

All you need to know about Wine e-label

Labels, How to Format Them, and Where to Display Them—On the Bottle and Online



CRAFT TECHNOLOGY
E-LABEL

All wines produced or sold in the EU must include nutritional and ingredient information on their labels using digital e-labels starting from December 8th, 2023.

In this ebook, you'll get the lowdown on the new wine label requirements in the EU. We'll show you exactly what wineries need to do, the kind of information they have to collect, and how and where to show it off both on the bottle and online. And yep, we'll also recommend a software that makes all this a breeze!

Read this e-book if:



**You're a wine producer
selling wine in the
European Union.**



**You're a wine
distributor labeling
wines for sale in the
European Union.**



**You're a label producer
for wines sold in the
European Union.**

What are the new EU wine label requirements?

The new requirements for labeling wine bottles in the EU can be summarised as follows:

- Each wine bottle sold within the EU must have a nutritional declaration, energy values, intolerances or allergies, and a list of ingredients.
- All wine sold in the EU must include allergy, energy, ingredient, and nutrition details on labels. Allergy and energy info should be on the physical label; ingredient and nutrition data can be accessed via QR codes or web links.
- This information has to meet strict guidelines, including translations into all 24 official EU languages.
- Distributing sales and marketing materials alongside the required information and collecting or tracking user data is not allowed and is considered a regulation violation.
- E-label solutions and QR codes eliminate the need for costly physical label re-design and allow for real-time updates to landing pages.

What is required to be shown on the physical wine label and e-label?

As mentioned, starting from December 8th, 2023, wines sold in the EU will be required to provide detailed information regarding the:



Energy Values



**Intolerances
of allergies**



**Nutritional
declaration**



**List of
Ingredients**

This complies with [EU Regulation 2021/2117](#).

Here is a comprehensive list of information that must be clearly mentioned on the physical label and e-label:

Physical label

- Grape variety
- Product type
- Origin country
- Importer, bottler, and producer
- Geographical Indications
- Vintage year
- Alcohol by Volume percentage (ABV)
- Net quantity in milliliters
- Sugar content
- Grape variety specific to the vintage
- Product Description
- Date of expiration
- Importer's name (in case of imported wines)
- Sugar content (in the case of sparkling wine)
- Minimum durability date for de-alcoholized wine products having an actual alcoholic strength by volume of less than 10%
- Lot number
- Net quantity of the wine
- Nutritional information
- Allergen declaration
- Energy value (dictated by an “E” and similar to a calorie count).

E-label

- Product description
- Grape variety
- Product type
- Origin country
- Importer, bottler, and producer
- Geographical indications
- Vintage year
- Alcohol by Volume percentage (ABV)
- Net quantity in milliliters
- Sugar content
- Grape variety specific to the vintage
- Date of expiration
- Importer's name (in case of imported wines)
- Sugar content (in the case of sparkling wine)
- Minimum durability date for de-alcoholized wine products having an actual alcoholic strength by volume of less than 10%;
- Lot number
- Net quantity of the wine
- Energy value (dictated by an “E” and similar to a calorie count)
- Nutritional information:**
 - Energy
 - Saturates
 - Sugars
 - Fat
 - Carbohydrates
 - Protein

Physical label

E-label

- Salt
- **Ingredients information:**
 - Grape
 - Sucrose
 - Grape must
 - Rectified concentrated grape must
 - Concentrated grape must
 - Tirage liquor (Sparkling wine)
- **Additives information:**
 - Acidity regulators: tartaric acid, malic acid, lactic acid, citric acid, calcium carbonate, yeasts for wine production, lactic acid bacteria potassium tartrate, potassium bicarbonate, potassium carbonate, potassium sulfate.
 - Preservatives and antioxidants: sulphur dioxide, potassium bisulfite, potassium metabisulphite, potassium sorbate, lysozyme, ascorbic acid, dimethyl dicarbonate (DMDC).
 - Stabilizers: Potassium hydrogen tartrate, citric acid, tannins, histamine, potassium ferrocyanide. potassium phytate, metatartaric acid, gum arabic, neutral potassium salt, yeast mannoproteins, Potassium polyaspartate, fumaric acid, carboxymethylcellulose, PVI / PVP, potassium polyaspartate.
 - Sweeteners: grape must, sucrose, concentrated grape must, rectified concentrated grape must, and partially fermented grape must.
 - Other ingredients: aleppo pine resin, caramel, tirage liqueur, expedition liqueur.
 - Potential allergens information: sulfur dioxide, tannins, histamine
 - Activators for alcoholic and malolactic fermentation: microcrystalline cellulose, diammonium hydrogen phosphate, ammonium sulphate, ammonium bisulphite, thiamine

Physical label

E-label

hydrochloride, yeast autolysates, yeast cell walls, inactivated yeasts, inactivated yeasts with guaranteed glutathione levels.

