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Wine Labeling

Wine, which includes **cider and mead**, must be properly labeled before it can be sold in the U.S. marketplace. This guidance will help you understand TTB's requirements for wine labels.

Key Wine Labeling Topics

Getting Started with Wine Labeling (/wine/labeling#GettingStarted)

Mandatory Wine Label Information

Optional Wine Label Information

Applying for Label Approval

Laws, Regulations, and Other TTB Guidance

Related Information

Getting Started with Wine Labeling
Learn about basic labeling requirements for wine, including cider and mead

- Anatomy of a Wine Label Tool (https://www.ttb.gov/wine/anatomy-of-a-label)
- Example Labels (/images/pdfs/wine_bam/c10-sample-wine-labels.pdf)

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Mandatory Wine Label Information
An explanation of each statement required to appear on most wine labels

Required information on the brand label (/labeling-wine/wine-labeling-brand-label)

- Appellation of Origin (/labeling-wine/wine-labeling-appellation-of-origin) (*mandatory in certain circumstances*)
- Brand Name (/labeling-wine/wine-labeling-brand-name)
- Class or Type Designation (https://www.ttb.gov/images/pdfs/wine_bam/c5-class-and-type-designation.pdf) (*the kind of wine based on the standards of identity*)
- Percentage of Foreign Wine (/labeling-wine/wine-labeling-percentage-of-foreign-wine) (*if applicable*)

Required information on any label

- Alcohol Content (/labeling-wine/wine-labeling-alcohol-content)
- Color Ingredient Disclosures (/labeling-wine/wine-labeling-color-ingredient-disclosures) (*if applicable*)
- Country of Origin (https://www.cbp.gov/trade/rulings/informed-compliance-publications/marking-country-origin-us-imports) (*imports only*)
- Health Warning Statement (/labeling-wine/wine-labeling-health-warning-statement)
- Name and Address (/labeling-wine/wine-labeling-name-and-address)
- Net Contents (/labeling-wine/wine-labeling-net-contents)
- Sulfite Declaration (/labeling-wine/wine-labeling-declaration-of-sulfites)

Designing your label? Use this Mandatory Information Checklist (/labeling-wine/wine-labeling-checklist-of-mandatory-label-information) prior to applying for label approval.

Want a concise guide to mandatory labeling information? View the Wine Beverage Alcohol Manual (/wine/beverage-alcohol-manual).

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Optional Wine Label Information
Rules you must follow if you label wine with this optional information

Most commonly used

- Appellation of Origin (/labeling-wine/wine-labeling-appellation-of-origin) (*mandatory in certain circumstances*)

- American Viticultural Areas (AVAs) (https://www.ttb.gov/wine/american-viticultural-area-ava)

- Grape Variety Designations on American Wine Labels (/wine/grape-variety-designations-on-american-wine-labels)

Production claims

- Organic Claims (/alfd/alcohol-beverages-labeled-with-organic-claims)

Dietary information

- Gluten Content Statements (/images/pdfs/gluten-announcement.pdf)

- Major Food Allergen Labeling (/labeling/major-food-allergen-labeling)

- Statements Related to Nutrient Content, Serving Facts, Alcohol Facts, and Sugar Content (/labeling-wine/alcohol-beverage-labeling)

Miscellaneous

- Personalized Labels (/public-guidance/2017-2-personalized-labels)

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Applying for Label Approval
The TTB approvals you need for your labels and how to obtain them

Preparing to apply

- Mandatory Information Checklist (/labeling-wine/wine-labeling-checklist-of-mandatory-label-information) (*Be sure your labels meet TTB requirements*)

- Processing Times for Label Applications (/labeling/processing-times)

- List of Allowable Changes to Approved Labels (/labeling/allowable-revisions)

Using COLAs Online

- Log in to COLAs Online (https://www.ttbonline.gov/ttbonline/)

- Register for COLAs Online (https://www.ttbonline.gov/formulasonline/ur.do?submissionName=UR&method=displayMainTab)

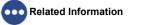- Customer Support Page (/what-we-do/online-services/colas-online)

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Laws, Regulations, and Other TTB Guidance

- Wine Laws and Regulations (https://www.ttb.gov/wine/laws-regulations-and-public-guidance)

- Rulings (/wine/wine-rulings)

- Procedures (/wine/procedures)

- Industry Circulars (/wine/industry-circulars)

- Treasury Decisions (/rrd/treasury-decisions)

- Other Public Guidance (/public-guidance)

- Wine Beverage Alcohol Manual (BAM) (/wine/beverage-alcohol-manual)

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Related Information

Frequently asked questions

- Alcohol FAQs (/resources/faqs/alcohol)

- Wine FAQs (/wine/wine-faqs)

- Mead FAQs (/resources/faqs/alcohol#hw)

Formula information

- Which Wines Require Formula Approval? (https://www.ttb.gov/formulation/do-i-need-a-formula-wine)

Cider

- Cider Resources (/cider/cider-resources)

Presentation and seminar materials

- TTB Wine Presentations (/resources/press-room/presentations#Wine)

- Wine Industry Compliance Seminar (/images/wine-resource-tool/wine_menu.htm)

Other related information

- Alcohol Beverage Formula Approval (/what-we-do/program-areas/formulation)

- Hemp Policy (/formulation/hemp-policy)

- Alcohol Beverage Advertising (https://www.ttb.gov/advertising/alcohol-beverage-advertising) (*including boxes and cartons that contain bottles*)

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📞 **CONTACT US**

For more information on labeling, contact us at 202-453-2250 or toll free at 866-927-ALFD (2533), or send us a message using our ALFD Contact Form (/contact-alfd).

See our customer service desk information page (/who-we-are/contact-us/alfd-call-center) for more contact information.

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