Quick Reference Labelling Guide

Federal Mandatory	Where	Rules/content
Alcohol Net contents Product of Canada Common name (Wine)	In a single field of vision with each other (consumer can see all without turning the container)	□ Bilingual □ At least 1.6 mm font size □ Format correct □ Numerals in net contents at least 3.2 mm □ Alcohol within +/- 1% of actual tested □ Alcohol within min/max limits for category (eg. 7.0 - 14.9% for table wine) Example 12.5% alc./vol., 750 mL, Product of/Produit du Canada, Wine/Vin
Allergen warning	Anywhere	□ Contains sulphites/contient des sulfites
Producer name and address	Anywhere	□ Name, city/town, province or Canada
VQA Mandatory		
Appellation with VQA letters	Principal display panel (the real front label as determined by VQAO)	□ At least 2 mm, clearly legible with contrast □ At least 3.2 mm if no VQA logo on package □ Same typeface, colour and size, on same line □ At least 85% (100% for sub-apps) from stated appellation □ Consistent with application (label cannot make an origin claim more specific than what is stated on the application)
VQA logo (not required if appellation is at least 3.2 mm in size)	Anywhere	□ Gold on black □ Size between 15-25 mm, square □ 10mm for bottles less than 375mL
Vintage date	Anywhere	□ Wine content at least 85% of date on label □ Displayed as four digits
Method of production	Anywhere	□ Required for Sparkling only, optional for aromatic sparkling, sparkling Icewine
Sweetness Descriptors for Sparkling		□ Natural Brut, Brut, Extra Dry, Dry, Medium Dry, Sweet – check meets the required Total Residual Sugar Level for each descriptor
Hybrid grape content	Anywhere	□ If any hybrid content, varietals are declared including the hybrid under varietal rules
VQA optional		
If grape varieties appear anywhere on the label		□ **Wine meets varietal labelling rules**
Single grape variety	Anywhere	□ At least 85% of named variety
Two grape varieties*	Anywhere, in descending order	□ At least 90% of named varieties, at least 15% of second
Three grape varieties*	Anywhere, in descending order	□ At least 95% of named varieties, at least 15% of second, 10% of third
More than three varieties	Anywhere, in descending order	□ At least 95% of named varieties
No varieties on label, back or front	Proprietary name anywhere	□ Must be 100% vitis vinifera
Meritage	Anywhere	□ Contains only Cab Sauv, Cab Franc, Merlot, Petit Verdot, Malbec OR Sauv Blanc, Semillon, Muscadelle
<mark>* If the wine does not meet dual/triple requirements, 2 or 3 varieties can be named only if percentages are included</mark>		
Vineyard name	Anywhere	□ 100% of wine is from named vineyard □ If naming more than one vineyard, exact percentages are included
Virtual wineries – a name other than the name of the VQA member winery		□ Name of VQA winery or registered operating name is on the label
All labels		□ Wine content matches rules for terms used on labels □ All claims, descriptions are true and accurate □ No appellation names that the wine is not entitled to, including foreign terms such as Bordeaux, Burgundy, Port

Alternate (non-glass) packaging	Where	Rules/content
Permitted containers: • stainless steel • aluminum • polyethylene terephthalate (PET) • multi layer containers (such as TetraPak or bag-in-box) Maximum container size: 4 L For licensee (wholesale) sale only maximum container size: 20 L	All mandatory/optional labelling rules apply. Certain terms prohibited: • Appellations except Ontario • Vineyard designation • Estate bottled • Traditional method terms including Fermented in this Bottle • Icewine	□ Appellation is Ontario □ Filling date appears in plain language (eg December 1 2013, 28-Jan-14 etc.) □ No other appellation names from within Ontario or foreign terms such as Bordeaux, Burgundy, Port

Questions?   See our website at www.vqaontario.ca – look under "regulations"
                    Contact VQA Ontario at info@vqaontario.ca or 416-367-2002

                    Foreign appellations – is the term I want to use prohibited? Look it up at
                     http://www.ic.gc.ca/cipo/listgiws.nsf/gimenu-eng?readForm