- Clarifying agents: edible gelatine, wheat protein, peas protein, potatoes protein, isinglass, casein, potassium caseinates, egg albumin, bentonite, silicon dioxide (gel or colloidal solution), kaolin, tannins, chitosan derived from bonate, yeasts for wine *Aspergillus niger* or *Agaricus bisporus*, chitin-glucan derived from *Aspergillus niger*, yeast protein extracts, polyvinylpyrrolidone, calcium alginate, potassium alginate.
- Enzymes: urease, pectin lyases, pectin methylesterase, polygalacturonase, hemicellulase, cellulase, beta-glucanase, glycosidase, arabinanase, beta-glucanase glucosidase, aspergillopepsin
- Fermentation agents: yeasts for wine production, lactic acid bacteria.
- Other ingredients: fresh lees, allyl isothiocyanate, inactivated yeasts
- Correction of defects: copper sulphate pentahydrate, copper citrate, chitosan derived from *Aspergillus niger* or *Agaricus bisporus*, chitin-glucan derived from *Aspergillus niger*, inactivated yeasts.
- Other: anti-caking agent, anti-foaming agent, bulking agent, color, emulsifier, emulsifying salts, firming agent, flavor enhancer, flavoring (s), flour treatment agent, foaming agent, gelling agent, glazing agent, humectant, modified starch, propellant gas, raising agent, sequestrant, thickener.
- Gases and packaging gases: argon, nitrogen, oxygen, carbon dioxide.

Requirements for wine analysis

EU wine producers are required to follow rigorous labeling regulations, ensuring precise analysis and accurate labeling for transparency, consumer safety, and industry credibility.

[Check our blog](#) for more information on what wine analysis wineries are obligated to perform to evaluate the quality, authenticity, and safety of their products. These analyses are usually conducted in accredited laboratories and encompass a range of aspects.

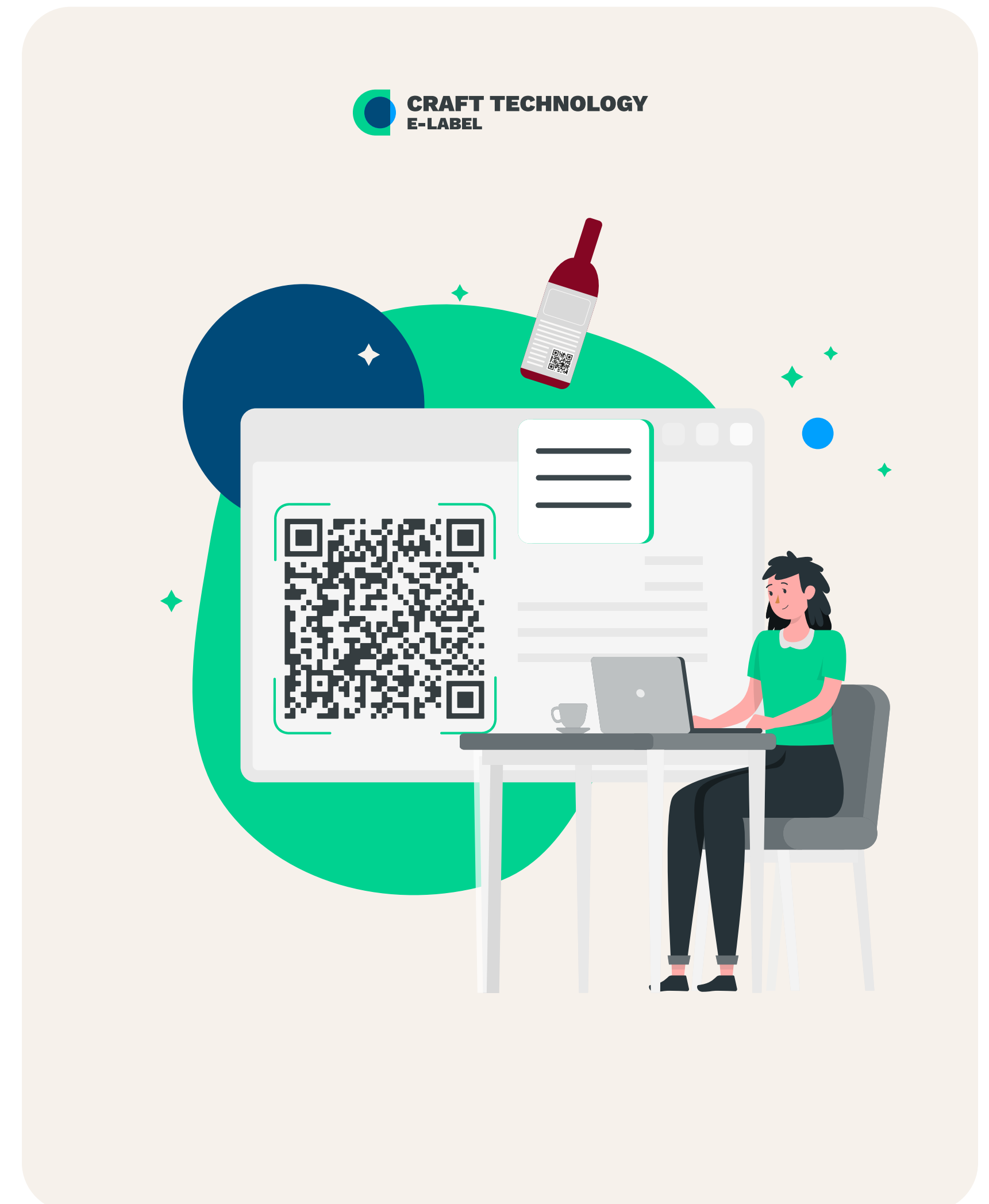
For reliable wine analysis, consult our curated directory of certified Croatian wine laboratories.

