



COMMUNIQUE DE PRESSE

Information du consommateur : un engagement fort et concret des professionnels du secteur des vins et spiritueux

Paris, le 30 septembre 2021 – La Fédération Française des Spiritueux (FFS), la Fédération Française des Vins d'Apéritif (FFVA) et l'Union des Maisons & Marques de Vin (UMVIN) s'associent au lancement de la plateforme U-Label (<http://www.u-label.com/>) qui a eu lieu aujourd'hui à Bruxelles, en présence de représentants du secteur et des institutions européennes, dont le Commissaire à l'Agriculture Janusz Wojciechowski.

Développée par nos fédérations européennes, le Comité Européen des Entreprises Vins et spiritsEUROPE, la plateforme U-Label est un outil en ligne qui permet désormais aux entreprises du secteur des vins, vins d'apéritif et spiritueux de fournir à chaque consommateur européen, de façon dématérialisée et dans sa langue, les informations relatives à leurs produits. Ces dernières seront rendues disponibles au moyen d'une étiquette électronique, accessible via un code QR imprimé sur l'étiquette de la bouteille.

La plateforme U-Label, qui sera opérationnelle à compter du 1^{er} novembre 2021, aidera également les entreprises du secteur, en particulier les nombreuses PME/TPE, à répondre aux nouvelles attentes des consommateurs en matière d'information sur les caractéristiques nutritionnelles et la liste des ingrédients de leurs produits.

Elle s'inscrit ainsi dans la continuité du site internet *InfoCALORIES* (<http://info-calories-alcool.org>), lancé en 2016 par la FFS, la FFVA et l'UMVIN.

*« Aujourd'hui, le lancement de la plateforme U-Label vient confirmer notre engagement conjoint à répondre aux attentes du consommateur, de façon transparente et adaptée aux technologies et modes de consommation d'aujourd'hui, souligne **Michel CHAPOUTIER, Président de l'UMVIN**. Permettre au consommateur de faire des choix de consommation éclairés fait partie intégrante de la responsabilité sociétale de nos maisons. »*

Pour **Jean-Pierre COINTREAU, Président de la FFS**, *« il est primordial de répondre aux attentes des consommateurs en matière de transparence de l'information sur les produits, sans risquer de rendre l'étiquette illisible ou datée, grâce aux outils numériques ».*

« Cette plateforme innovante permettra aux consommateurs de mieux comprendre la complexité et la richesse de nos produits » selon **Jérôme PERCHET, président de la FFVA**.

Annexe : Présentation des entreprises et produits ayant participé au projet pilote (en Anglais)

Créée en 1996, la **Fédération Française des Spiritueux (FFS)** est une organisation professionnelle qui représente les producteurs et distributeurs français de boissons spiritueuses. Elle regroupe près de 250 entreprises (des PME aux groupes à vocation internationale) soutenant 100 000 emplois dans toutes les régions de France métropole et territoires d'outremer. 90% des entreprises sont issues des PME-TPE. Elle a pour principale mission de traiter de toutes les questions d'intérêt général se rapportant directement ou indirectement à l'élaboration, à l'importation et à la commercialisation des boissons spiritueuses. La FFS est membre de spiritsEUROPE.

Contact presse : VFCRP Valérie Langlois-Vesperini – vlanglois@vfcrp.fr – +33 6 61 61 80 75

Avec plus de 50 années d'existence, la **Fédération Française des Vins d'Apéritif (FFVA)** est une fédération de producteurs et de distributeurs de vins d'apéritif. Elle rassemble trois familles de boissons apéritives à base de vin : vins aromatisés, vins mousseux et vins de liqueur. La FFVA est membre du Comité Européen des Entreprises Vins.

Contact presse : Nathalie Garnier – nathalie@agencewsw.com – +33 6 15 19 45 57

L'**Union des Maisons & Marques de Vin (UMVIN)** est la fédération nationale des maisons de négoce en vins. Elle regroupe quinze syndicats régionaux couvrant toutes les régions viticoles et toutes les catégories de vins. L'UMVIN rassemble environ 700 maisons de négoce en vin. Ces entreprises commercialisent environ 75% des volumes commercialisés en France et plus de 80% des volumes commercialisés à l'exportation. L'UMVIN est membre du Comité Européen des Entreprises Vins.

Contact presse : NC Communication – contact@nathaliecosta.com – +33 6 37 32 90 12

PRESENTATION OF PILOT PRODUCTS

The U-LABEL platform is an online tool created to support wine and spirits companies in providing EU consumers with relevant, accurate and detailed information about their products by means of an e-label, accessible to consumers through a QR-code printed on the back-label of the bottle.





To make sure the U-LABEL platform serves as much as possible the true needs of today's wine and spirit companies, we have set up a pilot project gathering 16 wine and spirits companies who have devoted time and efforts to accompany, from early days, the conception of the platform and to test its features and functioning before the platform's official launch.

This successful collaboration with companies from various countries and sizes, producing different types of products, allowed us to identify accurately the needs of hands-on actors, and how to match them with consumers' expectations.

We proudly present here the first products that have created an e-label and apposed a QR-code on their labels.

Brussels, 30 September 2021

ADDITIONAL RESOURCES

-  [Questions & Answers on the U-LABEL platform](#)
-  [Presentation of the pilot products](#)
-  [Video statements from pilot companies' CEOs](#)
-  [Dedicated pages on CEEV website and spiritsEUROPE website](#)

We thank all our pilot companies for their support.



