

## Simplified Canadian Label Requirements

This pictorial guide for Canadian labelling of beverage alcohol is intended to describe the key elements of label requirements for beverage alcohol products purchased and sold by the LCBO. Although most requirements stated are Canadian federal regulations, some come from other sources; Canadian Food Inspection Agency (CFIA) policy, Province of Ontario regulations, Canadian Association of Liquor Jurisdiction (CALJ) standards and LCBO Product Packaging Standards.

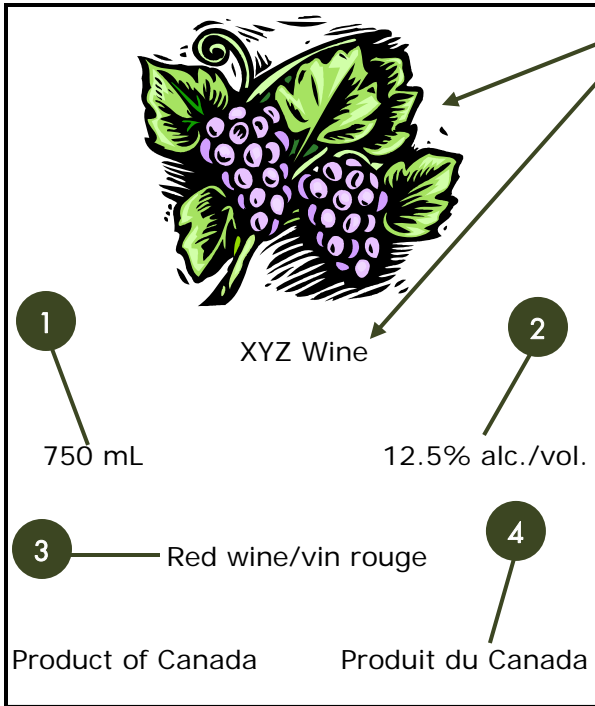
Some elements have options not described in this guide. If a manufacturer chooses not to follow this guide, they should be familiar with the applicable source regulations; including Ontario provincial regulations, e.g. VQAO Act, Wine Content and Labelling Act, Liquor Licence Act, etc.

Ingredient lists and ingredients themselves are subject to many requirements prescribed in the Canadian Food and Drug Regulations. These regulations are outside the scope of this simple guide. It is the responsibility of the manufacturer to ensure that each product meets the requirements of the product according to the common name declaration. For example, a wine must be made in accordance with Division Two of the Food and Drug Regulations. It is also the manufacturer's responsibility to ensure all ingredients meet Canadian regulations and are declared in the manner required by regulations.

Manufacturers should be careful concerning any text not related to Canadian regulatory requirements. Many types of statements are considered to be claims, which are subject to an array of additional requirements not covered in this guide. If a manufacturer chooses to produce text for marketing purposes on labels, it should be familiar with CFIA guidelines concerning claims and advertising. Manufacturers should also be aware that some items related to meeting the regulatory requirements of other countries might present problems on Canadian labels.

In producing this simplified guide, some requirements have not been included and some may be ambiguous. The LCBO takes no responsibility for any problems/errors in label design resulting from using this guide.

## Simplified Canadian Label Requirements - Wine



Vignette and product name are optional but must not be misleading or imply irresponsible use of product.

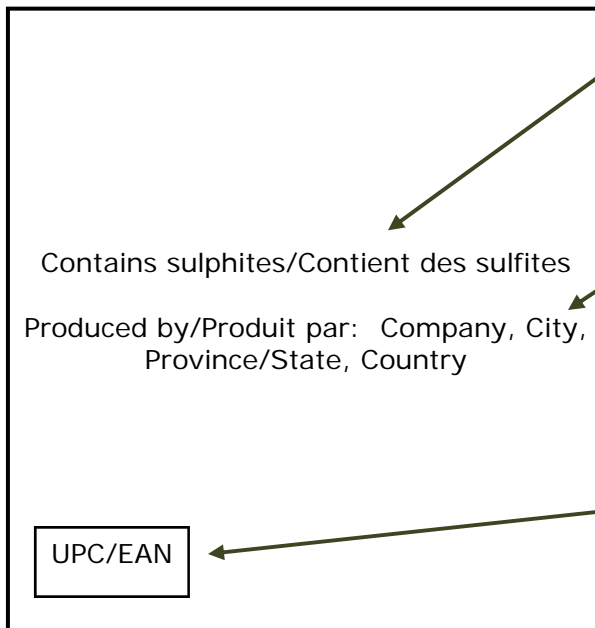
1. Minimize size of numeric characters varies with volume (minimum size for 750 mL is 3.2 mm - see LCBO Product Packaging Standards for other sizes). Volumes under 1 litre must be in mL, and volumes 1 litre and over must be in litres. Minimum size of mL or L is 1.6 mm.

