

U-LABEL
DIGITAL PLATFORM
FOR WINE AND SPIRIT PRODUCTS

Wine Civil Dialogue Group

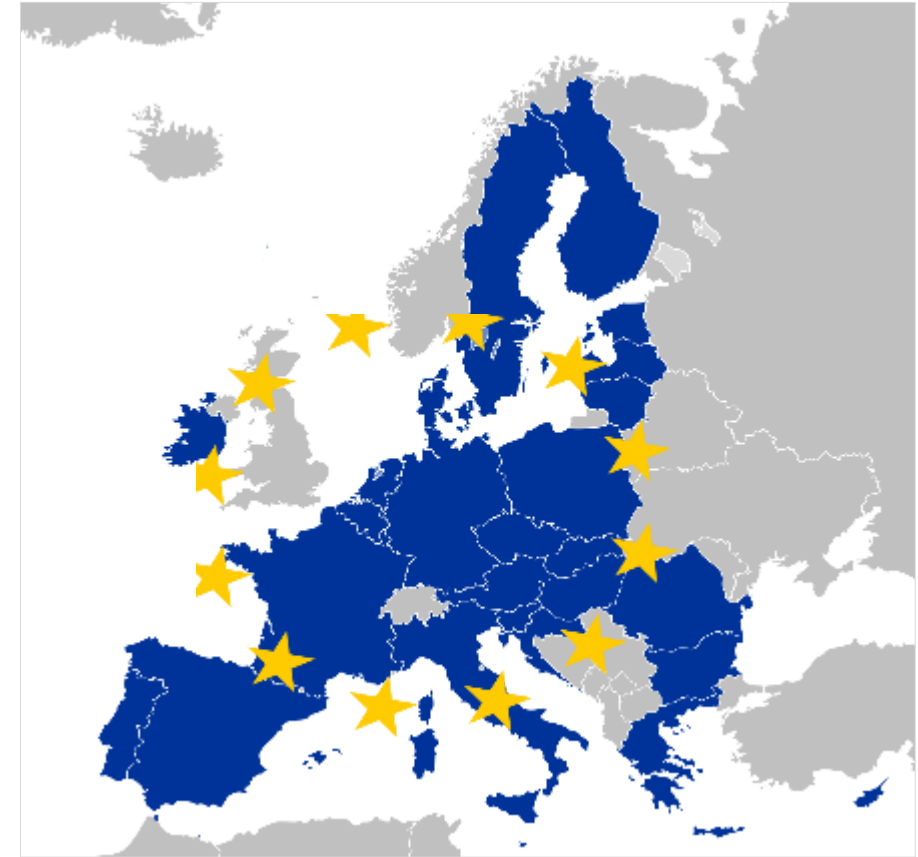
- 8 November 2021 -

Dr Ignacio Sánchez Recarte
CEEV Secretary General



CEEV – European Committee of Wine Companies

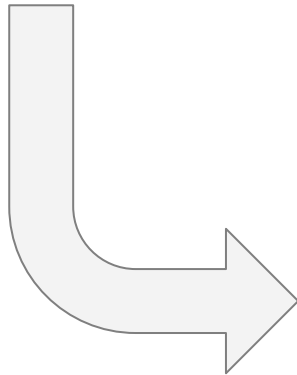
- Represents EU producers and traders of wine and aromatised wine products
- 23 national associations from 12 EU countries + Switzerland, United Kingdom and Ukraine
- A consortium of 4 leading EU wine companies
- Our members produce and market the large majority of wines with and without GI



THE GENESIS OF THE PROJECT FOR THE WINE SECTOR



ADOPTION – December 2021
APPLICATION – December 2023



WINE and AROMATISED WINE (AWP) LABELLING CHANGES

- Mandatory indication of the **nutrition information**
- Mandatory indication of the **list of ingredients**
- Use of **e-labels** authorised

PROVISIONS TO BE INCLUDED

➤ Where to declare?