MASI AGRICOLA

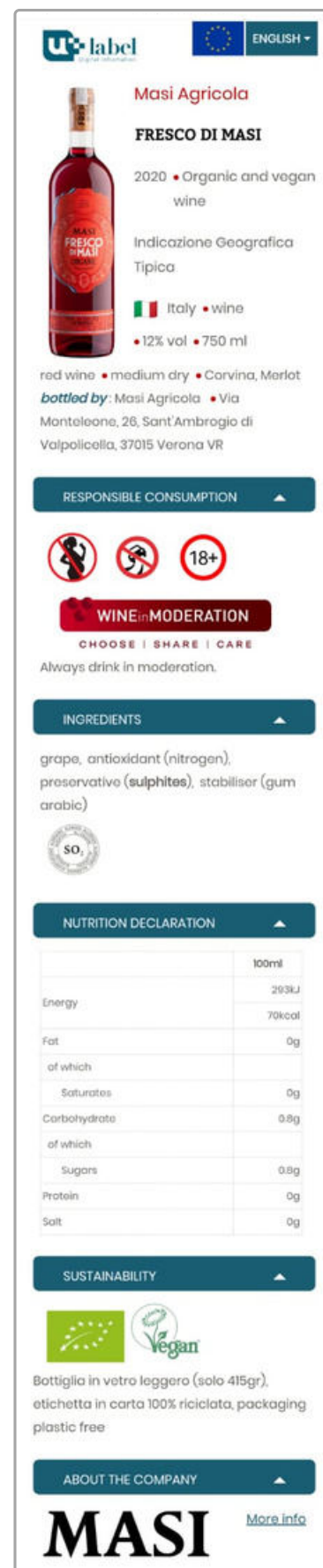
Fresco di Masi



ABOUT THE COMPANY

Masi is a leading producer of Amarone and has always interpreted the values of the Venetian regions with passion. Its history begins at the end of the eighteenth century, when the Boscaini family, still the owners today, acquired fine vineyards in a small valley called "Vaio dei Masi", in the heart of the Valpolicella Classica. Masi offers recognised expertise in the Appassimento technique, a method of drying harvested grapes, practised since Ancient Roman times to concentrate the wine, and continuously innovated by the Masi Technical Group. Masi operates according to social, ethical and environmental values: sustainable choices, inspired by the MasiGreen philosophy, characterise the entire supply chain at each of the Group's production sites.

OUR PILOT E-LABEL



Digital labels are the solution to offer the consumer transparent and complete information on wine, integrating the information that may be contained in the limited space of the label. We are proud that Masi has been selected by Federvini and Comité Vins to represent Italy in the pilot project that allowed to create an advanced platform to generate digital labels for wine.

Federico Giroto, Delegated Administrator of Masi Agricola spa

SOGRAPE VINHOS

Mateus Rose Original



ABOUT THE COMPANY

Since its foundation in Portugal more than 75 years ago, Sogrape has always had a gift for anticipating the future. In the middle of the Second World War, back in 1942, Sogrape's founder, Fernando Van Zeller Guedes had a vision. He wanted the world to know about the superior quality of Portuguese wines. In a tremendous act of creativity, he brought to life a light, refreshing rosé – Mateus. Portugal's only global wine brand was born. Today, Sogrape is a family-owned wine company, with a strong international presence. It prizes its diversity around the world to produce top quality wines and great brands. We are strongly committed to delivering Sograpiness, our very own word that epitomizes our devotion to bringing Friendship and Happiness to everyone we meet.

OUR PILOT E-LABEL



Sogrape is very proud to be one of the first companies to have joined the U-label project. Guided by our global sustainability approach, we work every day to inspire happier and healthier lives. With this innovative platform, we are able to provide information to our consumers and promote a more responsible wine consumption. This way, our winemaking tradition meets a state-of-the-art digital tool, for a promising journey towards a better and more transparent future.

Raquel Seabra, Chief of International Cluster & Sogrape Public Affairs



ENGLISH



Sogrape Vinhos, SA

MATEUS ROSE ORIGINAL

 Portugal • wine

• 11% vol

rosé wine • medium dry

• Baga, Rufete, Tinta Barroca, Touriga Franca

produced and bottled by: Sogrape Vinhos S.A. • Rua 5 de Outubro, 4527, Avintes, 4430-809 Avintes, Portugal

RESPONSIBLE CONSUMPTION

WINEinMODERATION

CHOOSE | SHARE | CARE

Always drink in moderation.

INGREDIENTS

grape, grape must, carbon dioxide, preservative (sulphur dioxide, potassium sorbate), stabiliser (citric acid)



NUTRITION DECLARATION

 8 x 85 ml

	100ml	85ml
Energy	297kJ 71kcal	252kJ 60kcal
Fat	0g	0g
of which		
Saturates	0g	0g
Carbohydrate	15g	128g
of which		
Sugars	15g	128g
Protein	0g	0g
Salt	0g	0g

SUSTAINABILITY

ABOUT THE COMPANY

 [More info](#)

MGM

Asio Otus



ABOUT THE COMPANY

MGM improves the tradition of Italian wine.

The idea behind MGM is to provide quality wines that meet consumer expectations. Harvesting and winemaking are not enough to produce an excellent wine. It takes passion, curiosity and enthusiasm.

Today the production of MGM is closely followed by a team of wine experts, who manage every stage of winemaking, aging, bottling and quality control, all to achieve our main goal: to make our customers happy.

OUR PILOT E-LABEL

ASIO OTUS

VINO ENIGMATICO

Asio Otus è il nome latino del gufo, simbolo di saggezza e sapienza. I gufi vedono ogni cosa e scoprono tesori nascosti, svelati solo a coloro che sono disposti a seguire il proprio istinto.

Asio Otus is the Latin name for owl, symbol of wisdom and knowledge. Owls see everything and discover hidden treasures, revealed only to those who are willing to follow their instincts.

VINO VARIETALE

Cabernet Merlot Shiraz

ITALIA

Questo vino risulta corposo e speziato ed è ottenuto da un armonico assemblaggio di Cabernet, Merlot e Shiraz. Servire fresco tra 10-12°C.

This full bodied wine is characterized by spicy aromas obtained from a harmonious blend of Cabernet, Merlot and Shiraz. Serve chilled between 10-12°C.

750 ml e 13% vol

Imbottigliato nelle cantine di MGM S.P.A. a Priocca - Italia

PRODOTTO IN ITALIA

Contiene Solfiti / Contiene Solfiti / Contiene Solfiti / Contiene Solfiti / Contiene Solfiti / Contiene Solfiti / Contiene Solfiti / Contiene Solfiti / Contiene Solfiti / Contiene Solfiti

8 033765 186612

MGM Mondo del Vino S.P.A. is certified VIVA VIVA SUSTAINABILITY IN THE ITALIAN WINE SECTOR. VIVA LA SOSTENIBILITÀ NELLA VITIVINICOLTURA ITALIANA. Programma promosso dal Ministero della Transizione Ecologica. www.vivainizone.it





ENGLISH

ASIO OTUS - ROSSO



Italy • wine

13% vol

red wine • CABERNET - MERLOT - SYRAH

bottled by: MGM SPA • VIA UMBERTO I N. 115 12040 PRIOCCA (CN)

RESPONSIBLE CONSUMPTION





WINEinMODERATION

CHOOSE | SHARE | CARE

Always drink in moderation.