2. This is the format of the alcohol declaration. The smallest letter must be at least 1.6 mm in height. The LCBO also accepts "alc. 12.5% vol."

3. The common name declaration must be bilingual, with a minimum height of 1.6 mm. Names of varietals are not acceptable as common names. It is permissible to use an adjective (e.g. red wine/vin rouge).

4. A bilingual country of origin declaration is required, minimum height is 1.6 mm.

Note: Wines produced in Canada from imported grapes or juice cannot be declared as Canadian. A "cellared in" statement is a country of origin declaration if a Canadian product contains less than 75% Canadian grapes or grape product.



Legislation for allergen declaration is still pending. The current plan is to require it on the same label as common name, alcohol declaration, etc. and include other allergens in addition to sulphite. The text should be bilingual and a minimum 1.6 mm in height. Sulphite levels under 10 mg/L do not require allergen declaration).

Require name and address of manufacturer or **Canadian** importer. Importer information must be preceded with "imported by/importé par" or "imported for/importé pour". (American importer must be removed or prefaced with "In USA imported by".)

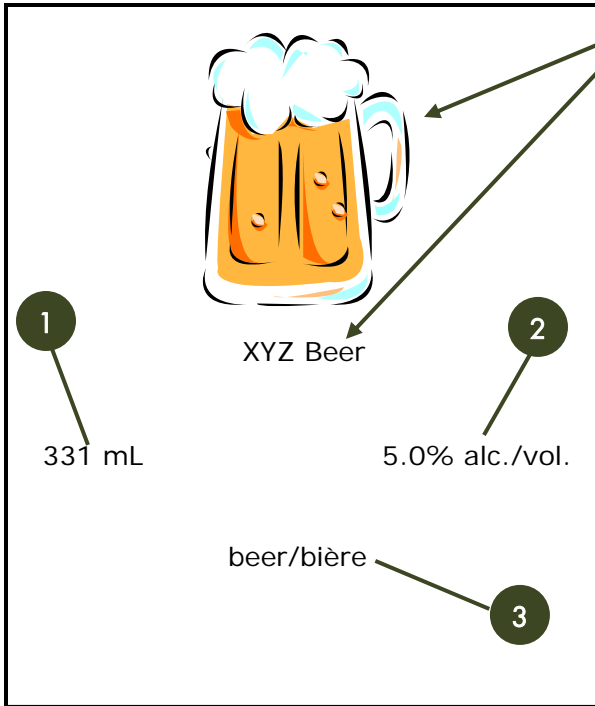
The font must be a minimum of 1.6 mm in height and based on the smallest letter. The country name must be present in English or French.

The province/state is required only for Canada and the USA. Canadian wineries do not need to list the country and US wineries can list a zip code instead of the country.

UPC/EAN must scan with an ANSI grade of A, B, or C. Minimum 80% magnification is required. CSCPC/LCBO number is not permitted.

Misc.: Date code required only on bag-in-a-box product. Refund statements are optional but, if present, must be bilingual, and a minimum of 1.6 mm in height and contain a disclaimer (e.g. where applicable).

## Simplified Canadian Label Requirements - Beer



Vignette and product name are optional but must not be misleading or imply irresponsible use of product.

