



Discover the World

January 17, 2006

Dear Trade Partners,

With the 2005 harvest complete, I thought this would be a good opportunity to reiterate or explain the LCBO's position pertaining to a number of label issues.

In accordance with federal label requirements, the following mandatory information must appear on the consumer selling units of all pre-packaged food items, including wine.

- Bilingual common name, e.g., wine/vin
- Bilingual alcoholic content declaration, e.g., 12.5 % alc./vol.
- Bilingual country of origin declaration, e.g., Product of/Produit du Canada
- Net quantity declaration, e.g. 375 mL, 750 mL, 1 L, etc.
- Dealer name and address in either official language.

Single Field of Vision:

The Food and Drug and Consumer Packaging and Labelling regulations identify specific locations for each of these declarations, however the LCBO will accept placement of this information anywhere on the container, except the top or bottom, provided all information appears on "a single field of vision" and it is clearly visible to the consumer.

A "container" means a receptacle, package, wrapper or confining band in which a product is offered for sale, and includes decorative gift boxes, gift packages and tubes.

Cellared in:

The LCBO will continue to accept usage of the term "Cellared in" for wines that do not qualify for a country of origin designation, e.g., are not derived from a minimum of 75 percent grape or grape product grown within a single country. In these cases, the term "Cellared in" is considered a replacement for the country of origin declaration. In accordance with federal requirements, the declaration must be in both official languages (bilingual). The LCBO will accept placement of this declaration with all other mandatory label information on a single field of vision. Only the following formats will be accepted:



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- 1) Cellared by [winery name, city, province, Canada] from *imported and domestic grapes (or wines)/Élaboré par (winery name, city, province, Canada) à partir de raisins (ou vins) importés et locaux
- 2) Cellared in Canada from *imported and domestic wines (provided the complete name and address of the manufacturer appears elsewhere on the label)/Élaboré au Canada à partir de vins importés et locaux
- 3) Cellared in Canada from *imported and domestic grapes/Élaboré au Canada à partir de raisins importés et locaux
- 4) Cellared in Canada from *imported and domestic grape juices/Élaboré au Canada à partir de jus de raisins importés et locaux

(*in descending order of proportion)

Short crop replacement product:

With the recent change to Ontario Regulation 659/00, Content and Labelling of Wine, Ontario wineries may produce, bottle and sell “Short Crop Replacement” product containing not less than one per cent Ontario grape or grape product packaged before February 1, 2007. The LCBO will not issue new LCBO numbers to these short crop replacement products, however, wineries will be required to assign new SCC-14's and U.P.C. codes to these products.

Please share and highlight this information with your members and advise them all wines produced from the 2005 vintage must comply with these guidelines if they are to be sold by the LCBO.

Sincerely,

George Soleas, M.Sc., Ph.D.
Vice President, Quality Assurance