INGREDIENTS

grape, preservative (sulphites)

SO₂

NUTRITION DECLARATION

	100ml
Energy	343kJ 82kcal
Fat	0g
of which	
Saturates	0g
Carbohydrate	16g
of which	
Sugars	16g
Protein	0g
Salt	0g

SUSTAINABILITY



ABOUT THE COMPANY

ASIO OTUS [More info](#)



For MGM, the main benefit of the U-label platform is that it simplifies our lives as a wine company. We have an easy tool, which is permanently updated to offer all the information that the consumers ask and for anticipating the legal requirements included in the future EU wine regulation. Affordable for any company, regardless of its size, and easy to manage. Thank you for the opportunity.

Massimo Romani, CEO of MGM

DOMAINE DE MELLEMONT

La Toussaint 2020



ABOUT THE COMPANY

Domaine de Mellemont was founded in 1993 by three visionary friends at the initiative of Pierre H. Rion, a Belgian entrepreneur in technology. They were among the first to embark on the wine adventure in Belgium, creating the first significant and largest vineyards in Wallonia (4 Ha), planted with Müller-Thurgau, Pinot Auxerrois and Pinot Noir. At the start of 2021, the Domaine was taken over by 4 young entrepreneurs in their thirties, with the firm intention of maintaining and developing its reputation as a quality local product, affordable and respectful of the environment.

OUR PILOT E-LABEL




U-label is the best solution for a small company such as Mellemont to start engaging in digital consumer information. This very intuitive platform allows us to both create and manage our own e-labels in all languages at a very affordable cost. On top, it allows us to be legally compliant.

Pierre-Alexandre Péters, co-CEO of Domaine de Mellemont



ENGLISH




Domaine de Mellemont
LA TOUSSAINT
2020 •
Vin de Pays des Jardins de Wallonie
Belgium • wine
• 12% vol • 75 cl

white wine • dry • Müller-Thurgau
produced by: • Avenue du Lieutenant Bigourdan, 11360 Perwez

RESPONSIBLE CONSUMPTION






WINEinMODERATION
CHOOSE | SHARE | CARE
Always drink in moderation.

INGREDIENTS

grape, preservative (sulphites), stabiliser (gum arabic), sucrose



NUTRITION DECLARATION

	100ml
Energy	289kJ 69kcal
Fat	0g
of which	
Saturated	0g
Carbohydrate	0.15g
of which	
Sugars	0.15g
Protein	0g
Salt	0g

SUSTAINABILITY



ABOUT THE COMPANY


[More info](#)

ZAMORA COMPANY

Ramon Bilbao Verdejo 2020



ABOUT THE COMPANY

Zamora Company is a 100% family-owned Spanish company founded in 1946, that produces and markets high value-added spirits and wines, focused on customer satisfaction and the creation and development of premium brands. With operations in more than 80 countries, Zamora Company is made up of an experienced international team of more than 500 people and an extensive portfolio of premium brands, with production plants in Spain, Italy, USA, and an annual turnover of 172.2 million euros (2020).

OUR PILOT E-LABEL



DESDE 1924

RAMÓN 'BILBAO
VERDEJO 2020

En 1924 Ramón Bilbao fundó su bodega para elaborar vinos con un estilo único, que reflejasen su personalidad aventurera a través de aromas y sabores en los que la uva se expresa plenamente y capaces de trasladarte a la tierra que los vio nacer.

In 1924 Ramón Bilbao set up his own bodega in order to make wines with a unique style, one that would reflect his adventurous character through aromas and flavours in which the grapes are given their full expression and which are able to transport you to the land from which they spring.

A la temperatura ideal de consumo (8-10°C), aparece en la etiqueta frontal un matasello de color azul que le indicará que este vino está listo para tomar.
When the wine is chilled at the right serving temperature (8-10°C / 46-50°F), a blue postmark becomes visible on the front label showing that this wine is ready for drinking.

EMBOTELLADO EN LA PROPIEDAD POR BODEGAS RAMÓN BILBAO, S.A. RUEDA-VALLADOLID-ESPAÑA
PRODUCT OF SPAIN R.E. 8680 VA 00
Contiene sulfitos - Enthält sulfite - Imbottellat sulfite - Contient des sulfites
Bevöl sulfiter - Sulfidat sulfiter
Indeholder sulfiter

Verdejo 8-10°C

VEGANO

13%Vol. 75cl.
www.bodegasramonbilbao.es

8 413423 380017




BODEGAS RAMÓN BILBAO

RAMÓN BILBAO VERDEJO

2020

Spain • wine

13% vol • 750 ml

white wine • dry • VERDEJO
produced and bottled by: BODEGAS RAMÓN BILBAO, S.A.

RESPONSIBLE CONSUMPTION

18+

WINEinMODERATION
CHOOSE | SHARE | CARE
Always drink in moderation.

INGREDIENTS

grape, preservative (sulphites), acidity regulator (tartaric acid)

NUTRITION DECLARATION

	100ml
Energy	305kJ 73kcal
Fat	0g
of which	
Saturates	0g
Carbohydrate	0g
of which	
Sugars	0g
Protein	0g
Salt	0g

SUSTAINABILITY

ABOUT THE COMPANY

[More info](#)

RAMÓN 'BILBAO



The U-label platform is a new technology that really brings many new features for brands to talk with our customers, enhancing the origin, the sources, the transparency. We, at Ramon Bilbao and at Zamora Company, really believe that the correct use of this platform will really enhance our ability to interact with our customers, and we want to take it forward.

