

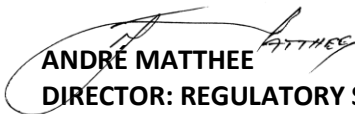


EU ENERGY, NUTRITION, AND INGREDIENT LABELLING

An update, courtesy of Wine Australia, attached hereto for your information.

South African producers have free access to an off-label solution called [DIGI-label](#). The DIGI-label manual is attached for your convenience.

If you have any queries, please feel free to contact the board's executive manager, Olivia Poonah, at olivia@wsb.org.za, or at +27 (0)21 889 6555.



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WINE AND SPIRIT BOARD

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WINE OF ORIGIN (WO) · INTEGRATED PRODUCTION OF WINE (IPW) · ESTATE BRANDY



Australian Government

Wine Australia

Wine Australia for Australian Wine

Compulsory energy, nutrition and ingredient labelling in the European Union from December 2023

14 July 2023

About this document

Wine Australia has prepared this document with the intention of providing guidance to exporters in relation to the commencement of EU laws which will require energy, nutrition and ingredient labelling in the EU from 8 December 2023.

On 11 July 2023, the European Parliament approved an amendment to the law which suggests that the EU's new requirements will only apply to wine produced in the 2024 vintage and beyond. Wine Australia has sought formal confirmation from the European Commission regarding same.

Importantly, this guidance is dated 14 July 2023 and is not reflective of law that is currently in-force in the EU; rather, it anticipates the entry-into-force of Delegated Regulation 2023/3257 (approved on 30 May 2023) on 20 August 2023.

Aspects of the EU's laws the subject of this paper, including those described immediately above, remain under consideration by the EU and the subject of ongoing speculation and uncertainty. Guidance from the European Commission and Comité Européen des Entreprises Vins is expected to be issued imminently. Wine Australia is actively monitoring relevant developments and will update exporters as soon as further information becomes available.



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Summary

Laws applying from 8 December 2023 will require labelling changes for wines exported to the EU.

For each SKU produced on or after 8 December 2023, producers must disclose:ⁱ

- a nutrition declaration
- an energy value, and
- a list of ingredients.

The provision of that information is in addition to existing EU labelling requirements (which must continue to be complied with).

Producers will be able to decide to display nutrition declarations and lists of ingredients on-label or “off-label” (i.e. via electronic means using, for example, a link or QR code which appears on a product’s label), provided certain conditions are met.ⁱⁱ

The information must appear in a language easily understood by the consumers of the Member States where the wine is marketed (and may appear in several languages).ⁱⁱⁱ

Importantly, on 11 July 2023, European Parliament approved an amendment to the law which suggests that the EU’s new requirements will only apply to wine “produced” on or after 8 December 2023.^{iv} On the basis of that 11 July 2023 amendment, but acknowledging the ambiguity that exists regarding the meaning of the word “produced” in the context of wine production, Wine Australia understands that:

- the EU’s new requirements will only apply to wine produced in the 2024 vintage and beyond, and
- wine produced in the 2023 vintage and earlier, and labelled in accordance with current/existing EU labelling requirements, may continue to be sold in the EU until stocks are exhausted.^v

Wine Australia has sought formal confirmation from the European Commission regarding the above understanding and will update exporters as soon as further information is made available.

The new requirements apply to all wine sold in the EU and produced on or after 8 December 2023. That is, the requirements apply to Australian wine producers in the same way that they apply to European wine producers (or wine producers from any other country).

The EU’s new requirements regarding nutrition and ingredient labelling apply in all 27 Member States, however, due to Brexit, will not apply to wine sold in the UK (although will apply to the extent that wine is subsequently “re-exported” from the UK into the EU).



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Nutrition declarations

For each SKU produced on or after 8 December 2023 and sold in the EU, producers must disclose a nutrition declaration which complies with the EU's law.

The mandatory nutrition declaration must include:^{vi}

- an energy value, and
- the amounts of fat, saturates, carbohydrate, sugars, protein and salt.

The nutrition declaration must express amounts of nutrients on a per 100 mL basis.^{vii}

The nutrition declaration must be presented in a clear format and, where appropriate, in the order of presentation provided for in the table below.^{viii} If space permits, the information should be presented in a tabular format with numbers aligned.^{ix} However, where space does not permit, the nutrition declaration may appear in a linear format.^x

energy	kJ/kcal
fat	g
of which	
— saturates,	g
carbohydrate	g
of which	
— sugars,	g
protein	g
salt	g

In cases where the energy value or the amount of one or more nutrients in a product is negligible, the information on those elements may be replaced by a statement such as “Contains negligible amounts of ...” and shall be indicated in close proximity to the nutrition declaration when present.

Energy values must be expressed in kilojoules (kJ) and kilocalories (kcal) per 100 mL^{xi} and are calculated using the following conversion factors:^{xii}

Substance	kJ/g	kcal/g
Carbohydrate (except polyols)	17	4
Polyols	10	2.4
Protein	17	4



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Fat	37	9
Salatrim	25	6
Alcohol (ethanol)	29	7
Organic acid	13	3
Fibre	8	2
Erythritol	0	0

In relation to energy and nutrients, the declared values should, according to the individual case, be average values and based on:^{xiii}

- the manufacturer's analysis of the food
- a calculation from the known or actual average values of the ingredients used, or
- a calculation from generally established and accepted data.