Craft Technology: Your one-stop solution for wine label compliance

The team behind Wine&more created Craft Technology e-label, a software solution, and a service that will take care of your e-labeling needs.

With Craft Technology e-label, winemakers can achieve 100% compliance with new EU rules and avoid fines super quickly without requiring technical expertise or legal counsel while staying compliant in the future when any changes happen.

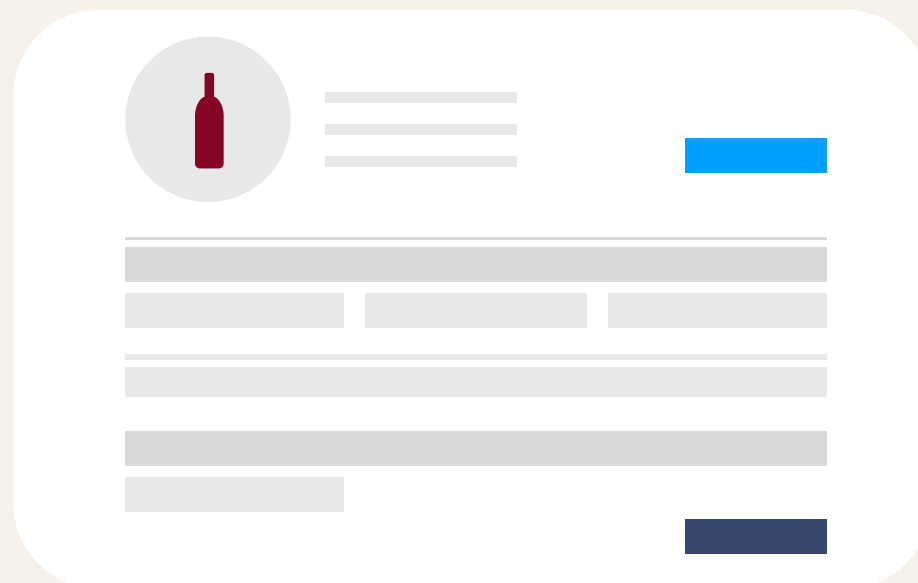
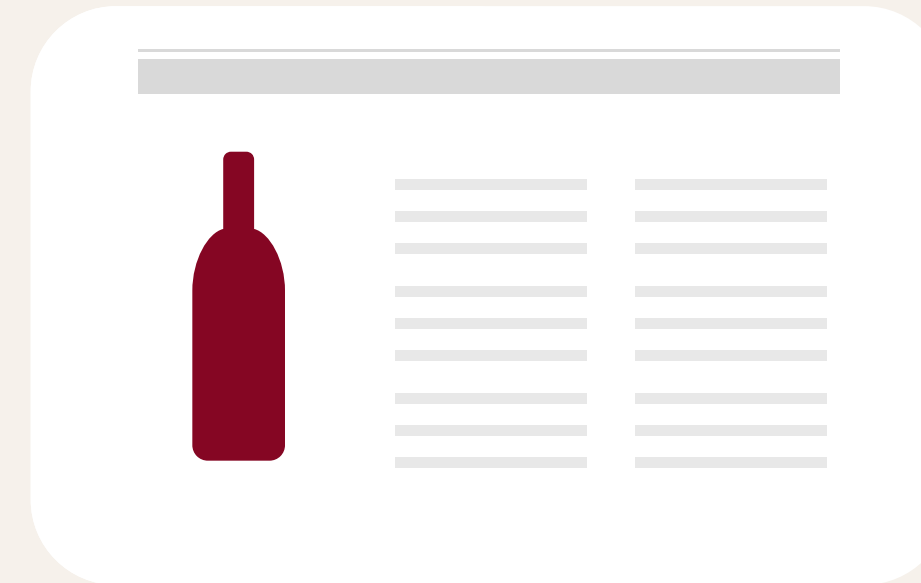
The team behind the [Craft Technology e-label software](#) has a proven track record in software development, tech, and marketing. Our e-label solution is equipped with templates and tools tailored to the wine industry, making it easier to generate e-labels compliant with regulatory standards within minutes, in [six simple steps](#).