Emilio Restoy, Managing Director of Zamora Company

TAITTINGER

Brut Reserve



ABOUT THE COMPANY

Taittinger is one of the last large houses in Champagne to have retained its independence and to bear the name of its owners and managers, a guarantee of expertise and a style characterized by a high proportion of Chardonnay. Thanks to its 288 ha vineyard, one of the largest in Champagne and operated according to the most respectful techniques of the soil, Taittinger guarantees an irreproachable signature and wines recognized for their enduring quality worldwide.

OUR PILOT E-LABEL

CHAMPAGNE
TAITTINGER.
BRUT RÉSERVE

Taittinger est l'une des dernières grandes maisons de Champagne à avoir conservé son indépendance et à porter le nom de ses propriétaires et dirigeants, gage d'un savoir-faire intact et d'un style caractérisé par une forte proportion de Chardonnay, synonyme de finesse et d'élégance. Grâce à son vignoble de 288 ha, l'un des plus grands de Champagne, Taittinger garantit une signature irréprochable et des vins reconnus pour leur qualité constante dans le monde entier.

Brut Réserve incarne cette réputation. Assemblage de plus de 35 crus et composée de 40% de Chardonnay, proportion très rare pour un Champagne sans année, cette cuvée se distingue par un nez délicat aux subtiles notes briochées. En bouche, vivacité et fraîcheur dominant, exhalant ainsi des saveurs de fruit frais et de miel.

Contient des sulfites





750 ml
12,5%vol




7652 100ml E= 314 kJ/ 75 kcal



U-label  **ENGLISH**




TAITTINGER - BRUT RESERVE

AOC CHAMPAGNE

 France • 12.5% vol

• brut

RESPONSIBLE CONSUMPTION


WINEinMODERATION

CHOOSE | SHARE | CARE

Always drink in moderation.

INGREDIENTS

grape, preservative (sulphites), expedition liqueur



NUTRITION DECLARATION

	100ml
Energy	314kJ 75kcal
Fat	0g
of which	
Saturates	0g
Carbohydrate	0.9g
of which	
Sugars	0.9g
Protein	0g
Salt	0g

SUSTAINABILITY

ABOUT THE COMPANY

TAITTINGER
CHAMPAGNE [More info](#)



We have joined the U-label pilot to engage in a process of transparency between the wine industry towards its consumers. We are pleased to have contributed to the creation of an innovative tool that will effectively help all wineries.

Vitalie Taittinger, President of Taittinger

G.H. MUMM

Champagne Mumm Cordon Rouge



ABOUT THE COMPANY

Located in Reims in the heart of the Champagne wine-growing region since 1827, the Mumm Champagne House has developed excellence, passion for its terroir and innovation since its creation. From the courts of royal families to the finest French restaurants, and even outer space, Mumm has always stayed true to its motto, "Only the Best". Mumm is dedicated to producing exceptional wines from the finest Champagne terroir. From vineyard operations to winemaking, blending and bottling, the House continues to develop its rigorous and bold time-honored craftsmanship.

OUR PILOT E-LABEL



The U-label platform is a great sectorial initiative to develop innovative digital labelling solutions. It will allow producers to directly provide straightforward and relevant product information to their consumers. We are glad, by taking part in the pilot test of the platform, to facilitate the development of this ambitious project aiming at providing useful and workable digital solutions for producers

*Patricia Gaborieau, Head of Legal & Public Affairs
for Martell Mumm Perrier-Jouët*



ENGLISH




MUMM CORDON ROUGE
Champagne
France • 12% vol

• brut

RESPONSIBLE CONSUMPTION





WINEinMODERATION
CHOOSE | SHARE | CARE
Always drink in moderation.
Alcohol abuse is dangerous to your health.

INGREDIENTS

grape, preservative (sulphites), expedition liqueur



NUTRITION DECLARATION

	100ml
Energy	314kJ 75kcal
Fat	0g
of which	
Saturates	0g
Carbohydrate	1g
of which	
Sugars	1g
Protein	0g
Salt	0g

SUSTAINABILITY

ABOUT THE COMPANY

[More info](#)



PERNOD RICARD WINEMAKERS SPAIN

Campo Viejo Tempranillo



ABOUT THE COMPANY

Campo Viejo is a flagship Rioja winery and is the no.1 Rioja wine brand in the world. Ever since two local winemakers –Beristain and Ortigüela –created the first vintage in 1959, Campo Viejo represents the expressiveness, colour and vibrancy of Rioja. The Rioja winemaking region is situated in the north of Spain, in the heart of the Ebro valley. It's the most important Spanish wine region and in its heart lies Campo Viejo. Campo Viejo's winemakers work hard to ensure that Campo Viejo wines are the very best expressions of contemporary Rioja, conveying the vibrancy of the region in a way that is in keeping with the expressive, fruit-driven style which today's wine drinkers are actively seeking. A multi-award winning and sustainable winery, Campo Viejo has a love and respect for the land and its winemaking heritage.

OUR PILOT E-LABEL




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Ruth Chocarro, Corporate affairs and SR Director
for Pernod Ricard Winemakers Spain





ENGLISH



**PERNOD RICARD
WINEMAKERS SPAIN**

**CAMPO VIEJO
TEMPRANILLO**


DOCa RIOJA

 Spain • wine

• 13.5% vol

red wine • dry • TEMPRANILLO

RESPONSIBLE CONSUMPTION





WINEinMODERATION

CHOOSE | SHARE | CARE


Always drink in moderation.

INGREDIENTS

grape, preservative (sulphites)



NUTRITION DECLARATION



6 x 125 ml

	100ml	125ml
Energy	33kJ	41kJ
	79kcal	99kcal
Fat	0g	0g
of which		
Saturates	0g	0g
Carbohydrate	0.97g	1.21g
of which		
Sugars	0.27g	0.34g
Protein	10g	12.5g
Salt	0g	0g

SUSTAINABILITY



ABOUT THE COMPANY


[More info](#)

CASA VINICOLA ZONIN

Pinot Grigio Friuli DOC



ABOUT THE COMPANY

Founded in 1821, ZONIN1821 is the largest prosecco family-owned company in Italy and is one of the top 5 Italian wine producers. ZONIN1821 distributes and markets still and sparkling wines under the Zonin label as well as those of the eight family's Estates and the Chilean Dos Almas. The company is headquartered in Gambellara, in the Veneto Region, Italy and counts over 500 people. More on www.zonin1821.it

OUR PILOT E-LABEL

FAMIGLIA
ZONIN
— DAL 1821 —

**PINOT GRIGIO
FRIULI**

Denominazione di Origine Controllata

Asciutto ma morbido ed elegante, su fondo gradevolmente ammandorlato, questo bianco ha un caratteristico profumo aromatico che ricorda la pera. Si consiglia di servirlo freddo ma non ghiacciato con prosciutto crudo, minestre leggere, risotti con salse di verdure o di pesce.