- On the label
- On an e-label

➤ E-label specifications

- No marketing information
- Direct link available on the bottle
- No consumers tracking



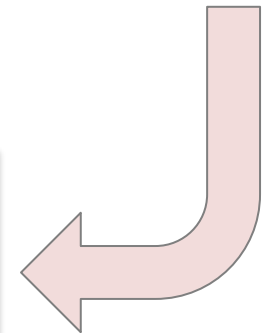
POSSIBLE OPTIONS FOR COMPANIES

Indicate the list of ingredients on the label

Create its own e-label system

Join a collective e-label system

- **Economic benefits:** Sharing IT development costs
- **Structural benefits:** Negotiation capacity for interconnection with existing databases
- **Sector Commitment:** Setting a concept of e-label that works for companies and consumers



U-LABEL PLATFORM

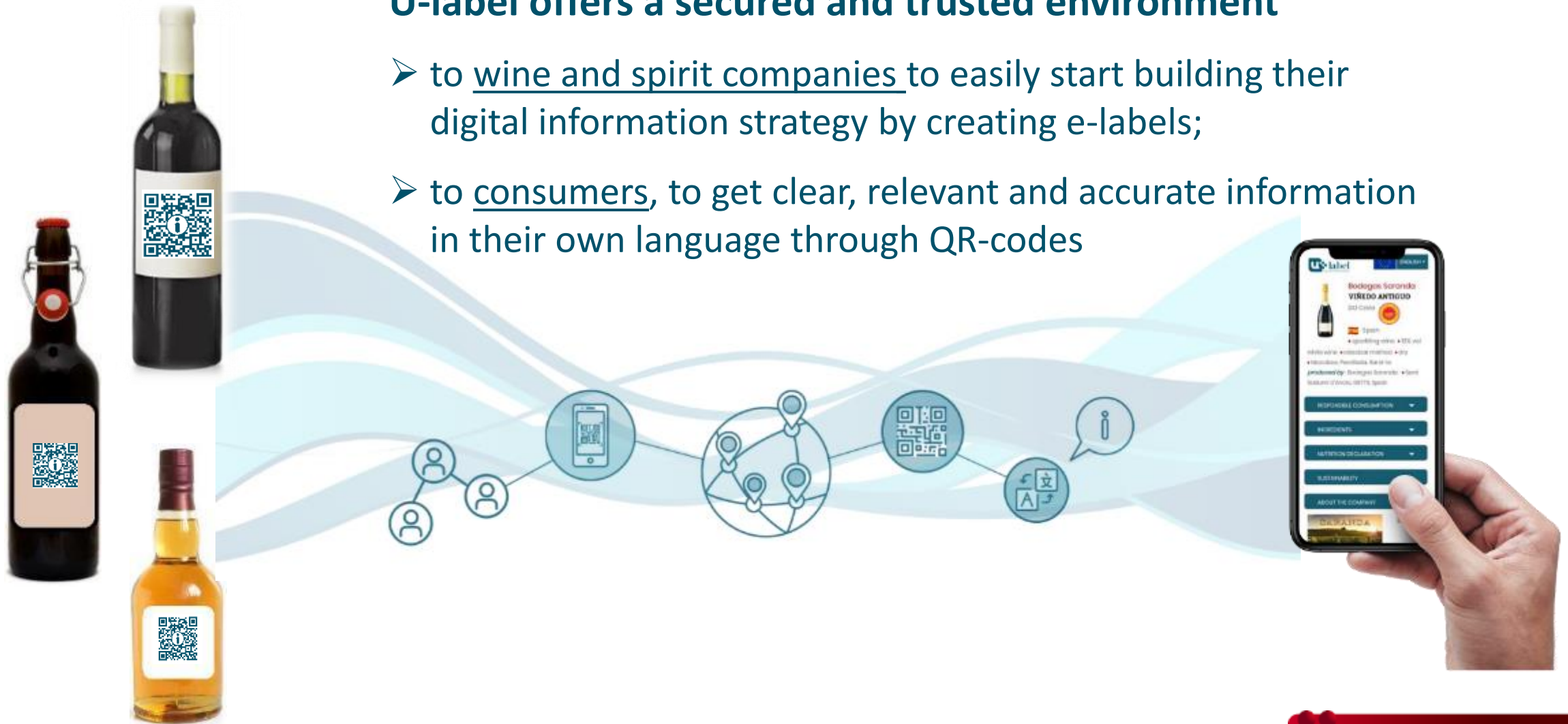


An on-line platform to drive transparency
and boost product information digitally
to better connect with consumers