How Craft Technology e-label works?

**Winemaker gathers
and organizes data**

1

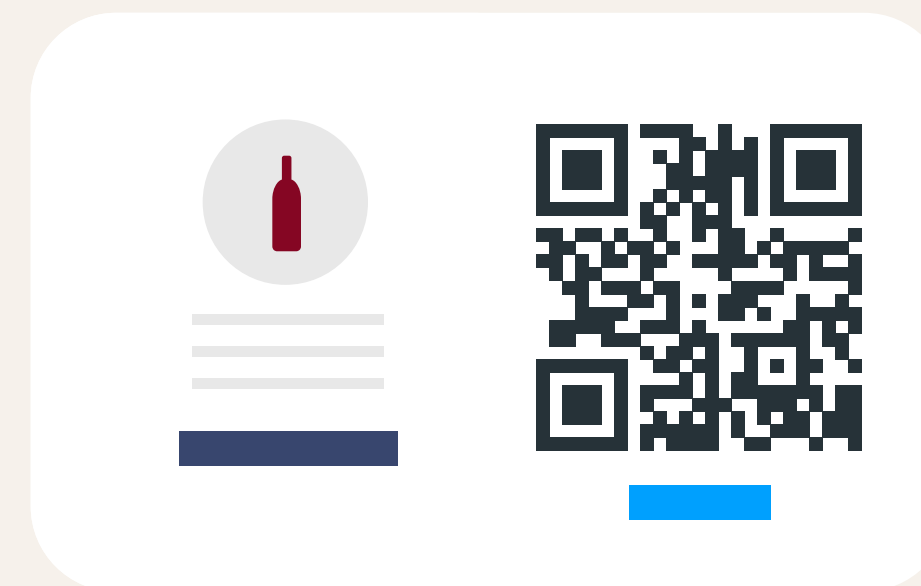


**Winemaker
uploads the
wine info**

2

**The wine's e-label web
page and QR code are
created**

3





4

The QR code is downloaded and sent to the wine label producer