Imbottigliato da Casa Vinicola Zonin S.p.A. - Gambellara - Italia
Prodotto in Italia



CONTIENE SOLFITI - ENTHÄLT SULFITE - CONTAINS SULPHITES - CONTIENT SULFITES - VSEBUJE SULFIT - SUDETJE VRA SULFITAL - BEVAT SULFITEN - ZAWIERA SIARCZYNY - WNEHALER SULFITER - TARTALMAZ SZULFITOK - OBSAHUJE SIRČITANY - SISÁLTÁ SÚLFITEJÁ - SATUR SULFITUS - OBSAHUJE SIRČITANY - Περιεχόμενα: Σουλφίτες - СОДЕРЖА СУЛФИТЫ - CONTIENE SOLFITI






8 002235 212557

www.zonin.it

12%vol 750ml e





ENGLISH






**Casa Vinicola Zonin
S.p.A.**
**PINOT GRIGIO FRIULI
DOC**

2020 •
Pinot Grigio Friuli
DOC

Italy • wine
12% vol • 750 ml

white wine • dry • Pinot Grigio
bottled by: Casa Vinicola Zonin S.p.A. •
Via Borgolecco 9 - 36053-Gambellara-
Vicenza

RESPONSIBLE CONSUMPTION

WINEinMODERATION

CHOOSE | SHARE | CARE
Always drink in moderation.


INGREDIENTS

grape, preservative (potassium metabisulphite)

NUTRITION DECLARATION


	100ml
Energy	293kJ 70kcal
Fat	0g
of which	
Saturates	0g
Carbohydrate	0.9g
of which	
Sugars	0.2g
Protein	0g
Salt	0g

SUSTAINABILITY



ABOUT THE COMPANY

[More info](#)



In a digital era where we are all eager to know more about brands, we decided to join the pilot of the U-label platform with our Zonin Pinot Grigio, in order not only to provide consumers with more relevant information about our wine, but also to let them embrace our heritage and philosophy from the beginning of their journey. Moreover, being geo-localized, the U-label offers the opportunity to speak to our consumers and prospects in their own language. A tremendous advantage to be even closer and informative we didn't want to miss.

Pietro Mattioni, CEO of Zonin 1821

THE ABSOLUT COMPANY

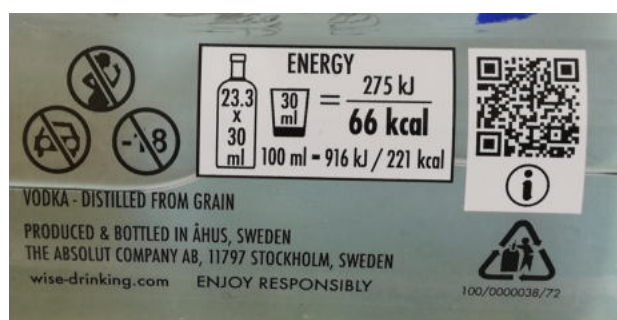
Absolut Vodka



ABOUT THE COMPANY

The Absolut Company is part of Pernod Ricard and is based in Sweden. It has the worldwide responsibility for the production and marketing of Absolut Vodka – the sixth biggest spirits brand globally. Absolut Vodka is produced with the same continuous distillation as was introduced by its progressive founder LO Smith (1836 – 1913) at one source, the village of Åhus in southern Sweden. It prides itself with one of the most energy efficient distilleries in the industry and 98% less CO₂-emissions than an average distillery. The goal is to have fossil free production by 2025, eliminating the little emissions that remain. The ultimate goal is to manufacture a carbon neutral product by 2030, including supply chain. It is Sweden's single largest food export.

OUR PILOT E-LABEL



“ Digital information is becoming the new normal for consumers and for everyone. The U-label platform is a pioneering digital solution that will provide EU consumers with improved access to product information and facts anywhere, anytime, in their own language, empowering them to make more informed and responsible choices in a very easy way.

Paula Eriksson, VP Corporate Affairs & Communications, Sweden

PILOT PROJECT



ENGLISH ▾



The Absolut
Company AB

ABSOLUT VODKA

Swedish Vodka

 Sweden • Vodka

• 40% vol • 700 ml

RESPONSIBLE CONSUMPTION ▴



responsibledrinking.eu

INGREDIENTS ▴

Vodka (Grain distillate and water)

NUTRITION DECLARATION ▴

$$\begin{array}{r} 23.3 \\ \times 30 \text{ ml} \\ \hline 274.8 \text{ kJ} \\ 66 \text{ kcal} \end{array}$$

100 ml = 916 kJ / 219 kcal

	100ml	30ml
Energy	916kJ	275kJ
	219kcal	66kcal
Fat	0g	0g
of which		
Saturates	0g	0g
Carbohydrate	0g	0g
of which		
Sugars	0g	0g
Protein	0g	0g
Salt	0g	0g

SUSTAINABILITY ▾

ABOUT THE COMPANY ▴

[More info](#)

ABSOLUT.

RÉMY COINTREAU

Cointreau



ABOUT THE COMPANY

Rémy Cointreau is a French, family-owned business group whose origins date back to 1724. The group has an international portfolio of spirits composed notably of cognacs, liqueurs, including the iconic Cointreau liqueur and champagne.

The Rémy Cointreau Group brings together a range of exceptional spirits that draw their strength from their authenticity and originality. The companies have the good fortune to be heirs to these terroirs and this expertise that has been handed down from generation to generation.

OUR PILOT E-LABEL



At Rémy Cointreau, we are very proud to be part of the e-Label platform project initiated by the wine and spirit industries in response to the EU call for more consumer information on our products.

