

Blending rules for the USA market

USA Single claims

USA Multiple claims

In the US, if you claim your wine is made from multiple varieties or GIs, you need to list each varietal and GI in descending order.



Vintage claims

If your GI claim is a state, SEA or country:



If your GI claim is a zone, region or sub-region:



In the US, vintage claims are linked to the type of GI claimed. If a vintage claim is made on the label, a GI (or country) claim is also required to be made.

So, if your wine is 85% from the 2017 vintage, you may only claim a state or South Eastern Australia as your GI.
If your wine is 95% from the 2017 vintage, you are able to claim a zone, region or sub-region such as 'Barossa' or 'Barossa Valley'.



Variety claims



If multiple varieties are claimed, the percentage of each must be shown on the label. The stated percentage must be within +/-2% of the actual blend.

So, if your wine is 60% Cabernet Sauvignon, 25% Merlot and 15% Cabernet Franc, all three varieties would need to be declared on the label.
You couldn't label your wine 'Cabernet Merlot' even though this would meet Australia's blending rules.



Geographical Indication (GI) claims



Only states sharing a land or sea border can make up multiple GI claims. A maximum of three states may be claimed and the percentage of each must be shown on the label within +/-2% of the actual blend.

So, if your wine is 50% Western Australia, 25% South Australia and 25% Victoria you could claim all three states on the label.
If your wine was 50% Queensland, 25% Western Australia and 25% Victoria you could not make a multiple GI claim as the states are not bordering.