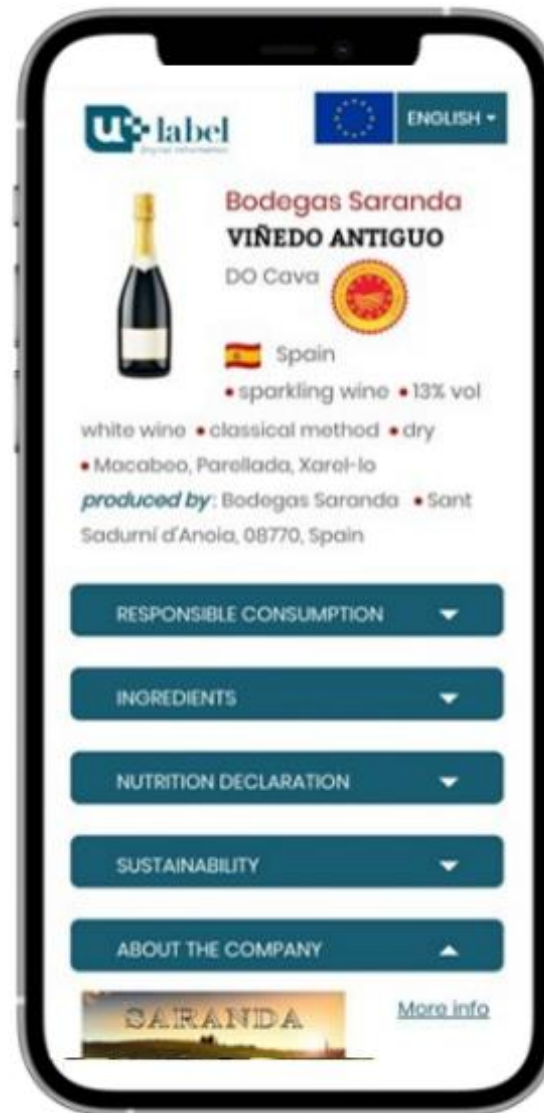


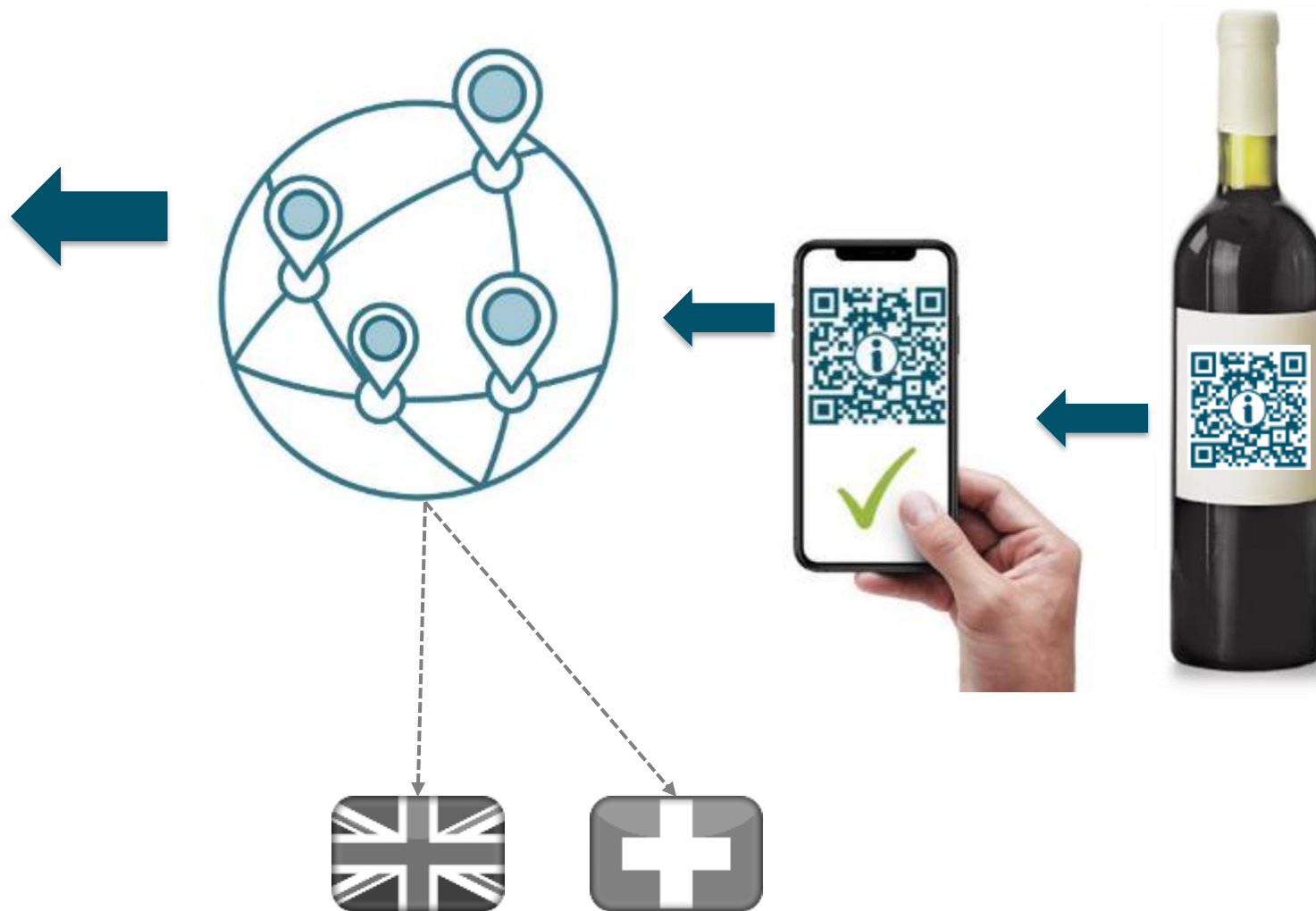
U-label offers a secured and trusted environment

