

EU WINE LABELLING RULES

STAY AHEAD OF CHANGING REGULATIONS

EFFECTIVE 8 DECEMBER 2023



WHAT'S CHANGED?

EU Wine Labelling Changes came into effect on 8 December 2023.

From 8 December 2023, new EU regulations require all wines produced on or after this date and exported to the EU to include:

- A nutrition declaration
- An energy value
- A list of ingredients

These requirements are in addition to existing EU labelling rules. Information can be displayed either directly on the label or provided electronically (e.g., via a QR code), as long as it is easily accessible and, in a language, understood by consumers in the relevant EU Member States.

WHO'S AFFECTED?



All wine producers exporting to the EU, including Australia



On every bottle of wine produced after 8 December 2023



Bulk wine ingredient info must be on VI-1 Certified



Wine sold exclusively in the UK is not affected unless it is re-exported to the EU



Additional data that can be added

https://BBKS.
IO/01/09311659000770/22/2022
Domain Name: BBKS.IO
Global Trade Item Number (GTIN):
09311659000770
Consumer Product Variant (22): 2022

Domain Name: BBKS.IO

This is the website address where you can find or buy the product.

Global Trade Item Number (GTIN): 09311659000770

This is a unique barcode number that identifies the product worldwide. It helps stores and online shops know exactly which product is being sold.

Consumer Product Variant (CPV, code 22): 2022

This code is used to show a specific version or variation of the product. In this case, "2022" could mean the product's vintage or production year, great identification for online purchases.



Nutrition Information

	per 100ml
Energy	348 kJ 83 kcal
Fat	0 g
of which Saturates	0 g
Carbohydrate	0.1 g
of which sugars	0.1 g
	0 g
	0 g



What a consumer sees when they scan label

WHAT YOU NEED TO DO

To meet these requirements, you can display the required information directly on the label or electronically via a QR code.

If you elect to use QR codes, you must ensure:

DIRECT ACCESS to mandatory info (nutrition, ingredients)

NO MARKETING OR TRACKING - The QR code links only to product info, not sales or promotional activity

ENERGY VALUE must always be on the physical label (sometimes as "E" symbol)

ALLERGENS (e.g., sulphites, eggs, milk) must be listed on the physical label even if the full ingredient list is online

ACCESSIBLE for the product's lifetime - info via QR code must stay available as long as the wine is suitable for consumption

QR CODE must be clearly labelled (e.g., "Ingredients") so consumers know what info they'll get

NO PERSONAL DATA required for the consumer to access the information

HOW WE CAN HELP

Our expert team can help you decipher these labelling requirements, distilling exactly what they mean for you.

A GS1 Australia membership gives you direct access to 2D Next Generation Barcodes, including QR Codes with Digital Link.

These barcodes will not only help you comply with these labelling requirements, but also allow you to embed additional regulatory and supply chain information into the code.

MORE INFORMATION

Wine Australia: [Compulsory energy, nutrition and ingredient labelling in the European Union from December 2023.](#)

Contact GS1 Australia

 Retail@gs1au.org

 1300 227 263

Join GS1 Australia and Get Barcodes for Liquor
www.gs1au.org/join-gs1

The information provided is a summary only. Please ensure you read and understand the full regulations before acting on any information provided in this document.

GS1 Australia

Head Office, 8 Nexus Court, Mulgrave VIC 3170
Locked Bag 2, Mt Waverley VIC 3149
T 1300 227 263 | F +61 3 9558 9551 | ABN 67 005 529 920
www.gs1au.org

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