Informal guidance published by the European Commission indicates that:

- energy values should be rounded to the nearest kJ/kcal, and
- generally, the following tolerances and rounding are acceptable in the context of declaring nutrients in accordance with the EU's laws:^{xiv}

	Tolerances		Rounding	
	Quantity	Acceptable tolerance range	Quantity	Acceptable rounding
Fat	<10g/100mL	±1.5g	≤0.5g/100mL	"0g" or "<0.5g" may be declared
Saturates	<4g/100mL	±0.8g	≤0.1g/100mL	"0g" or "<0.1g" may be declared
Carbohydrate	<10g/100mL	±2g	≤0.5g/100mL	"0g" or "<0.5g" may be declared
	10–40g/100mL	±20%	>0.5g/100mL and <10g/100mL	To nearest 0.1g
	40g/100mL	±8g	≥10g/100mL	To nearest 1g
Sugars	<10g/100mL	±2g	≤0.5g/100mL	"0g" or "<0.5g" may be declared
	10–40g/100mL	±20%	>0.5g/100mL and <10g/100mL	To nearest 0.1g
	40g/100mL	±8g	≥10g/100mL	To nearest 1g
Protein	<10g/100mL	±2g	≤0.5g/100mL	"0g" or "<0.5g" may be declared
Salt	<1.25g/100mL	±0.375g	≤0.0125g/100mL	"0g" or "<0.01g" may be declared
			>0.0125g/100mL and <1g/100mL	To nearest 0.01g



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Accordingly, in the context of a “typical” grape-based wine (i.e. of between, say, 4.5% and 14% abv and with less than 10g/L of residual sugar):

- fats may be specified as “0g”
- saturates may be specified as “0g”
- protein may be specified as “0g”
- salt may be calculated by multiplying the quantity of sodium by 2.5 and may be specified as “0g” or “0.01g” (as applicable), and
- it should not be necessary to measure fat, saturates, protein or salt, for labelling purposes.

Moreover, energy in wine is predominantly derived from alcohol and carbohydrate.^{xv} Guidance from the AWRI indicates that, for “typical” grape-based wines, calculation of energy values may be based on measurements of alcohol and sugar, combined with generic values for glycerol and organic acids.^{xvi}

Lists of ingredients

For each SKU produced on or after 8 December 2023 and sold in the EU, producers must disclose a list of ingredients which complies with the EU’s law.

The list of ingredients must be preceded by a suitable heading which consists of or includes the word “ingredients”.^{xvii}

The list of ingredients must include all of the ingredients of the wine.^{xviii} This will require listing (as relevant) grapes, additives, processing aids that may cause allergies or intolerances, sweetening and enrichment substances, tirage liqueur and expedition liqueur.^{xix}

Ingredients must be listed in descending order of weight,^{xx} however:

- ingredients constituting less than 2% of the finished product may be listed in a different order after the other ingredients,^{xxi} and
- additives whose presence in a wine is solely due to the fact that they were “carried-over” to the wine by virtue of being contained in one or more ingredients of the wine (including, e.g., “topping wines” or components of a blend) and that serve no technological function in the finished product shall not be required to be included in the list of ingredients.^{xxii}

A list of ingredients must indicate the additives used in the production of wine, as well as the processing aids that may cause allergies or intolerances.^{xxiii} Ingredients must be designated by their specific name,^{xxiv} rather than their “brand name”,^{xxv} the oenological compounds, categories, names and E numbers to be used are those set out in Annex I, Part A, Table 2, of Delegated Regulation (EU) 2019/934.^{xxvi}

In a list of ingredients, producers may use the words:

- “grapes”, to denote the use of “grapes” and/or “grape must”,^{xxvii} and
- “concentrated grape must”, to denote the use of “concentrated grape must” and/or “rectified concentrated grape must”,^{xxviii}

in the production of a wine.

Ingredients and processing aids derived from substances that cause allergies or intolerances must, in relation to each such ingredient and/or processing aid, be



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indicated in a list of ingredients with a clear reference to the reference to the substance causing the allergy or intolerance, which must be emphasised through a typeset that clearly distinguishes it from the rest of the list of ingredients, for example by means of the font, style or background colour.^{xxxix}

In a list of ingredients, food additives and food enzymes that are categorised as ‘acidity regulators’, ‘preservatives and antioxidants’ and ‘stabilising agents’, need to be designated by the name of the applicable category, followed by the specific name or, if appropriate, E number.^{xxx} These substances are:^{xxxi}

Category	Substance	E number
Acidity regulators	Tartaric acid (L(+)-)	E 334
	Malic acid (D,L-; L-)	E 296
	Lactic acid	E 270
	Calcium sulphate	E 516
	Citric acid	E 330
Preservatives and antioxidants	Sulphur dioxide	E 220
	Potassium bisulphite	E 228
	Potassium metabisulphite	E 224
	Potassium sorbate	E 202
	Lysozyme	E 1105
	L ascorbic acid	E 300
	Dimethyldicarbonate (DMDC)	E 242
Stabilising agents	Citric acid	E 330
	Metatartaric acid	E 353
	Gum arabic	E 414
	Yeast mannoproteins	-
	Carboxymethylcellulose	E 466
	Potassium polyaspartate	E 456
	Fumaric acid	E 297