With this project, we demonstrate the capacity and responsibility of our sector in responding to consumer and regulatory expectations.

Eric Vallat, CEO of Rémy Cointreau Group

PILOT PROJECT



ENGLISH ▼



Cointreau

L'UNIQUE

France • Liqueur

• 40% vol

produced and bottled by: Cointreau •
49124, Saint Barthelemy d'Anjou, France

RESPONSIBLE CONSUMPTION ▲



responsibledrinking.eu

INGREDIENTS ▲

Water, orange peel distillate, sugar, alcohol

NUTRITION DECLARATION ▲



30 ml = 392.1 kJ
94 kcal

100 ml = 1307 kJ / 312 kcal

	100ml	30ml
Energy	1307kJ 312kcal	392kJ 94kcal
Fat	0g	0g
of which		
Saturates	0g	0g
Carbohydrate	23g	6.9g
of which		
Sugars	23g	6.9g
Protein	0g	0g
Salt	0g	0g

SUSTAINABILITY ▼

ABOUT THE COMPANY ▲

COINTREAU
THE ART OF THE MIX

[More info](#)

EDRINGTON

The Famous Grouse



ABOUT THE COMPANY

Founded in Scotland in 1861, Edrington is the home of exceptional spirits. Our portfolio includes some of the world's best-loved Scotch whiskies.

The Macallan is our central focus, supported by Highland Park and The Glenrothes in the single malt category and Naked Malt in the blended malt category. Our portfolio is completed with The Famous Grouse Blended Scotch Whisky and Brugal premium rum from the Dominican Republic. Edrington also has strategic partnerships with No.3 London Dry Gin, and Noble Oak and Wyoming Whiskey in the American Whiskey categories.

Our business is underpinned by the Edrington values of giving, respect, integrity, and excellence.

OUR PILOT E-LABEL



PILOT PROJECT




ENGLISH



Edrington Distillers Ltd
THE FAMOUS GROUSE
Scotch Whisky



United Kingdom

• Whisky • 40% vol • 700 ml

produced and bottled by: Edrington Distillers Ltd • 2500 Great Western Road, Glasgow, G15 6RW

RESPONSIBLE CONSUMPTION

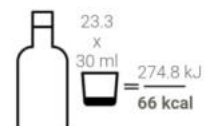


responsibledrinking.eu

INGREDIENTS

Whisky (Cereal distillate and water), colour (E150a)

NUTRITION DECLARATION



100 ml = 916 kJ / 219 kcal

	100ml	30ml
Energy	916kJ 219kcal	275kJ 66kcal
Fat	0g	0g
of which		
Saturates	0g	0g
Carbohydrate	0g	0g
of which		
Sugars	0g	0g
Protein	0g	0g
Salt	0g	0g

SUSTAINABILITY

ABOUT THE COMPANY

[More info](#)



Edrington is committed to promoting responsible consumption of our ultra-premium spirits. So, we are pleased to be part of the e-label pilot through The Famous Grouse as we believe it is an effective way for us to provide our consumers with important information on nutrition, ingredients, and responsibility to help people make positive choices about alcohol.

Huw Pennell, Europe Managing Director, Edrington

LATVIJAS BALZAMS JSC

RIGA BLACK BALSAM



ABOUT THE COMPANY

Latvijas balzams is the leading producer of alcoholic beverages in the Baltic States. As of 2006, it had a market share of about 50% in Latvia and nowadays more than 70% of production is made exclusively for export markets. The company has a long history with the beginnings of it being traced back to 1900 when the Riga State Spirits Warehouse No.1 started operation as it later changed its name to Latvijas balzams in 1970. Now it is part of Amber Beverage Group, the rapidly-growing global spirits producer and distributor. Its flagship product is the legendary and probably the oldest herbal bitter in the world: Riga Black Balsam.

OUR PILOT E-LABEL

RIGA BLACK BALSAM. SPIRIT DRINK.
 Producer: Latvijas balzams AS,
 A. Čaka iela 160, Rīga, LV-1012, Latvija.
 Riga Black Balsam can trace its roots back to 1752. The existing original recipe was developed by the master distillers of Latvian balzams in the middle of the 20th century. It is an amazing blend of 24 all-natural ingredients including extracts of carefully selected grasses, roots, berries and buds. Riga Black Balsam is an exciting and breathtaking experience, with a versatile, authentic bittersweet taste that makes it an indispensable component for different drinks. Enjoy this pitch black drink neat as a digestive or in a cocktail of your choice!

45% vol. 0.5L

RĪGAS MELNAIS BALZAMS.
 STIPRAIS ALKOHOLIŠKAIS DZĒRIENS.
 Ražotājs: Latvijas balzams AS, A. Čaka iela 160, Rīga, LV-1012, Latvija.
 Rīgas Melnā Balzama pirmās kumī mēģinājumi 18. gs. otrajā pusē. Patlaban Rīgas Melnā Balzama recepti izstrādāja Latvijas balzama meistari 20. gs. vidū, apvienojot 24 pilnībā dabiskās izejvielas, tostarp rūpīgi atlasītu augu, ogu un pumpuru ekstraktus. Rīgas Melnais Balzams ir alžraujoša un autentiska garša buķete, sniedzot neatkārtojamo saldās un rūgtās garšas harmoniju, kā arī izteiktu karamēles aromātu, padarot to par neaizstājamu sastāvdaļu dažādos dzerienos. Izbaudiet tradīciju un meistariības neatkārtojamo garšu kotteļos vai ūrā veidā, jūka draugu kompānijā!

45% tilp. 0.5L

www.RigaBlack.com
 STORE ONLY IN A VERTICAL POSITION.
 UZGLABĀT VERTIKĀLĀ STĀVOKLĒ.

responsible drinking.eu

Enerģētiskā vērtība/Energy
 18 x 28 ml = 322 kJ
 77 kcal
 100 ml = 1151 kJ / 275 kcal



Latvijas balzams team is happy to participate in the e-label initiative. We believe this is the best way to make product information available for any consumer on request in a compliant, efficient and sustainable manner. Easy access, no additional packaging, no waste, and always up-to-date information. Great!