QR code is printed on the label

5

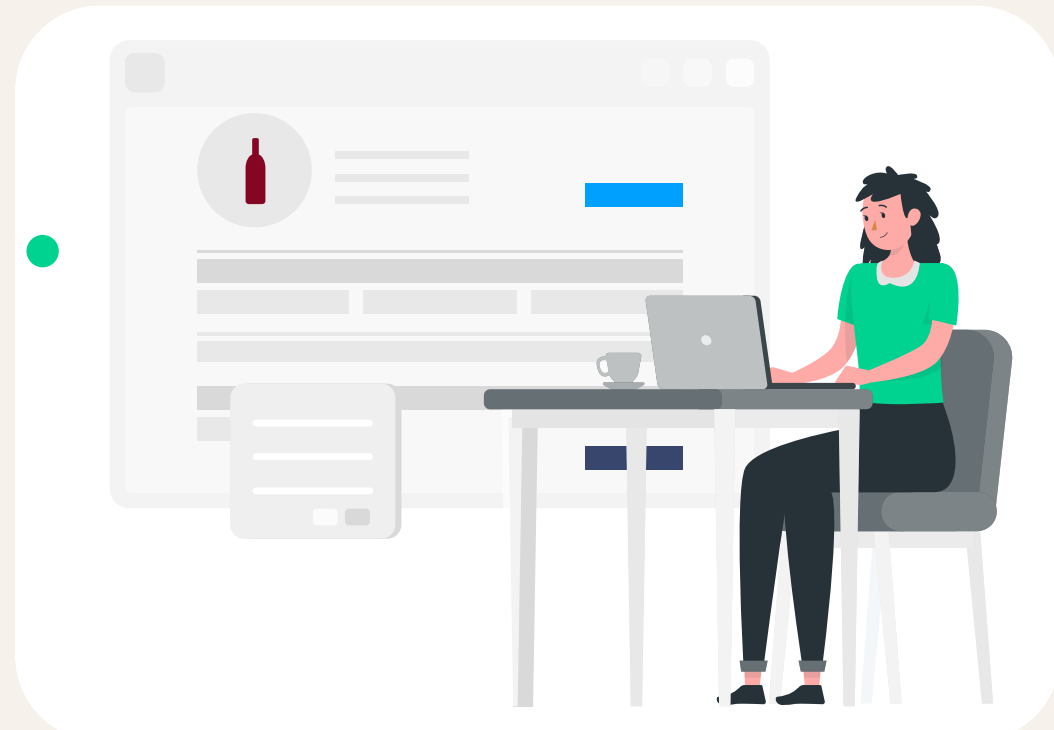


6

The end consumer scans the QR Code on the Bottle to visit the e-label website

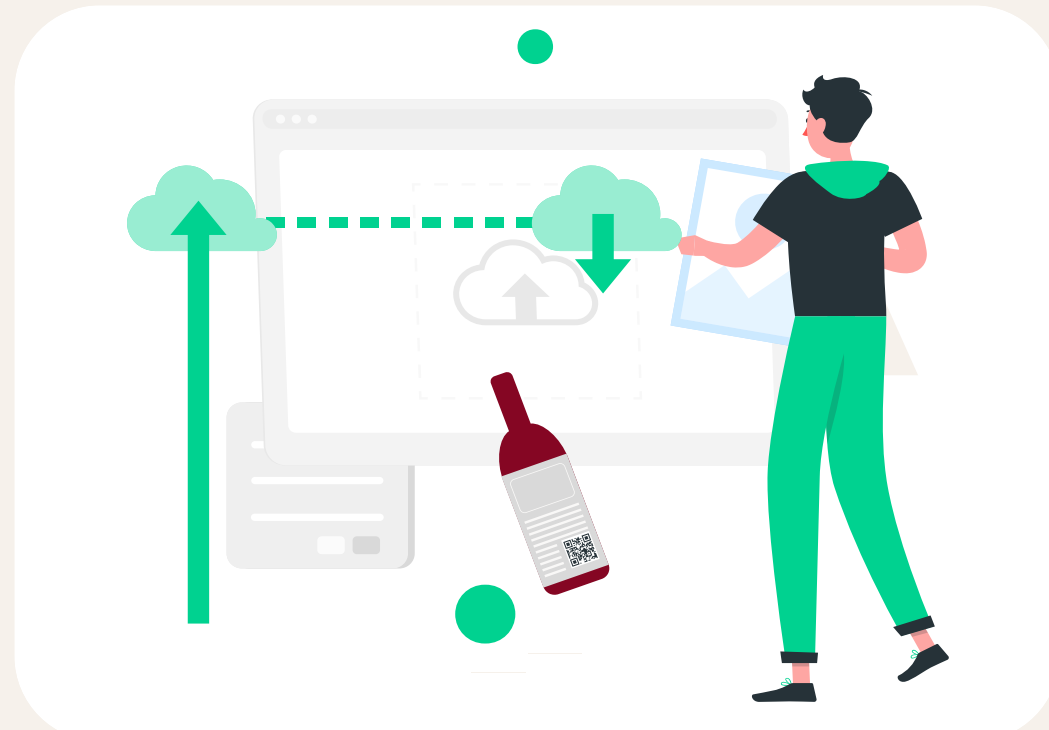
With this [comprehensive list of features](#) our e-label solution caters to the needs of the winemaking industry:

Features



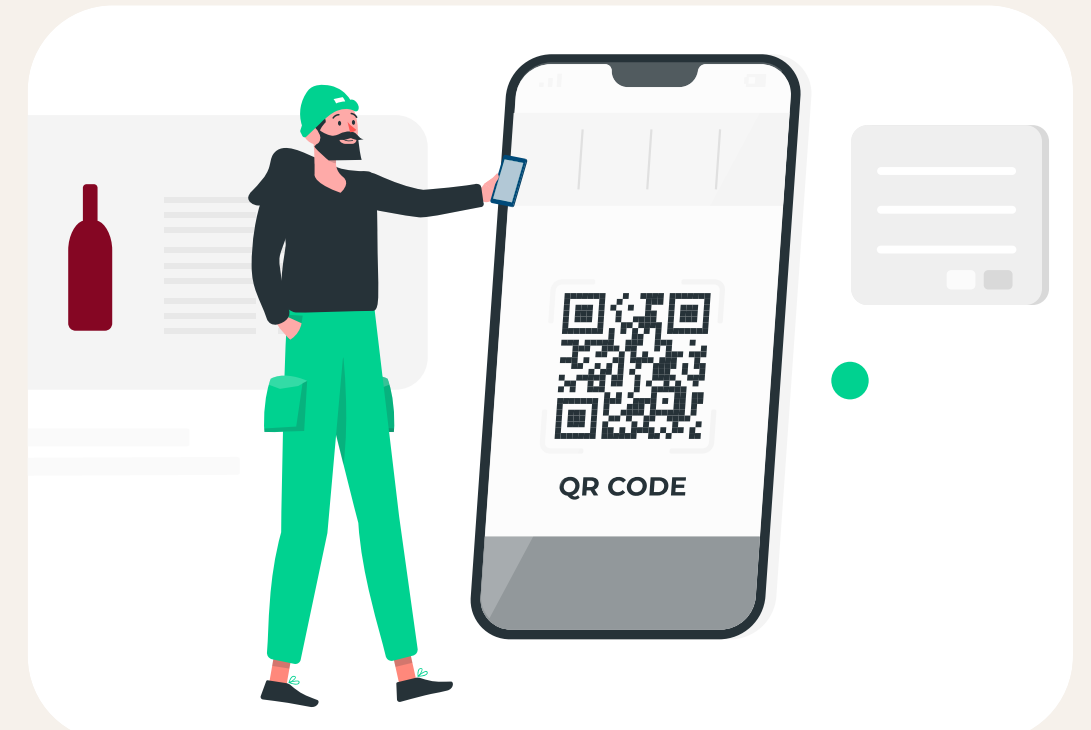
User-friendly interface

Designing a wine label is super simple with this tool. It's made to be clear and easy to use, so even if you're not a tech expert, you can create and change your electronic wine labels quickly.



Bulk upload

If you have a lot of label info to upload, you can do it all at once with ease. Our system lets you upload large amounts of data smoothly, saving you time and effort.



Scan analytics dashboard

There's a feature that lets you see how people are interacting with your labels through QR code scans.

Automatic language translation

If you need your label in a different language, our system can translate it into 24 European languages automatically. So, customers get the info in their own language, which can help you reach more people.



Dynamic QR codes

QR codes on the labels can be changed anytime without having to print new ones. This means you can keep your labels up to date without extra costs or waste.



E-labels available for download in various formats

After crafting your e-label, download QR codes in multiple formats such as jpg, png, tiff, SVG, eps, and pdf. These options cater to diverse needs, ensuring your message is delivered effectively.



Data export

If you decide to move to a different service, you can take your data with you, no questions asked. Our platform is flexible, letting you move your information freely to support your business's growth.



Enhanced security

Craft Technology's solution employs state-of-the-art encryption and authentication protocols, guaranteeing the security and authenticity of the data.



365/7/24 availability

We guarantee our service is always available



Regular updates and compliance checks

Our team constantly monitors for changes, ensuring you're always compliant.