- to wine and spirit companies to easily start building their digital information strategy by creating e-labels;
- to consumers, to get clear, relevant and accurate information in their own language through QR-codes



An e-label, for the Wine & Spirits platform, is the compilation of information concerning a concrete wine, in a precise market and which is available in a webpage





SCOPE

- ✓ Wine
- ✓ Aromatized wine products
- ✓ Spirits

DATA INPUT

- ✓ Manual
- ✓ GS-1 database
- ✓ ...

SERVICE PROVIDED

- ✓ Expertise on legal requirements
- ✓ Automatic translation
- ✓ E-label

LINK from BOTTLE to e-LABEL ✓ QR code (provided by U-label platform)

1 Product **2 Information** **3 Languages** **4 Translation** **5 Confirmation**

NEW E-LABEL

Product Type

☒ [Wine](#) ☐ Aromatized wine product ☐ Spirit

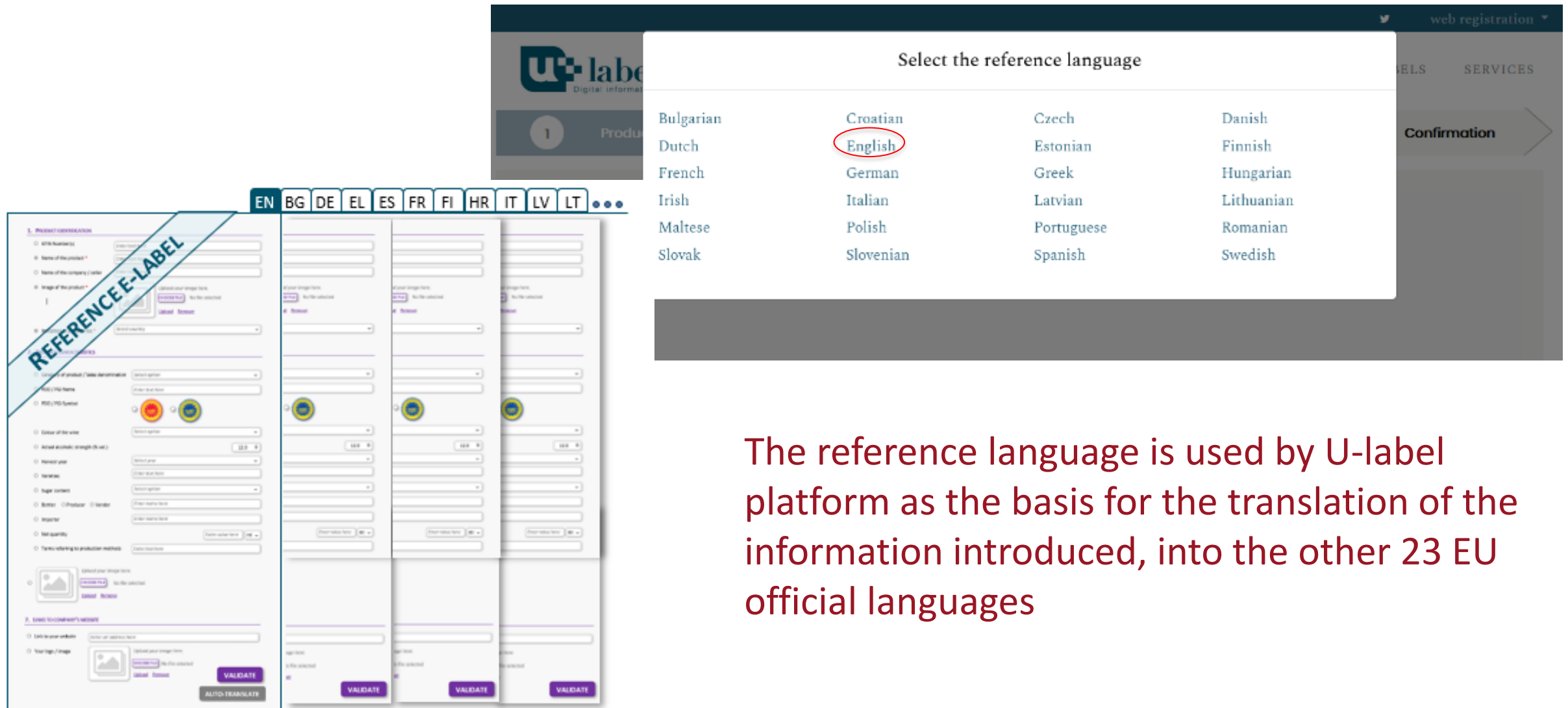
Data source

☐ Duplicate existing e-label ☐ From GSI database ☒ [Insert data manually](#)

Destination Market

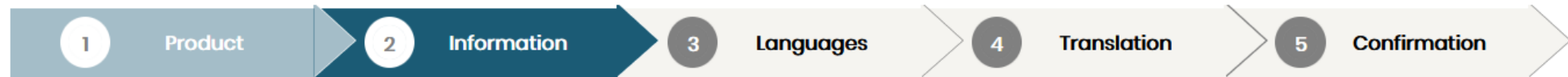
☒ [European Union](#) ☐ Switzerland ☐ United Kingdom ☐ United States

NEXT →



The screenshot displays the U-label platform interface. On the left, a form titled 'REFERENCE E-LABEL' is visible, containing various fields for product information such as 'Name of the product', 'Name of the company', 'Image of the product', 'Color of the wine', 'Alcohol strength', 'Harvest year', 'Varietal', 'Sugar content', 'Bottle / Producer / Brand', 'Importer', 'Net quantity', and 'Terms referring to production methods'. A language selection bar at the top of the form shows 'EN' (English) as the selected language, with other languages like BG, DE, EL, ES, FR, FI, HR, IT, LV, and LT available. On the right, a dropdown menu titled 'Select the reference language' is open, listing 24 languages: Bulgarian, Croatian, Czech, Danish, Dutch, English (circled in red), Estonian, Finnish, French, German, Greek, Hungarian, Irish, Italian, Latvian, Lithuanian, Maltese, Polish, Portuguese, Romanian, Slovak, Slovenian, Spanish, and Swedish. The background also shows a 'Confirmation' button and a 'web registration' link.

The reference language is used by U-label platform as the basis for the translation of the information introduced, into the other 23 EU official languages