Additives categorised as ‘acidity regulators’ and ‘stabilising agents’ and which are similar or mutually substitutable, may be indicated in a list of ingredients by using the expression “contains... and/or”, followed by no more than three additives, where at least one of those additives is present in the final product.^{xxxii}

In the context of sparkling wine, the addition of tirage liqueur and expedition liqueur to a wine may be indicated in a list of ingredients by specifying “tirage liqueur” and “expedition liqueur”, alone or accompanied, in brackets, by a list of their constituents.^{xxxiii}

Where producers introduce the packaging gases argon, nitrogen and/or carbon dioxide into a container before, during or after the placing of a wine in a container,



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as part of the packaging of a product, producers are not required to list those packaging gases on a list of ingredients and may instead include the words “Bottled in a protective atmosphere” or “Bottling may happen in a protective atmosphere” on a list of ingredients.^{xxxiv}

Compliance reminder

Producers must ensure that any wine exported to the EU complies with European laws, including in relation to the oenological compounds and oenological practices used to produce the wine.

Certain oenological compounds (i.e. additives and processing aids) permitted to be used to produce wine sold in Australia are not permitted to be used to produce wine sold in the EU.

Further, in some of Australia’s export markets, it is not lawful to sell wine if water has been incorporated throughout the winemaking process to facilitate fermentation. Under European law, all authorised oenological practices shall exclude the addition of water, except where required on account of a specific technical necessity.^{xxxv}

In relation to the EU’s new ingredient labelling requirements, where water has been used on account of a specific technical necessity and to reconstitute an ingredient used in concentrated or dehydrated form, it shall not be required to be included in a list of ingredients.^{xxxvi}

Because wine that does not comply with the EU’s laws cannot be marketed in the EU (and may, in accordance with EU legislation, be destroyed),^{xxxvii} Wine Australia recommends that:

- any oenological compounds used in producing a product, or listed in a list of ingredients as having been used in producing a product, are authorised for the purposes of the EU’s laws, and
- water is not listed in a wine’s list of ingredients (even if used on account of a specific technical necessity and to reconstitute an ingredient used in concentrated or dehydrated form, in accordance with EU law).

On-label or off-label

Under the EU’s new laws, producers will be able to decide to display the mandatory nutrition declaration and/or the list of ingredients on-label or “off-label” (i.e. via electronic means using, for example, a link or QR code which appears on a product’s label) provided certain conditions are met.^{xxxviii}

Where information is provided on-label, the list of ingredients and nutrition declaration must:

- be displayed in such a way to ensure clear legibility, in characters where the “x-height” is at least 1.2mm,^{xxxix} and
- appear in the same field of vision.^{xl}

The provision of information off-label is not mandatory. However, where a nutrition declaration and/or list of ingredients are provided via electronic means:^{xli}

- the information cannot be displayed with other information intended for sales or marketing purposes, and
- no user data may be collected or tracked.



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Further, importantly:

- where a list of ingredients is provided by electronic means, substances or products causing allergies or intolerances must still be listed “on-label” in accordance with existing allergen-labelling requirements,^{xlii} and
- if a producer displays a nutrition declaration off-label, the energy value must still appear on-label (which may be expressed by using the symbol “E” for energy).^{xliii}

Wine Australia is aware of the existence of several commercial enterprises that purport to offer off-label solutions for producers in relation to the EU’s new requirements. Each of these enterprises have different pricing structures and service level offerings and make differing commitments as to their ability to ensure compliance with the law. By way of non-exhaustive list (and without endorsing any one or more of them), Wine Australia is aware that the following IT service providers purport to offer off-label solutions for producers in relation to the EU’s new requirements:

Provider and apparent domicile	
AI-Barcode (E-Label) (China)	Scantrust (Switzerland)
Atrify (Germany)	QualityChain (Switzerland)
Bottlebooks (Germany)	U-Label (France)
Cellr (Australia)	

Wine Australia recommends that exporters liaise with their in-market representatives and decide whether off-label options ought to be explored, and, if so, which technological solutions are available and best suited to their needs.

Disclaimer

The information contained in this guide represents Wine Australia’s interpretation of the regulatory requirements in this market as they apply to Australian wine. Whilst due care and diligence has been exercised in preparing this guide it is not intended to be a substitute for legal advice and should not be relied upon as such. Information provided may not be completely accurate as regulations may have changed since its publication or because clear information is not available. Wine Australia recommends exporters consider seeking local independent advice prior to exporting products to market.

Wine Australia expressly disclaims all and any liability and responsibility to any person in respect of the consequences of anything done in respect of reliance, whether wholly or in part, upon this document.



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ⁱ Rules apply from 8 December 2023: article 6 of Regulation 2021/2117. See further, article 1(32)(a)(ii) of Regulation 2021/2117, article 119(1) of Regulation 1308/2013 and article 9(1) of Regulation 1169/2011.

ⁱⁱ Article 1(32)(c) of Regulation 2021/2117.

ⁱⁱⁱ Article 15(3) of Regulation 1169/2011.

