

If you claim your wine is made from multiple vintages, varieties or GIs, you need to list each vintage, varietal and GI in descending order.



Vintage claims



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If you claim multiple vintages, the total amount claimed must add up to 100%.

So, if your wine is 88% from the 2012 vintage, 2012 can be claimed.
If your wine is 83% from 2012, 16% from 2014 and 1% from 2017, and you want to claim vintage, then you have to specify the presence of all vintages, even the 2017.



Variety claims



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If you add juice or concentrate to sweeten, seed or culture your wine, it doesn't count towards varietal composition as long as you don't add more than 5%.
Also, you can't leave a variety off a label unless you have listed all the varieties that appear in greater proportions on that label.

So, if your wine is 70% Semillon, 20% Chardonnay and 10% Sauvignon Blanc, you can't label your wine as 'Semillon Sauvignon Blanc'.
The wine would either need to be labelled as 'Semillon Chardonnay' or 'Semillon Chardonnay Sauvignon Blanc'.
You couldn't label your wine as just 'Semillon', because less than 85% of the blend is Semillon.



Geographical Indication (GI) claims



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You can claim multiple GIs, but only if each of the GIs claimed accounts for more than 5%.
The maximum number of GIs you can claim is three.

So, if your wine is made from 85% Barossa Valley fruit, then you can claim 'Barossa Valley'.
If your wine is made from 83% Barossa Valley fruit, 13% Heathcote and 4% Pemberton, and you want to claim GI, then it would need to be labelled 'Barossa Valley Heathcote'. You couldn't list Pemberton on the label.

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The Blending Rules

Additional information about the Blending Rules can be found at www.wineaustralia.com/labelling/further-information/the-blending-rules.

Further information

More information is available on the Wine Australia website www.wineaustralia.com or by contacting the Regulatory Services team on 08 8228 2000.

This guide does not constitute legal advice. The *Wine Australia Act 2013* details the requirements and is available on the ComLaw website: www.comlaw.gov.au.

You can also seek professional legal advice.

For general assistance and enquiries, contact us at enquiries@wineaustralia.com or 08 8228 2000.

Cover photo: Elements Margaret River

Packager's guide to the Label Integrity Program

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In September 2012, amendments to the Label Integrity Program (LIP) extended the record-keeping requirements to contract packagers and bottlers.

If you are a bottler, your record-keeping requirements are the same whether you are packaging your own wine or someone else's.



If you are a packager, you must:

- obtain a record of the wine goods from the supplier when the goods are supplied
- keep a record of who supplied the wine to you and to whom the packaged wine is dispatched
- keep records verifying the vintage, variety and geographical indication (GI) of a wine blended on site, and
- record all wine movements (such as tank transfers) and any additions or other winemaking processes performed on the wine (such as filtration).

You need to be able to provide these records to Wine Australia when requested and you need to keep them for seven years. If you don't, you could be guilty of an offence.



If you contract someone to bottle for you, you must:

- provide your bottler with a written record indicating the date, quantity, vintage, variety and GI of the wine delivered to your bottler, and
- ensure that the above record(s) substantiate vintage, variety and GI claims made on the labels that will be affixed.

You need to be able to provide these records to Wine Australia when requested and you need to keep them for seven years. If you don't, you could be guilty of an offence.

Handy hint: As part of your contract, require the supplier to provide the information you need to comply with the law.

No vintage, variety or GI claim on the label?

When you are not altering the composition of the wine, the information obtained from a customer should be as specific as the information on the label. For example, if the label to be affixed describes the wine as an 'NV red', with the only origin being 'Australia', you only need to obtain that level of detail. On the other hand, if the label claim is 'Barossa Valley Shiraz 2016', you need to obtain documentation supporting that claim.

If you are required to undertake **any** operations that alter the composition of the wine before you package it, the supplier of the wine must provide the full composition breakdown of the wine.

What to do if a client refuses to provide a record?

Clients of contract packaging facilities are legally obliged to provide this information. If they do not, you should let Wine Australia know.

Are you concerned about the label you have been asked to affix?

By printing or applying a label that infringes Australian laws relating to description and presentation of wine, you may yourself infringe Australian intellectual property laws, including copyright and trademark laws. In Australia, the same offences apply regardless of whether you are printing, affixing, exporting or selling products with an infringing label. Accordingly, we recommend you seek independent advice on this issue before printing or affixing labels that could be problematic.

Label Opinion Service

Wine Australia offers a complimentary Label Opinion Service to help the sector meet the requirements for labelling. We encourage you to use this free service where there are concerns about the design or information presented on the label. The request form can be found at www.wineaustralia.com/au/labelling.