the "%" symbol and with the words "volume", "vol.", or "vol" and may be followed by the words "alcohol", "alc.", or "alc".
- 5.2. The indication of acquired alcoholic strength expressed as a percentage of the product's volume is obligatory on the labelling with a tolerance of $\pm 0.3\%$ vol. according to the legislation of the producer country and/or consumer country.

6. Batch

- 6.1. The labelling of spirituous beverages should have an indication (sign, letter, number, etc.) enabling the identification of the batch to which the product belongs, which is to be displayed so that it is easily visible, clearly legible and indelible.
- 6.2. The indication of the batch shall be determined and placed under the responsibility of one or more of the operators named in section 2, with special recommendations for handling the goods received by the packager.
- 6.3. It shall be preceded by the letter "L", except in cases where it is clearly distinguished from the other indications on the labelling.

7. Year of harvest

- 7.1. The year of harvest may be indicated on the labelling of spirituous beverages of vitivinicultural origin and shall be considered to be the year when the grape harvest took place if all grapes are from the same harvest, which shall be indicated in the following manner: "Harvest ... [Year]".
- 7.2. The manufacturer, packager or, where appropriate, seller responsible shall provide evidence of the certainty of these indications for the authorities of the country of production or commercialisation.

8. Distillation and production techniques

- 8.1. The labelling of spirituous beverages of vitivinicultural origin may display particulars related to special distillation or production techniques that may be of special interest to the consumer.
- 8.2. The person responsible shall provide evidence of the certainty of these indications to the authorities of the country of production or commercialisation.

9. Recognised ageing particulars or ageing duration

- 9.1. Provided that a regulation defines the ageing conditions and their monitoring, an ageing particular or an ageing duration can only be used if the ageing period is longer than the minimum ageing period required for the standard product (which only bears the generic term as a sales denomination) and provided that it is controlled by an official body of the Member State.

In any case, in the event of a blend, ageing can only refer to the age of the youngest component.

- 9.2. However, in cases where an aging system is followed (as long as it is controlled by an official body belonging to a Member State), involving the carrying out of periodic samples and replenishments of fractions of the contents of the containers, in a manner that leads to assemblages and in order to continue the aging process, the aging period will be considered as the average time, and the aging system can be mentioned in the labelling.

10. Presentation of the list of ingredients

- 10.1. OIV Member States may require a list of ingredients, mentioning all the ingredients complying with the definition provided in this article and article 6 "Ingredients", to be displayed on the label, according to national regulations.
 - 10.2. OIV Member States may require the compulsory displaying of this information according to the national regulations.
- OIV Member States may authorise the list of ingredients to be displayed by using e-labels.
- 10.3. The list of ingredients shall be headed or preceded by an appropriate title which consists of or includes the word "ingredients".
 - 10.4. Ingredients should be listed in descending order according to ingoing weight used in the production of the spirituous beverages of vitivinicultural origin. This requirement does not apply to ingredients below 2% of ingoing weight.
 - 10.5. Taking into account that the spirituous beverages of vitivinicultural origin concerned as defined by the Code of oenological practices are presented by the following 6 spirituous beverages categories:

- a) Wine spirits
- b) Brandy/Weinbrand

- c) Grape Marc Spirits
- d) Wine lees spirits
- e) Grape spirits
- f) Raisin spirits

The list of ingredients contains in particular the **MAIN INGREDIENTS** as described here under.