No risk

Trying it out is risk-free. If you don't like the service within 30 days, you can get your money back.



Craft Technology e-Label plans



E-label 10

€90

- ◇ Up to 10 e-labels per year
- ✓ Simple wine label editor
- ✓ Bulk upload
- ✓ Scan analytics dashboard
- ✓ Dynamic QR codes
- ✓ Automatic language translation
- ✓ E-labels available in various formats
- ✓ Data export
- ✓ 30 day money back guarantee



E-label 30

€190

- ◇ Up to 30 e-labels
- ✓ Simple wine label editor
- ✓ Bulk upload
- ✓ Scan analytics dashboard
- ✓ Dynamic QR codes
- ✓ Automatic language translation
- ✓ E-labels available in various formats
- ✓ Data export
- ✓ 30 day money back guarantee



E-label 50

€290

- ◇ Up to 50 e-labels
- ✓ Simple wine label editor
- ✓ Bulk upload
- ✓ Scan analytics dashboard
- ✓ Dynamic QR codes
- ✓ Automatic language translation
- ✓ E-labels available in various formats
- ✓ Data export
- ✓ 30 day money back guarantee



E-label 100

€390

- ◇ Up to 100 e-labels
- ✓ Simple wine label editor
- ✓ Bulk upload
- ✓ Scan analytics dashboard
- ✓ Dynamic QR codes
- ✓ Automatic language translation
- ✓ E-labels available in various formats
- ✓ Data export
- ✓ 30 day money back guarantee



Enterprise

Contact us

- 📍 For 100+ labels
- ✓ All features from main plans
- ✓ Additional features available on request

Not ready to enter data or deal with compliance and lab analysis? We've got you covered.

Feeling overwhelmed by the thought of data entry, compliance intricacies, and lab analyses? Don't worry, we've got your back. With our full suite of services, we take the burden off your shoulders so you can focus on crafting exceptional wines. If you're too busy and don't want to bother with calories, sugars, nutrition information, etc, we can help you put in all the info and set up a cool QR code in just 3 days with our "We do it for you data input and QR code quickstart service". With our "Peace of Mind Data Compliance Check," we double-check everything to make sure it's perfect, keeping you penalty-free and chill.



We do it for you. Data input and QR code quickstart

Got wine data don't fancy spending the time and effort of entering and managing it all yourself? We've got your back! Just hand us your info in digital format, whether it's lab reports or ingredient lists, and we'll craft those into QR codes for up to 30 of your wine bottles!

Price available online

*Note: For the quick service and set price, we need all the info you've got in digital format. If something's missing or unclear, it might take a bit longer and cost a bit more. We will inform you of the price increase beforehand.



Peace of mind data compliance check

Feeling unsure about the data you've entered for your wine bottles? Worry not. With our Peace-of-Mind Compliance Check, we give your data a thorough review, ensuring it aligns perfectly with EU standards. Relax with the knowledge that your wine label data is on point and compliant, without breaking the bank. Up to 30 labels per year!

Price available online

*Note: This offer covers a review for up to 30 SKUs. The requirement for this service is that all required data must be entered in the Craft Technology e-label app beforehand. If anything is missing or unclear, the process might take longer and could incur additional costs. We will inform you of any price increase beforehand.

Did you know?

The law requires nutritional and energy information based on a 100ml serving. How do you calculate energy?

According to the regulation, there are two acceptable methods of calculating energy:

Method 1:

Formula calculator with conversion factors based on sugar, alcohol, and a few other parameters.

Method 2:

Using a general average value per wine type, such as red-dry, sparkling-brute, etc. The table is provided in [this self-regulatory document](#). Don't fancy doing it yourself? Opt for our “We do it for your data input and QR code quickstart service” and we'll handle everything for you!

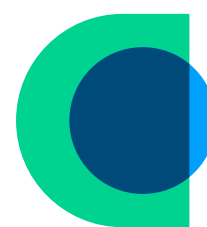
If you have any questions, please [contact us](#) for more information and support.

Ensure your wine labels are fully compliant with the latest EU regulations, quickly and effortlessly.

Contact us today to discover how our comprehensive solution simplifies every aspect of your labeling process - from material preparation, and precise data entry, to verification and continuous availability of information to your clients. Craft Technology is your reliable partner in the world of wine labels!



SCAN ME



CRAFT TECHNOLOGY
E-LABEL