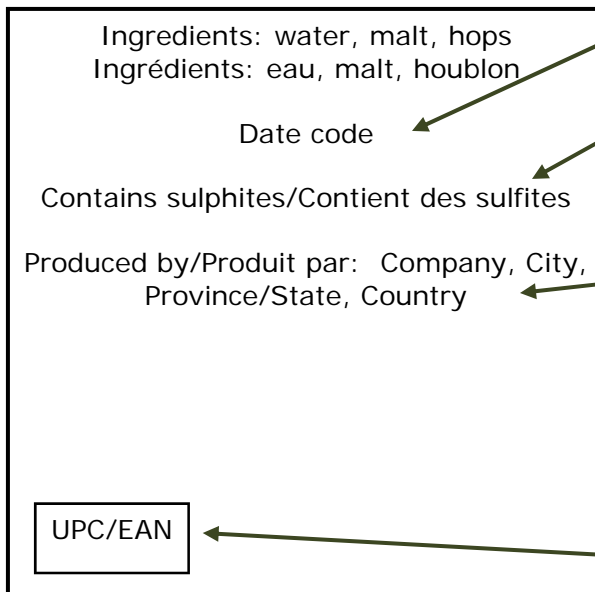
1. Minimize size of numeric characters varies with volume (minimum size for 331 mL is 3.2 mm - see LCBO Product Packaging Standards for other sizes). Volumes under 1 litre must be in mL, and volumes 1 litre and over must be in litres. Minimum size of mL or L is 1.6 mm.

2. This is the format of the alcohol declaration. The smallest letter must be at least 1.6 mm in height. The LCBO also accepts "alc. 5.0% vol."

3. The common name declaration must be bilingual and must relate to the alcohol content (extra light beer is 1.1 to 2.5%, light beer is 2.6 to 4.0%, beer is 4.1 to 5.5%, strong beer is 5.6 to 8.5%, very strong beer is over 8.5% alc./vol.), with a minimum height of 1.6 mm.

Beers using fruit, spices or unusual ingredients need to qualify the common name (e.g. flavoured beer) and include an ingredient list.

Ingredient list is optional. When present, it must be bilingual with a minimum height of 1.6 mm based on the smallest letter.



An ingredient is still required for non-standard beers (containing fruit, spices, or other ingredients not listed in the Canadian compositional standard for beer).

A date code is also required somewhere on the container.

Legislation for allergen declaration is still pending. The current plan is to require it on the same label as common name, alcohol declaration, etc. and include other allergens in addition to sulphite. The text should be bilingual and a minimum 1.6 mm in height. (Sulphite levels under 10 mg/L do not require allergen declaration).

The label requires the name and address of the manufacturer and the font must be a minimum of 1.6 mm in height and based on the smallest letter. The country name must be present in English or French.

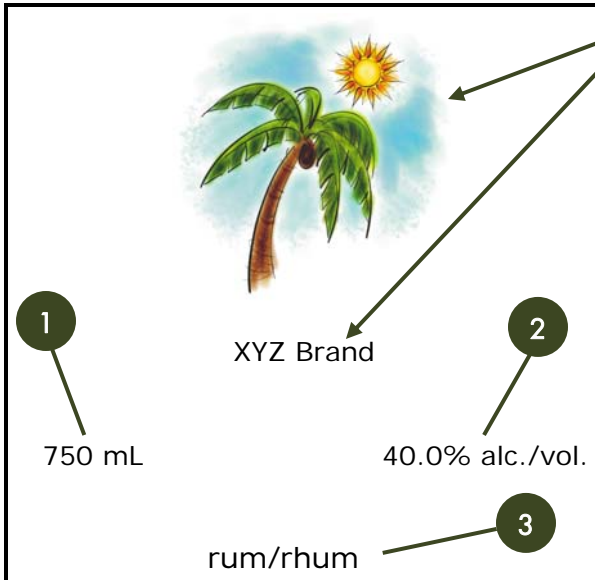
The province/state is required only for Canada and the USA. Canadian companies do not need to list the country and US wineries can list a zip code instead of the country.