^{iv} Prior to the approval of that amendment, wine needed to be “produced and labelled” (emphasis added) before 8 December 2023 in order to obtain the benefit of the transitional provision. See Corrigendum effecting the amendment at this link: [Priority information | Plenary | European Parliament \(europa.eu\)](#). See further, minutes of European Parliament plenary session of 11 July 2023 accessible here: [Minutes - Corrigendum \(Rule 241\) \(action taken\) - Tuesday, 11 July 2023 \(europa.eu\)](#).

^v Article 5(8) of Regulation 2021/2117. As to the meaning of “placed on the market”, see section 2.3 of ‘Blue Guide’ dated 29 June 2022: [The Blue Guide on the implementation of the product rules 2022 is published \(europa.eu\)](#). See illustrative examples at section 2.12 of that Blue Guide.

^{vi} Article 30 of Regulation 1169/2011 sets out the content requirements of the mandatory nutrition declaration. In addition to the mandatory information required by article 30(1) of Regulation 1169/2011, under article 30(2) of Regulation 1169/2011, the nutrition declaration may also include an indication of the amounts of one or more of mono-unsaturates, polyunsaturates, polyols, starch, fibre and specified vitamins or minerals present in specified ‘significant amounts’.

^{vii} Article 32(2) of Regulation 1169/2011.

^{viii} Article 34(1) and Annex XV of Regulation 1169/2011.

^{ix} Article 34(2) of Regulation 1169/2011.

^x Article 34(2) of Regulation 1169/2011.

^{xi} Article 32(2) of Regulation 1169/2011. In addition, producers may specify on a ‘per portion’ basis in accordance with article 33 of Regulation 1169/2011.

^{xii} Article 31(1) of Regulation 1169/2011.

^{xiii} [labelling_nutrition-vitamins_minerals-guidance_tolerances_1212_en.pdf \(europa.eu\)](#) and [labelling_nutrition-vitamins_minerals-guidance_tolerances_summary_table_012013_en.pdf \(europa.eu\)](#) accessible via [Guidance documents \(europa.eu\)](#).

^{xiv} [labelling_nutrition-vitamins_minerals-guidance_tolerances_1212_en.pdf \(europa.eu\)](#) and [labelling_nutrition-vitamins_minerals-guidance_tolerances_summary_table_012013_en.pdf \(europa.eu\)](#) accessible via [Guidance documents \(europa.eu\)](#).

^{xv} Note, ‘glycerol’ is a polyol. Article 34(5) of Regulation 2011/1169 contemplates that the EU may enact further legislation in relation to the energy values attributable to glycerol.

^{xvi} [254 Technical Review October 2021 \(awri.com.au\)](#)

^{xvii} Article 18(1) of Regulation 1169/2011

^{xviii} Article 18(1) of Regulation 1169/2011

^{xix} Preamble/recitals to Delegated Regulation 2023/3257, paragraph [12].

^{xx} Article 18(1) of Regulation 1169/2011

^{xxi} Item 6 of Part A of Annex VII, via article 18(4) of Regulation 1169/2011.

^{xxii} Article 20(b)(i) of Regulation 1169/2011 and Article 18(1) of Regulation 1333/2008.

^{xxiii} See preamble/recitals to Delegated Regulation 2023/3257, paragraph [12]. See further article 20(b)(ii) and article 21 of Regulation 1169/2011.

^{xxiv} Article 18(2) of Regulation 1169/2011

^{xxv} Article 17(4) (via article 18(2)) of Regulation 1169/2011.

^{xxvi} See article 14 of Delegated Regulation 2023/3257, which inserts article 48a(3) and (4) into Delegated Regulation 2019/33.

^{xxvii} See article 14 of Delegated Regulation 2023/3257, which inserts article 48a(1) into Delegated Regulation 2019/33 (via articles 122(1)(b)(vi) of Regulation 2013/1308 and Regulation 2117/2021).

^{xxviii} See article 14 of Delegated Regulation 2023/3257, which inserts article 48a(2) into Delegated Regulation 2019/33 (via article 122(1)(b)(vi) of Regulation 2013/1308 and Regulation 2117/2021).

^{xxix} Article 12 of 1169/2011.



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^{xxx} Part C of Annex VII of Regulation 1169/2011, via article 18(4) of Regulation 1169/2011. Cross-referencing the list of authorised oenological compounds set out at Annex I, Part A, Table 2, of Delegated Regulation 2019/934, only those categories designated 'acidity regulators', 'preservatives and antioxidants' and 'stabilising agents' need to be declared by category name.

^{xxxii} The oenological compounds categories, names and E numbers are set out in Annex I, Part A, Table 2, of Delegated Regulation 2019/934. See article 14 of Delegated Regulation 2023/3257, which inserts article 48a(3) into Delegated Regulation (EU) 2019/33.

^{xxxiii} See article 14 of Delegated Regulation 2023/3257, which inserts article 48a(5) into Delegated Regulation 2019/33.

^{xxxiv} See article 14 of Delegated Regulation 2023/3257, which inserts article 48a(7) into Delegated Regulation 2019/33.

^{xxxv} See article 14 of Delegated Regulation 2023/3257, which inserts article 48a(6) into Delegated Regulation 2019/33. The packaging gases are specified in Annex I, Part A, Table 2, of Delegated Regulation 2019/934. Per note 7 to Annex I, Part A, Table 2, of Delegated Regulation 2019/934 (see item 20 of Annex I of Regulation 1333/2008).

