



Guidance title

**Labelling Guide to
Bottler's details**

Reviewed April 2016

Alternative formats

If you require this information in an alternative format such as audio, large print or Braille, please telephone the FSA Helpline on 020 7276 8829 or
Email: helpline@foodstandards.gsi.gov.uk

For any technical queries relating to this guidance please contact your Regional Wine Inspector whose details can be found at
<http://www.food.gov.uk/business-industry/winestandards/contactinspectors>

Guidance prepared by

Graham Finch,
Wine Standards Technical Inspector
Contact telephone 01732 824661
Email: winestandards@foodstandards.gsi.gov.uk

Summary

Intended audience:	Bottlers of wine sector products
Which UK nations does this cover?	All UK countries.
Purpose:	Compulsory indication of bottler's details on wine labels
Legal status:	These guidance notes have been produced to explain clearly the legal requirements of Commission Regulation 607/2009.
Key words	Wine bottler importer
Review date	April 2018

REVISION HISTORY

This guidance follows the Government [Code of Practice on Guidance](#). If you believe this guidance breaches the Code for any reason, please let us know by emailing betterregulation@foodstandards.gsi.gov.uk.

Revision No.	Revision date	Revision	Revised by
1	October 2013	Address of bottler – Para 8	John Boodle
2	April 2016	Update to contact details	Graham Finch

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INTENDED AUDIENCE

2. Bottlers of wine sector products and those trader that commission bottling by third parties in the UK

PURPOSE OF GUIDANCE

3. These guidance notes have been produced to explain the legal requirements of Commission Regulation 607/2009 for still and sparkling wines. They cannot cover every situation and you may need to consider the relevant legislation itself to see how it applies in your circumstances. If you do follow the guidance notes they will help you to comply with the law. Businesses with specific queries may wish to seek the advice of their local Wine Standards Inspector.
<http://www.food.gov.uk/business-industry/winestandards/contactinspectors>

LEGAL STATUS OF GUIDANCE

4. These guidance notes have been produced to explain the legal requirements for bottler details specified in Regulation 607/2009. If you follow the guidance notes they will help you to comply with the law.

NAME OF BOTTLER

5. The bottler is the natural or legal person or group of such persons carrying out bottling or having bottling carried out on their behalf who fills containers of less than 60 litres or commissions that filling. In the latter case, the wine must be owned by the company before commissioning the filling. The bottler's name may be that of a business (a limited company or otherwise) or that of a private individual.
However, the name given must be that of either an actual business or a real person actively trading; furthermore, except in specific cases approved by Wine Standards (WS), only one name can be used to identify the actual bottler associated with any one filling plant.
6. Wine imported in bulk from Third Countries and bottled in the EU must also show the importer's details (alternatively an importer code issued by Wine Standards can be utilised). These may be combined if the bottler is also the importer (see Example 3 below).

ADDRESS & MEMBER STATE

7. For wines bottled in the European Union the name and address of the bottler is a mandatory item of information which must be displayed in the same field of vision as other mandatory details. (See example 1)
8. **The address shown must be the Head Office address of the bottler**, with the address and United Kingdom (UK). Wine Standards considers the following format to be satisfactory "company name + town + local administrative area (e.g. Cheshire and/or postcode) + UK.
9. Where the bottling takes place neither at the commissioning bottler or in the immediate proximity then the address of the exact place where the operation took place and the actual bottler must also be shown. If the bottling takes place in another Member State the name of that State must be shown together with the local administrative area (or zip / post code).

SIZE OF LETTERING

10. The bottler's name, address, member state and place of bottling must be in lettering of the same type and size. If the address includes a Protected Designation of Origin or a Protected Geographical Indication this must be no larger than half the size of the words "Wine" or the geographical indication.

PREFIXES

11. The name and address of the bottler must be preceded by a word or phrase which identifies the company. This should be either "**Bottler**" or "**Bottled by**" or, for containers other than bottles, "**Packager**" or "**Packaged by**". Where the stated bottler did not actually fill the bottles but merely commissioned their filling, then the terms "**Bottled for**" or "**Packaged for**" should be used (it is not compulsory for the actual bottler to be shown in this instance).

These terms must appear in an official language of the Community. One of the above terms must precede the bottler's name (See example 2), unless a traditional term, indicating that the wine was bottled by the producer, is used. There are a considerable number of these; for example 'Erzeugerabfüllung' and 'Mis en Bouteille au Chateau'. For further advice consult your local inspector.