Canadian importer information is optional but must be preceded with "imported by/importé par" or "imported for/importé pour". (American importer must be removed or prefaced with "In USA imported by".)

UPC/EAN must scan with an ANSI grade of A, B, or C. Minimum 80% magnification is required. CSPC/LCBO number is not permitted.

Misc.: Refund statements are optional but, if present, must be bilingual, minimum of 1.6 mm in height and contain a disclaimer (e.g. where applicable).

## Simplified Canadian Label Requirements - Spirits



Vignette and product name are optional but must not be misleading or imply irresponsible use of product.

1. Minimize size of numeric characters varies with volume (minimum size for 750 mL is 3.2 mm - see LCBO Product Packaging Standards for other sizes). Volumes under 1 litre must be in mL, and volumes 1 litre and over must be in litres. Minimum size of mL or L is 1.6 mm.

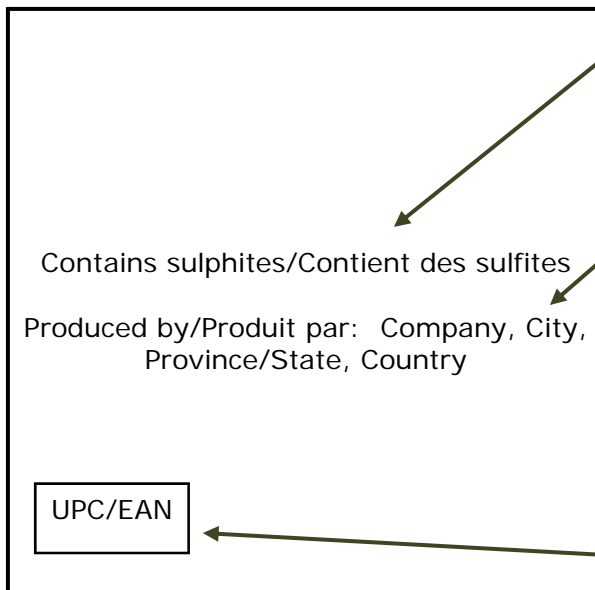
2. This is the format of the alcohol declaration. The smallest letter must be at least 1.6 mm in height. The LCBO also accepts "alc. 40.0% vol."

3. The common name declaration must be bilingual and a minimum height of 1.6 mm.

Note: Liqueur is a standardized product in Canada. It cannot be used on labels unless Canadian compositional requirements are met.

Country of origin is optional except when the dealer address is not in the country of origin. When required it must be bilingual and at least 1.6 mm in height.

All items above must be visible in a single field of Vision (not split between front and back labels).



Legislation for allergen declaration is still pending. The current plan is to require it on the same label as common name, alcohol declaration, etc. and include other allergens in addition to sulphite. The text should be bilingual and a minimum 1.6 mm in height. (Sulphite levels under 10 mg/L do not require allergen declaration).

Require name and address of manufacturer or **Canadian** importer. Importer information must be preceded with "imported by/importé par" or "imported for/importé pour". (American importer must be removed or prefaced with "In USA imported by".)

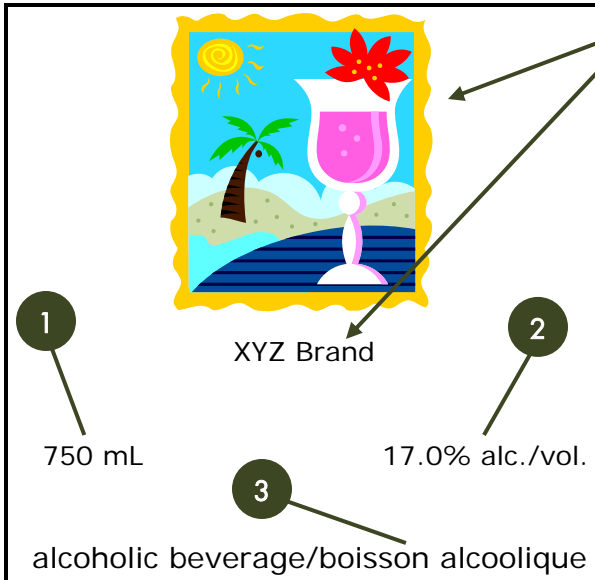
The font must be a minimum of 1.6 mm in height and based on the smallest letter. The country name must be present in English or French.