10.5.1. Alcohol base

- i. According to the article 6, raw materials fermented or distilled used for the production of spirits beverages are not to be considered ingredients, in so far as they are no longer present in the final product as such or present under an altered form (as a distillate for example).
- ii. Information on raw materials for certain spirituous beverages categories in the ingredient list is provided without prejudice to the legal definition of ingredients according to national regulations and as information to the consumer.
- iii. Specific provisions concerning the alcohol base description. The authorised alcohol base and vitivinicultural raw materials can be addressed as follows as long as the information does not result misleading for the consumer:
- iv. The alcohol component shall be listed as either “ethyl alcohol”; “alcohol distillate”; “distilled alcohol”; or “distillate” according to its exact nature followed by the wording: “of vitivinicultural origin” (i.e. “ethyl alcohol of vitivinicultural origin”, “distillate of vitivinicultural origin”) without prejudice to the use of the terms “agricultural origin” instead of “vitivinicultural origin” on the label.
- v. Considering that OIV spirituous beverage categories listed in point 10.5 are mono raw material spirituous beverage categories, the alcohol component may be specified for such products. Where the alcohol component is specified, this may be supplemented by the name of the raw material fermented and distilled (e.g. “wine”, “grape”, “raisin”, “dried grapes” etc.). The name of the raw material may be replaced or supplemented by the name of the wine or the grape variety distilled (e.g. “Distillate of Chardonnay wine”).
- vi. Other information describing the alcohol base could be added if it does not result as misleading for consumers.

10.5.2. Water

Declaration according to national rules.

10.5.3. Sugar in general

Declaration according to national rules.

10.5.4. Spices and herbs

Declaration according to national rules.

10.5.5. Additives

Additives must be designated by the name of the functional class they belong to, followed by their specific name or, if appropriate, INS number. The following functional classes shall be used for labelling additives, together with the specific name or recognized numerical identification such as the Codex International Numbering System (CAC/GL 36-1989) for the presentation of wine additives:

- Acidity regulators
- Preservatives
- Antioxidants
- Stabilisers
- Packaging Gases

If an additive belongs to more than one of the functional classes, the functional class appropriate to the principal function in the case of the wine in question shall be indicated. Additives from the category

“packaging gases” may be replaced in the list of ingredients by the specific particular “Bottled in a protective atmosphere.”

10.5.6. Processing aids described in the OIV International Oenological Codex shall not be declared in the list of ingredients, without prejudice to article 10.5.7.

OTHER INGREDIENTS not covered by the previous paragraphs shall be indicated in accordance with national rules.

10.5.7. SUBSTANCES KNOWN TO CAUSE HYPERSENSITIVITY, INCLUDING ALLERGIES, and still present in the final product shall be indicated and emphasised through a typeset, font, style or background colour that clearly distinguishes them in the list of ingredients. If the list of ingredients is provided using an e-label, these substances must always be indicated on the label.

11. Presentation of nutrition declaration

11.1. The energy value shall be expressed in kJ and kcal:

a) Per 100 ml; and

b) Per consumption unit, provided that the unit used, and the number of units contained in the package are stated. The consumption unit should be provided in ml depending on existing national legislation or traditional consumption habits for each category.

The amount of energy to be listed should be calculated by using the following conversion factors:

- Carbohydrates 4 kcal/g – 17 kJ/g
- Protein 4 kcal/g – 17 kJ/g
- Fat 9 kcal/g – 37 kJ/g
- Alcohol (Ethanol) 7 kcal/g – 29 kJ/g
- Organic acid 3 kcal/g – 13 kJ/g
- Polyols 2,4 kcal/g – 10 kJ/g

11.2. OIV Member States may require the compulsory displaying of this information according to national regulations.

The full nutrition declaration may be provided.

OIV Member States may limit the nutrition declaration on the label to the energy value.

OIV Member States may authorise the full nutrition declaration to be displayed by using e-labels. When the full nutrition declaration is displayed using e-labels, the energy value should also be indicated on the label.

The indication of the energy value may be presented as a numerical value followed by the units of measure. The numerical value of energy may be preceded by the international symbol “E”.

The energy value shall be that of the product as sold.

The declared energy value should, according to the individual case, to be listed is an average value based on laboratory analysis or the manufacturer’s analysis of the product calculated using the conversion factor listed at point 3.3.1. of the Guidelines on Nutrition Labelling (CAC/GL 2-1985) of the CODEX Alimentarius, or a calculation from generally established and accepted data.

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