^{xxxvi} Point A.1 of Part II of Annex VII of Regulation 1308/2013 (via article 80 of Regulation 1308/2013).

^{xxxvii} Article 20(e)(i) Regulation 1169/2011.

^{xxxviii} Article 10 of Regulation 1308/2013.

^{xxxix} Article 1(32)(c) of Regulation 2021/2117.

^{xl} Article 13(2) of Regulation 1169/2011.

^{xli} Article 34(1) of Regulation 1169/2011.

^{xlii} See article 1(32)(c) of Regulation 2021/2117 (which amends article 119 of Regulation 1308/2013 to add a new sub-article 119(4)).

^{xliii} Article 1(32)(c) of Regulation 2117/2021, which amends article 119 of Regulation 1308/2013 to insert new article 119(5). See further, preamble/recital [42] of Regulation 2117/2021.

^{xliiii} Article 1(32)(c) of Regulation 2117/2021, which amends article 119 of Regulation 1308/2013 to insert new article 119(4).



DIGI-Label

2023 MANUAL

1. INTRODUCTION

DIGI-Label is an online platform created to support wine and liquor companies in complying with international label legislation.

The platform enables users to create product batch/lot-specific QR codes, which are then listed along with the other mandatory information on the physical product label. The product's nutritional information, ingredients list, and related warnings are accessible to consumers via the QR code.

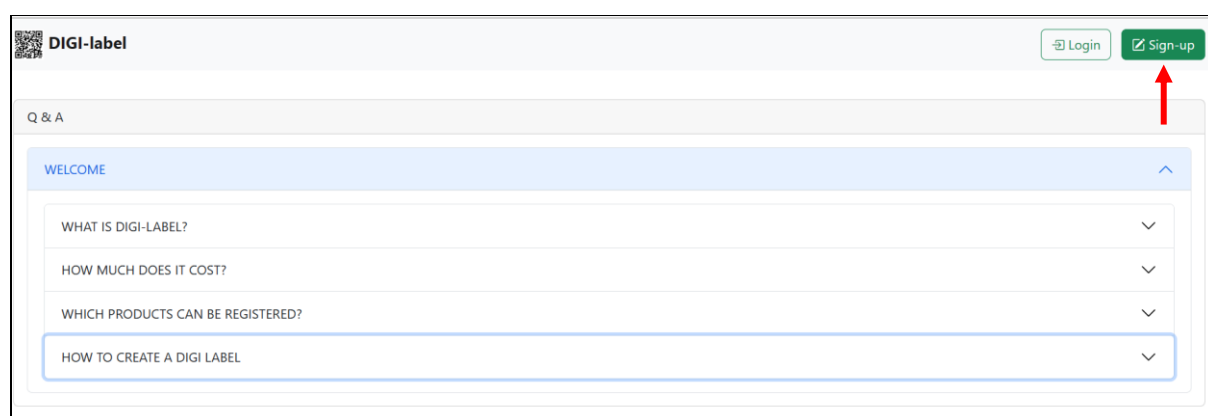
South African liquor companies benefit from the legal and technical expertise needed to generate e-labels without incurring additional costs.

No subscription fees are charged and all liquor products as defined by the Liquor Products Act 60 of 1989 can be registered on the platform.

2. HOW TO REGISTER YOUR BUSINESS ON THE DIGI-LABEL PLATFORM

Only South African liquor brand owners may register their business and assign users that will be responsible for using the platform to generate digital labels and their related QR Codes.

Brand owners are able to give their Label Designer/s access to some or all of their brands registered on the platform to generate digital labels and their related QR Codes.



2.1. Click on “**sign-up**” (green tab on top right-hand corner) to be redirected to the registration page.

BUSINESS REGISTRATION - NEW

BUSINESS INFORMATION

Name of Business

Unit/Floor Number Unit/Floor Name

Street Number Street/Floor Name

Suburb

City/Town

Postal Code

Country

Business Type

Business Website Address

CONTACT PERSON INFORMATION

Name Surname

Email Address

Telephone Number Cellphone Number

2.2. Complete all fields and click on “**next**” (green tab bottom right-hand corner).

2.3. Complete the CAPTCHA and click “**submit**” (green tab bottom right-hand corner).

Your business registration submission will be sent to the DIGI-Label team for verification to ensure that only South African Brand owners are given access to the platform. Once this process has been completed you will receive an account activation notification via email, an example of which is listed below.