The province/state is required only for Canada and the USA. Canadian companies do not need to list the country and US companies can list a zip code instead of the country.

UPC/EAN must scan with an ANSI grade of A,B, or C. Minimum 80% magnification is required. CSPC/LCBO number is not permitted.

Misc.: Refund statements are optional but, if present, must be bilingual, minimum of 1.6 mm in height and contain a disclaimer (e.g. where applicable).

## Simplified Canadian Label Requirements - Nonstandardized Products



Vignette and product name are optional but must not be misleading or imply irresponsible use of product.

1. Minimize size of numeric characters varies with volume (minimum size for 750 mL is 3.2 mm - see LCBO Product Packaging Standards for other sizes). Volumes under 1 litre must be in mL, and volumes 1 litre and over must be in litres. Minimum size of mL or L is 1.6 mm.

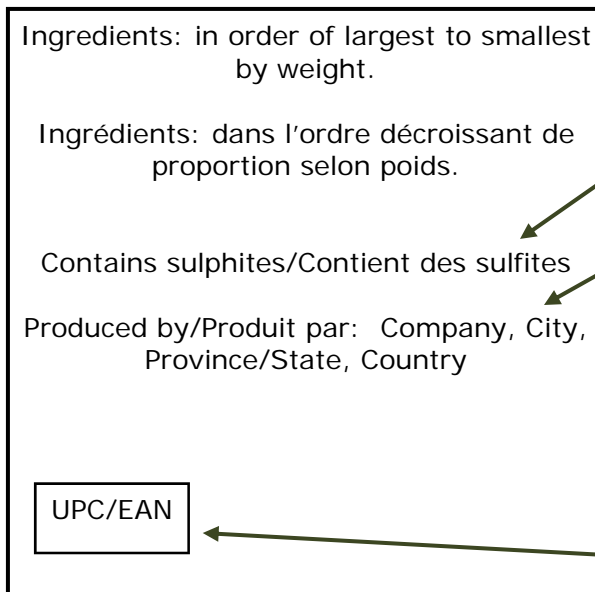
2. This is the format of the alcohol declaration. The smallest letter must be at least 1.6 mm in height. The LCBO also accepts "alc. 17.0% vol."

3. The common name declaration must be bilingual. If not shown, it must be recognizable to most consumers as beverage alcohol and be a minimum height of 1.6 mm.

Note: Liqueur is a standardized product in Canada. It cannot be used on labels unless Canadian compositional requirements are met.

Country of origin is optional except when the dealer address is not in the country of origin. When required it must be bilingual and at least 1.6 mm in height.

All items above must be visible in a single field of Vision (not split between front and back labels).



An ingredient list is required for all nonstandardized products. It must be bilingual and have a minimum height of 1.6 mm based on the smallest letter. There are many regulations concerning ingredients and how they are declared. See the Canadian Food and Drug Regulations for specifics.

Legislation for allergen declaration is still pending. The current plan is to require it on the same label as common name, alcohol declaration, etc. and include other allergens in addition to sulphite. The text should be bilingual and a minimum 1.6 mm in height. (Sulphite levels under 10 mg/L do not require allergen declaration).

Require name and address of manufacturer or **Canadian** importer. Importer information must be preceded with "imported by/importé par" or "imported for/importé pour". (American importer must be removed or prefaced with "In USA imported by".)

The font must be a minimum of 1.6 mm in height and based on the smallest letter. The country name must be present in English or French.

The province/state is required only for Canada and the USA. Canadian companies do not need to list the country and US companies can list a zip code instead of the country.

UPC/EAN must scan with an ANSI grade of A,B, or C. Minimum 80% magnification is required. CSPC/LCBO number is not permitted.

Misc.: Refund statements are optional but, if present, must be bilingual, minimum of 1.6 mm in height and contain a disclaimer (e.g. where applicable).