Reference language

English

1. Product identification

2. Product characteristics

3. Ingredients

4. Nutrition declaration

5. Responsible consumption

6. Sustainability

7. About the company

1

Compulsory information

- ✓ Product identification
- ✓ List of ingredients
- ✓ Nutrition declaration
- ✓ Responsible consumption messages

2

Authorized information

- ✓ Mentions regulated under EU law
- ✓ Information on sustainability
- ✓ Information on responsible consumption
- ✓ External link to company website

3

Forbidden information

- x Marketing information

The screenshot displays the U-label digital information interface, which is a multi-step wizard for creating wine labels. The interface is organized into a sidebar on the left and a main content area on the right.

Sidebar:

- Reference language:** A dropdown menu set to "English".
- Steps:** A list of seven steps: 1. Product identification, 2. Product characteristics, 3. Ingredients, 4. Nutrition declaration, 5. Responsible consumption, 6. Sustainability, and 7. About the company. Step 3, "Ingredients", is currently selected.
- Buttons:** A vertical column of four buttons: "Save" (floppy disk icon), "Clear" (X icon), "Help" (question mark icon), and "Enter" (arrow icon).

Main Content Area:

- Wizard Windows:** Four overlapping windows titled "Wizard Ingredients - wine", "Wizard Ingredients - liqueur wine", "Wizard Ingredients - sparkling wine", and "Wizard Ingredients - vermouth". Each window has a close button (X) in the top right corner. The "Wizard Ingredients - wine" window is the most prominent and shows the "RAW MATERIAL" section with a checkbox for "grape".
- Ingredients List:** A section titled "Ingredients : Drag and drop blocs of ingredients in the preview to change the order of the list". It contains three draggable blocks: "grape", "preservative(sulphur dioxide)", and "acidity regulator(tartaric acid)".
- Additional Text:** On the right side of the main content area, there is a note: "partially fermented grape must".



THE FUTURE



the wine & spirits
e-label platform



LAUNCH OF U-LABEL

30 September 2021

U-LABEL GOES LIVE

1 December 2021

Thank you for your attention!



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