OFFICIAL CODES

12. Where the name or address of the bottler includes the name of a protected

designation of origin or geographical indication the bottler's details may appear in code or where for commercial reasons companies do not want another company's details to be shown on their labels the bottler's and/or importer's details can appear in code.

(Note - Some member states, including the U.K., allow the bottler's name and address to appear in the form of a code. The Member State must be shown as an abbreviation. In the United Kingdom Wine Standards at the Food Standards Agency will issue official codes on written request and these codes (prefixed W) may be used to indicate the head office name and address of the bottler and/or importer).

Any company wishing to apply for an Official Code should contact their local wine Inspector.

13. **If the name of the bottler and/or importer appears in code**, the name and address of another person involved in the distribution of the product must be shown and be preceded by a phrase identifying their relationship to the wine e.g. 'Distributed by' or "Selected & distributed by –" (See Example 3).

EXAMPLES

1. **ACTUAL BOTTLER (who owns the wine at time of bottling)**

- a. **EC wine**

"Bottler" or "Bottled by: XYZ Bottling Ltd, (address), postcode United Kingdom or, UK.

IMPORTANT NOTE

- I. **If the company bottles the wine at premises other than at their Head Office or in the immediate proximity the actual location of the bottling must be shown by adding "at (address) postcode, United Kingdom, or UK".**

- b. **Third Country wine**

"Importer and bottler" or "Imported and bottled by XYZ Bottling Ltd, (full address optional), United Kingdom or postcode, UK."

Also see Important note 1(a) above.

2. **CONTRACT BOTTLER (The wine does not belong to the bottler / packer but the person commissioning the bottling,)**

a. **EC wine**

(a) - ***“Bottled for (company name of owner of the wine, + Head Office address, postcode, United Kingdom or UK. OR***

”(b) – “Bottled for (company name of owner of wine + head office address, United Kingdom or UK, by.....(name of the actual Bottler and Head Office address, postcode, United Kingdom or UK”.

Also see Important note 1 (a) above.

b. **Third Country wine**

If wine is imported and bottled by different companies

(a) - “Importer or Imported by PQR plc, (address), or postcode. United Kingdom (or UK)”

Bottler or Bottled by - Company name (address) Post code, United Kingdom (or UK).

Also see Important note 1 (a) above.

(b) - If one company (XYZ) Ltd has imported the wine and sold it in bulk to another company (PQR Ltd) who in turn has asked a contract bottler to bottle it for him /her.

“Importer or Imported by XYZ Ltd (address) postcode, United Kingdom or UK and bottled for PQR Ltd (address) postcode, United Kingdom (or UK)...

followed either ***by A Bottler Ltd (address), postcode, United Kingdom or UK”.***

Or ***at plus actual address”***

Also see Important note 1 (a) above.

c) - If the same company imports and bottles the wine -

“Importer or Imported and bottled by XYZ Ltd (address) postcode, United Kingdom or UK”

3. **IF BOTTLER /IMPORTER CODES ARE USED**

Reminder : Official bottler codes can only be obtained on written application to the FSA.

If codes are used, the name and address of another person involved in the

distribution of the product **must** also be shown and be preceded by a phrase identifying their relationship to the wine e.g. 'Distributed by' or "Selected by "

a. EC Wine

"Bottler" or "Bottled by" W1068 UK"

If codes are used then the person / company involved in the distribution must also be shown e.g. – ***"Distributed by ABC Ltd, (address), postcode, United Kingdom (or UK).***

IMPORTANT NOTE

1(a) If the company W1068 bottles the wine at premises other than that of their Head Office the actual location of the bottling must be shown by adding

"at (address) postcode, United Kingdom, or UK".

b. Third Country wine

(a)- ***"Imported by W1234, UK and bottled by W3456, UK "***

(Note -two different companies involved). If codes are used then the person / company involved in the distribution must also be shown e.g. – ***"Distributed by ABC Ltd, (address), postcode, United Kingdom (or UK)***

Also see Important note 1 (a) above.

(b)- ***Imported and bottled by W 1234, UK*** (Note - same company doing both importing bulk and the bottling the wine) ***and Distributed by ABC Ltd, (address), postcode, United Kingdom (or UK)***

Also see Important note 1 (a) above.

REVIEW

14. This guidance will be reviewed in 2018. In the meantime, if you wish to provide feedback, please email: winestandards@foodstandards.gsi.gov.uk