From: DigiLabel [mailto:system@doawineonline.co.za]
Sent: Thursday, 01 September 2022 08:13
To: Michael Alberts <janedoe@violetwines.co.za>
Subject: Account Activation

Automatically Generated by the Digi-Label System
Please do not reply to this email directly

Account Activation

Dear Jane Doe,

Your registration on Digi-Label has been completed successfully. Please click on activation link to activate your user account.
[Activate your account](#)

Your temporary login details are:
Email: janedoe@violetwines.za
Password: 8A43KqC5

Regards,
The Digi-Label Team

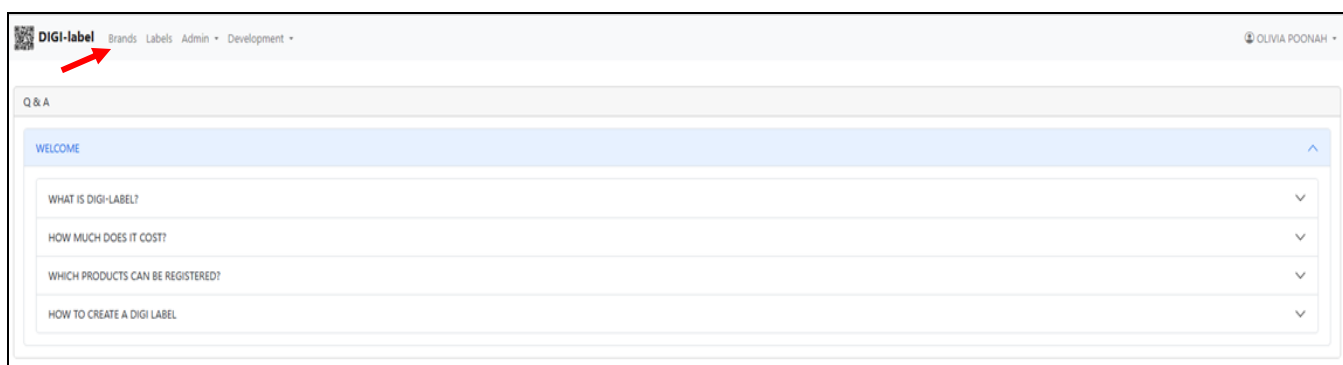
You may now proceed to log in on the DIGI-Label platform using your email address and the temporary password provided in your account activation email. Once logged in, you may proceed to change your password.

If you want to add or remove users under your business profile, you will be able to do so by accessing the 'Users' functionality under the Business Profile Tab.

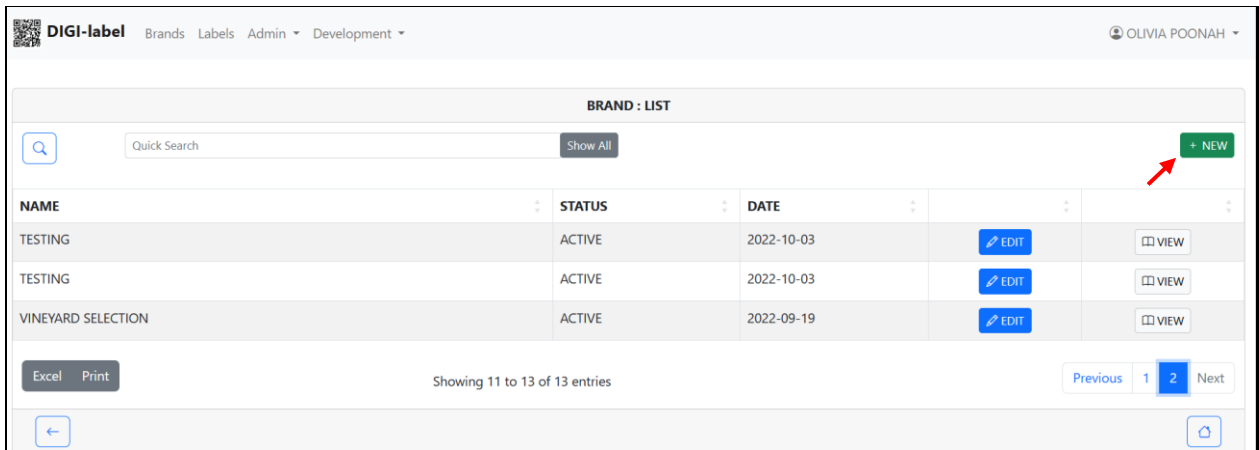
If your Label Designer will be responsible for generating digital labels and their related QR Codes for your wine brands, they will need to register their business on the platform, per the process listed above, and select label designer under the business type tab.

3. HOW TO LOAD YOUR WINE BRANDS

3.1. When you log in to the platform you will be directed to the homepage, click on the brand tab as listed in the top left-hand corner, next to the DIGI-Label logo.