Intars Geidāns, CEO of Latvijas balzams

PILOT PROJECT



Latvijas balzams JSC

RIGA BLACK BALSAM

 Latvia • Spirit drink

• 45% vol • 500 ml

RESPONSIBLE CONSUMPTION

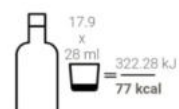


responsibledrinking.eu

INGREDIENTS

Ethyl alcohol, water, burned sugar, herbal extract (ethyl alcohol, water, burch buds, gentian roots, wormwood, peppermint leaves, ginger roots, valerian roots, sweet flag, calamus, melissa, linden flowers, oak bark, St. John's wort, black pepper, pomegranate peel, bogbean, nutmegs), brandy, sugar syrup (sugar, water), dried blueberries extract (ethyl alcohol, water, dried blueberries), concentrated raspberry juice, natural honey flavouring, natural Peru balsam flavouring)

NUTRITION DECLARATION



100 ml = 1151 kJ / 275 kcal

	100ml	28ml
Energy	1151kJ	322kJ
	275kcal	77kcal
Fat	0g	0g
of which		
Saturates	0g	0g
Carbohydrate	5.5g	2g
of which		
Sugars	5.5g	2g
Protein	0g	0g
Salt	0g	0g

SUSTAINABILITY

ABOUT THE COMPANY



[More info](#)

LOUGH REE DISTILLERY

Bart's Irish Whiskey



ABOUT THE COMPANY

Lough Ree Distillery sits in the very heart of Ireland, on the banks of the River Shannon in Lanesborough, Co. Longford.

It's a family business, established by Clancy siblings Peter, Sheila and Michael in their hometown. Bart's Irish Whiskey is a brand new core product joining an award-winning portfolio of Irish Gins, Vodka and rare Irish Whiskies and is the first Irish Whiskey to carry this e-label.

OUR PILOT E-LABEL

BART'S™

BART CLANCY, a teacher and family man, indulged his passion for mending clocks in his free time. He understood that every cog and wheel, no matter how small, is integral to how the clock works. The same ethos applies to this complex blended whiskey, created by his children in his honour. Each component must work in harmony with the others to create the final result, an intricate flavour-driven whiskey. Savour the time spent drinking it and find joy in life's details.

OUR COMPLEX BLEND COMPONENTS

- A 79% GRAIN WHISKEY FROM MAIZE *Bourbon Cask*
- B 11% TRIPLE DISTILLED POT STILL *Bourbon Cask*
- C 5% TRIPLE DISTILLED MALT *Rye Cask*
- D 3% TRIPLE DISTILLED MALT *Oloroso Cask*
- E 2% TRIPLE DISTILLED PEATED MALT *Bourbon Cask*

NOSE: Toasted marshmallow, sliced pear and cinnamon.
TASTE: Red summer fruits, dry spice and caramelised sugar.
FINISH: Long, spicy and oily, with wisps of smoke.

DISTILLED, MATURED, BLENDED AND BOTTLED ON BEHALF OF AND TO THE PRECISE SPECIFICATION OF LOUGH REE DISTILLERY, LANESBOROUGH, CO. LONGFORD, IRELAND.



loughreedistillery.com

VARNISH FREE

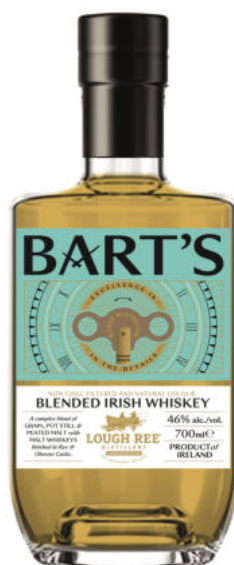


25 x 30 ml = 316 kJ
76 kcal
100 ml = 254 kcal / 1053 kJ



ENJOY RESPONSIBLY
www.askaboutalcohol.ie

5 060641 390286 >



ENGLISH



Lough Ree Distillery BART'S IRISH WHISKEY

Blended Irish Whiskey. Non Chill Filtered and Natural Colour.

Irish Whiskey



Ireland • 46% vol
• 700 ml

bottled for: Lough Ree Distillery • Main Street, Lanesborough, Co Longford, N39 P229, Ireland

RESPONSIBLE CONSUMPTION



responsibledrinking.eu

askaboutalcohol.ie

INGREDIENTS

Whiskey (Cereal distillate and water)

NUTRITION DECLARATION

23.3 x 30 ml = 315.9 kJ
75 kcal

100 ml = 1053 kJ / 252 kcal

	100ml	30ml
Energy	1053kJ	316kJ
	252kcal	76kcal
Fat	0g	0g
of which		
Saturates	0g	0g
Carbohydrate	0g	0g
of which		
Sugars	0g	0g
Protein	0g	0g
Salt	0g	0g

SUSTAINABILITY

ABOUT THE COMPANY

[More info](#)



“At Lough Ree Distillery, we are very proud to be part of the e-Label platform project, enabling us to provide more consumer information on our products.

As we launch a new brand, this easy-to-use platform gives us the opportunity to share information in a consistent and best practice way with our customers across the EU.”

Michael Clancy, Co-Founder of Lough Ree Distillery

O BENEFÍCIO EXISTE, LDA

Hemp Flower Gin Benefício - Delicado



ABOUT THE COMPANY

O Benefício exists since 2016.

We defend a limited production model, placing on the market a limited series of 100 units. Our products are the result of a manufacturing process that uses artisanal and sustainable methods.

We are a talent-oriented company that operates as an engine of local economic development. Our co-creation model is a differentiating factor which we use as an engine to provide fair remuneration for those who create and produce.

We want to put out in the market products that are, in fact, a benefit for everyone.

OUR PILOT E-LABEL

GIN DE FLOR DE CÂNHAMO DELICADO - SUAVE
ESTA RECEITA DO GIN DE FLOR DE CÂNHAMO BENEFÍCIO PRODUZIDA ATRAVÉS DO MÉTODO LONDON DRY, CONTEM UMA SELEÇÃO DE NOVE BOTÂNICOS QUE A TORNAM NUMA AROMATIZAÇÃO MAIS DELICADA. OS NOSSOS BOTÂNICOS SÃO O ZIMBRO, A SEMENTE DE CENOURA, A ANGÉLICA, A CÁSSIA, O CÂNHAMO, A LARANJA, O GENGIBRE, O CHÁ PRETO E O CHÁ VERDE.

