

# Wine Australia



## Labelling requirements

Wine labels are governed by several Federal and State legislations including:

- Wine Australia Act 2013 and Wine Australia Regulations 2018
- Food Standards Australia New Zealand (FSANZ)
- National Trade Measurement Regulations 2009
- Competition and Consumer Act 2010
- State Consumer Laws

Please note all Australian Wine Labels must comply to the above legislation.  
Please see example below of the current mandatory requirements for a label:

### 1. Brand name

Optional. Brand names should not mislead as to the origin, age or identity of the wine.

### 2. Vintage

Optional. The harvest year. Must be minimum 85% if claimed.

### 3. Region (GI)

Optional. Must be 85% if claimed. Multiple GI claims are acceptable but must be 95% and listed in descending order.

### 4. Variety

Optional. Must be 85% if claimed. Multiple variety claims are acceptable but varieties must be listed in descending order.

### 5. Designation

Mandatory. Must convey the true nature of the product, for example the word 'wine' or the variety.

### 6. Country of origin

Mandatory for domestic stock. Wording is not defined, for example, 'Wine of Australia' or 'Product of Australia'.

### 7. Volume

Mandatory. Must be minimum 3.3mm in height for 750mL bottles. May be presented on the front or back label.

### 8. Alcohol content

Mandatory. Expressed in mL/100g or mL/100mL or X% ALCOHOL BY VOLUME or words and expressions of the same or similar effect.

### 9. Allergens

Mandatory. Sulphites in concentrations above 10ppm and processing aids including milk and egg must be declared.

### 10. Name and address

Mandatory. The name and street address of responsible entity – must not be postal address only.

### 11. Lot identification

Mandatory.

### 12. Standard drinks

Mandatory. Labels must declare the number of standard drinks it contains. 'Contains approx X.X standard drinks' or logo acceptable.

For more in-depth details, please refer to Wine Australia's website:  
<https://www.wineaustralia.com/labelling/domestic-labelling>