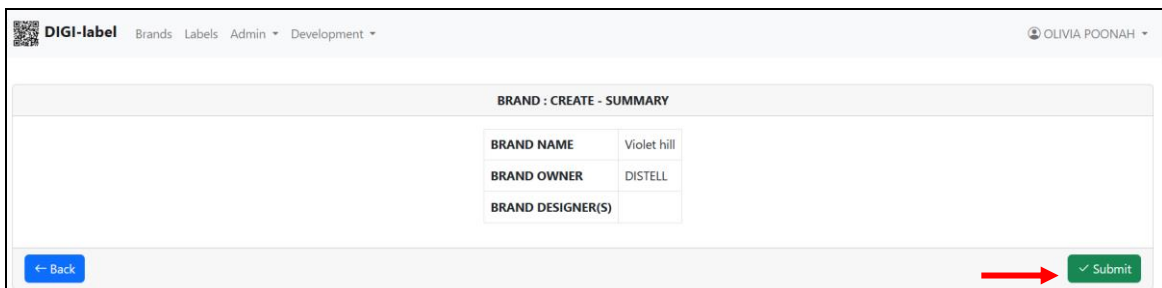
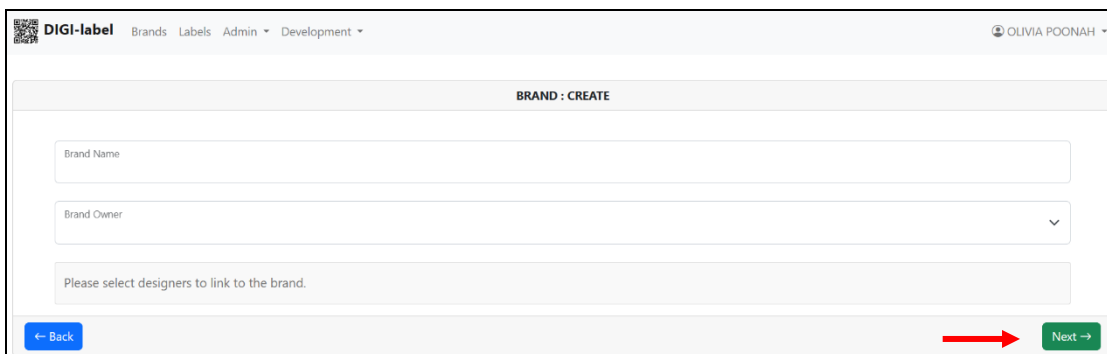


3.2. On the brand page, click on "+new" (green tab listed on the right-hand side).



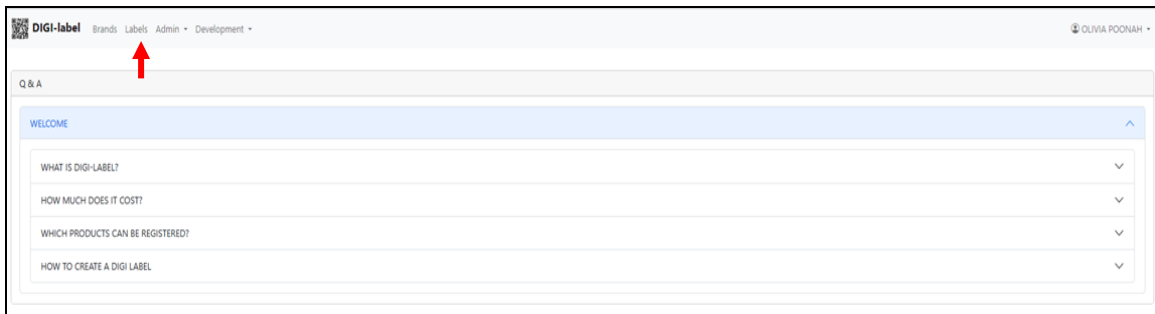
(Please note that you will only have access to brands loaded under your business profile once DIGI-Label goes live.)

- 3.3. List your brand information and select a label designer, only if your Label Designer will be responsible for generating digital labels for your brand. Click “**next**”, review your brand information to ensure it is correct, and click “**submit**”.
- 3.4. Complete the step above for each wine brand under your portfolio, that you intend to generate a digital label for.