HEMP FLOWER DELICATE GIN - SMOOTH
BENEFÍCIO'S HEMP FLOWER GIN RECIPE, PRODUCED USING THE LONDON DRY METHOD, THIS HEMP FLOWER GIN RECIPE CONTAINS A WIDE SELECTION OF NINE BOTANICALS THAT MAKE THIS GIN EXTREMELY DELICATE. OUR BOTANICS: JUNIPER, CORIANDER SEED, ANGELICA, CASSIA, HEMP, ORANGE, GINGER, GREEN TEA AND BLACK TEA.

INGREDIENTES: BOTÂNICOS, ALCOL BASE CEREAL E ÁGUA.
CÂNHAMO INDUSTRIAL DE AGRICULTURA ORGÂNICA, MENOS DE 0,2% THC (ES-ECO-019-CY)
INGREDIENTS: BOTANICALS, NEUTRAL GRAIN SPIRIT AND WATER.
INDUSTRIAL HEMP FROM ORGANIC FARMING, LESS THAN 0,2% THC (ES-ECO-019-CY)
PRODUZIDO E ENGARRAFADO POR: - PRODUCED AND BOTTLED BY: BOTA GLACIAR, LDA.
PLANO PARQUE EMPRESARIAL, AV. 3.ª DO RATO, 1094 - 4485-253 GUILHARBEU
DISTRIBUÍDO E COMERCIALIZADO POR: - SOLD AND DISTRIBUTED BY: O BENEFÍCIO

www.obeneficio.com

SN - 4/100

16.7 x 30 ml = 357 kJ / 85 kcal
100 ml = 1188 kJ / 284 kcal

5 600706 663094



PILOT PROJECT



O Benefício Existe, Lda.
HEMP FLOWER GIN
BENEFÍCIO - DELICATE

Portugal • Gin
• 43% vol • 500 ml

RESPONSIBLE CONSUMPTION

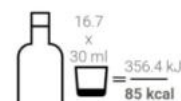


responsibledrinking.eu

INGREDIENTS

Gin, Neutral Grain Spirit and Water,
Botanics: Juniper - Coriander Seed -
Angelica - Cassia - Hemp - Orange -
Ginger - Green Tea and Black Tea.

NUTRITION DECLARATION



100 ml = 1188 kJ / 284 kcal

	100ml	30ml
Energy	1188kJ	356kJ
	284kcal	85kcal
Fat	0g	0g
of which		
Saturates	0g	0g
Carbohydrate	0g	0g
of which		
Sugars	0g	0g
Protein	0g	0g
Salt	0g	0g

SUSTAINABILITY



ABOUT THE COMPANY

+ BENEFÍCIO +

[More info](#)

We are because what it is, but it's going to be something

“We are proud to be the first craft distiller in Portugal to provide detailed consumer information on our products both on label and online from a simple click on a QR code”

Paulo Fernandes, CEO of O Benefício Distillery, Portugal

SKELLIG SIX18 DISTILLERY

SKELLIG SIX18 GIN



ABOUT THE COMPANY

Skellig Six18 Distillery is an independently owned Irish Distillery & Visitor Experience, located on the edge of the Atlantic Ocean on the rugged Skellig Coastline in Cahersiveen, Co. Kerry, at the Southwest corner of Ireland.

Every drop of Skellig Six18 Gin is distilled at the distillery and plans to build a state-of-the-art whiskey distillery plant are in progress.

Skellig Six18 came to be after a group of people with deep connections to Cahersiveen were inspired by the grit, resilience and muinín of both the 6th century monks of Skellig Michael and the people of this place, decided to return home and pursue a vision of opening a distillery and establishing a global premium spirits brand.

OUR PILOT E-LABEL

Skellig Six18 Gin is distilled, slowly blended and bottled in small batches at our distillery in Cahersiveen, Co. Kerry, Ireland. Inspired by our Atlantic coastal landscape, we developed a unique recipe including local botanicals.

TASTING NOTES – LOCAL BOTANICALS
 Yarrow: bitter-sweet with tones of citrus and anise.
 Fresh Douglas Fir Needles: notes of citrus with pink grapefruit, herbaceous finish.
 Natural Birch Sap: mineral qualities.

BOTANICALS:
 Juniper Berries, Coriander Seed, Angelica Root, Orris Root, Licorice Root, Citrus, Yarrow, Douglas Fir Needles, Birch Sap, Dillisk Leaf.

SKELLIGSIX18DISTILLERY.IE

Landscape painting is "Headland" by Cormac O'Leary ©

Product of Ireland. Distilled and Bottled by Skellig Six18 Distillery, Cahersiveen, Co. Kerry, Ireland.

30ml = 798kJ / 72kcal
 100ml = 993kJ / 240kcal

43.4% ALC/VOL 700ml e

5 591536 650001



"Located here at the very edge of Europe by the Atlantic Coast, we at Skellig Six18 Distillery are proud to be working with spiritsEUROPE and be part of this e-label initiative – which is relevant to all spirits consumers right throughout the EU."

Patrick Sugrue, Founder & Director of Skellig Six18 Distillery



Skellig Distillers

SKELLIG SIX 18 GIN

 Ireland • Gin

• 43.4% vol • 70 cl

produced and bottled by: Skellig Distillers
 • Valentia Road, Cahersiveen, Co Kerry
 Ireland V23 YD89

RESPONSIBLE CONSUMPTION



responsibledrinking.eu

INGREDIENTS

Gin (Distilled alcohol from agricultural origin and water), Natural Flavouring

NUTRITION DECLARATION



	100ml	30ml
Energy	993kJ 237kcal	298kJ 71kcal
Fat	0g	0g
of which		
Saturates	0g	0g
Carbohydrate	0g	0g
of which		
Sugars	0g	0g
Protein	0g	0g
Salt	0g	0g

SUSTAINABILITY

ABOUT THE COMPANY

[More info](#)