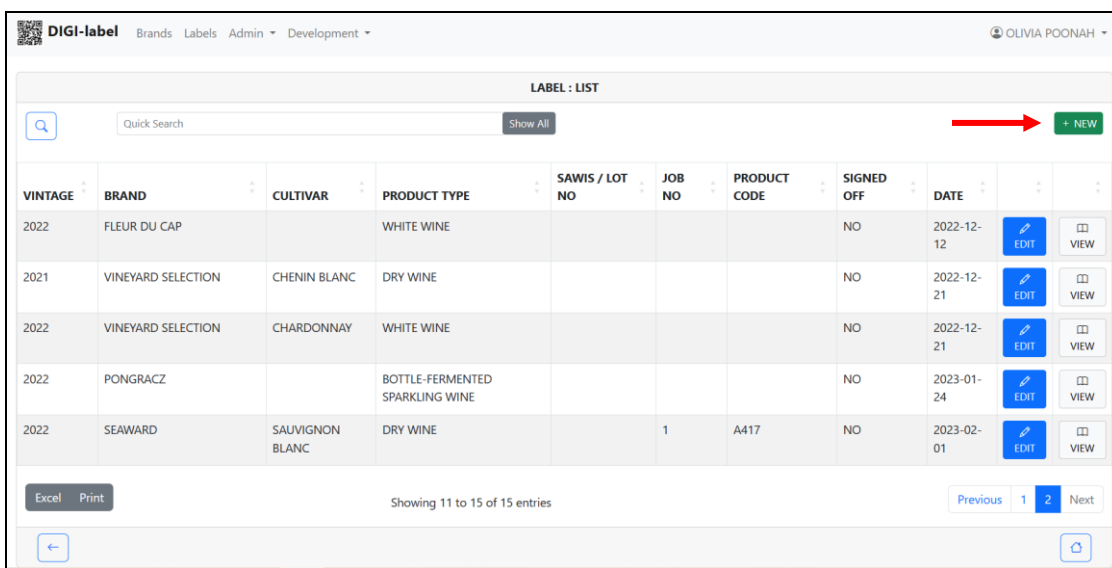


4. CREATING A DIGITAL LABEL AND ITS RELATED QR CODE

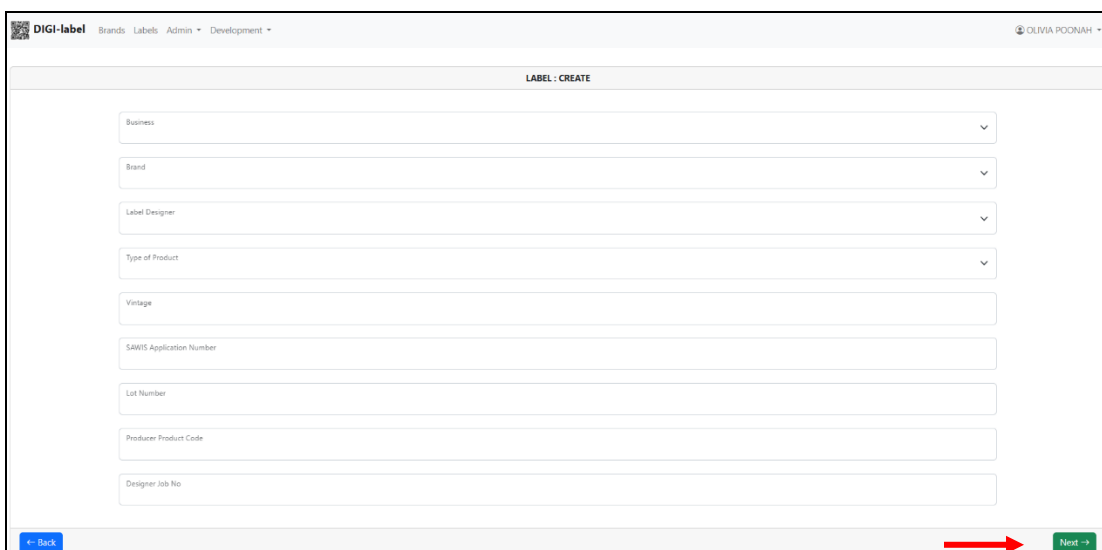
4.1. On the homepage click on the "labels" tab



You will be directed to the Label page.



4.2. Click on "+new" in the top right-hand corner.



4.3. Complete the required fields and click “**next**”, review your label information to ensure it is correct, and click “**submit**”.

LABEL : CREATE - SUMMARY	
BUSINESS	BONNIEVALE WINE CELLAR
BRAND	BONNIEVALE THE RIVER COLLECTION
PRODUCT TYPE	SPARKLING WINE
VINTAGE	2020
SAWIS APPLICATION NUMBER	
LOT NUMBER	
JOB NO	21
PRODUCT CODE	ABC10

← Back → Submit

Once a label has been created the QR code will be available immediately at the bottom of the screen for use. You will be able to download the label information and QR Code by clicking on “**download**” at the bottom of the screen.

Throughout the process you will be able to preview the digital label by clicking on “**label preview**”.

DIGI-label

LABEL : EDIT

10%

[Label Preview](#)

PACKSHOT IMAGE 0% [Edit](#)

PRODUCT INFORMATION 100% [Edit](#)

BRAND	BONNIEVALE THE RIVER COLLECTION
PRODUCT TYPE	SPARKLING WINE
CULTIVAR	
VINTAGE	2020
SAWIS APPLICATION NUMBER	
LOT NUMBER	
DESIGNER JOB NO	21
PRODUCT CODE	ABC10
BRAND OWNER	BONNIEVALE WINE CELLAR
WEBSITE	http://www.bonnievalewines.co.za

CERTIFICATION 0% [Edit](#)

PICTOGRAMS 0% [Edit](#)

WARNINGS 0% [Edit](#)

4.4. You can now proceed to complete each field of your digital label.

- 4.4.1. At Packshot Image click on **“edit”** and select the image of the wine you want to upload. The image must be an exact replica of the actual labelled wine bottle/BIB/can.
- 4.4.2. At Product Information click on **“edit”** if you need to amend any information.
- 4.4.3. If the wine is IPW certified or has an ethical or biodiversity certification, you can indicate this by clicking on **“edit”** next to the Certification heading and selecting the relevant logos.
- 4.4.4. In addition to listing allergens and warnings on the physical label, it can also be communicated via the digital label. Next to the Warnings header click on **“edit”** and select the pictograms you want to be displayed or select the wording you want to be listed on the digital label. For example “contains sulphites”.
- 4.4.5. Click on **“edit”** next to the Ingredients header and select the ingredients

and additives used in making the wine in descending order according to weight. For example, always select wine grapes first as this will always be the biggest component.

4.4.6. Lastly, click on "**edit**" next to the Nutrition Declaration header and complete the nutritional table. Please see the EU mandatory labelling requirements document regarding this point.

4.5. You have now completed 99% of your digital label. It is important that you review the information to ensure it is correct in terms of the applicable wine.

4.6. You can click on "**label preview**" to see how the digital label will be displayed to the consumer.

4.7. Once you are satisfied that the digital label is correct click "**sign off**". **NB:** Once signed off no further information may be added, edited or removed.

5. NEED MORE HELP?

Further information and contact information can be found in the Q&A section on the home page of the DIGI-Label platform. Users, once logged in, will be able to access more detailed guides on the DIGI-Label platform and functions.