



Reduced alcohol wine products



Civil Dialogue Group
“Wine”
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Opportunities

- Increasing retail and consumer demands
- Potential major complementary outlet for the Wine sector (in both mature markets and emerging markets – i.a. alcohol free for Muslim countries)
- Innovation.
- Competitiveness.
- Spread of “wine culture” in emerging / new markets.
- Cultural, Religious and Public Health concerns – Increasing pressure/expectations from regulator (WHO, EU, national).

Goals

- Allowing the wine sector to better respond to this growing interest and demand by the consumers, by**
 - ✓ **enlarging the wine offer**
 - ✓ **improving consumer choice of lower alcohol wine products.**

- Keeping the development of these new products into the economic and regulatory “wine family /universe” ... is strategic for our EU wine sector as an emerging, growing and complementary segment, for the benefit of the whole EU wine sector economy and its competitiveness.**

Challenge

- ❑ **The lack of EU and international harmonised definitions, denominations and processing practices** could turn into barriers to internal market and international trade and unfair competition, handicapping new outlets, wine sector innovation and competitiveness in this area.

Objective

- ❑ **Promoting a legal framework shaped in a way which allows the smooth development of the production and marketing of those products**, free from disproportionate burdens and barriers to trade in the Internal Market and at international level, supporting the need for harmonized definition for alcohol low/free wine and its oenological processing practices.

A fast growing market: lower alcohol wines

- Available market data show a substantial growth in sales and exports of lower alcohol content wines - sparkling, rosé, carbonated, dry red and dry white wines
- Wines with less than 12% alcohol strength
- Sales in France: from 2,4 million bottles to 3 million bottles in 2 years
- UK: Lower alcohol wine value sales increasing by 40% to around £23 million over 2011/12 with new consumers

Definitions of the products

Definitions and sales denominations... the puzzle!

OIV

- Adoption in 2012 of 2 definitions:
 - ECO 432-2012: “Beverage obtained by dealcoholisation of wine” (TAV<0,5% vol)
 - ECO 433-2012: “Beverage obtained by partial dealcoholisation of wine” (TAV between 0,5% vol and the minimum alcoholic strength of wine)
- Work in progress for the definition of the products in the “grey zone”: dealcoholized beyond 20% but respecting the minimum alcoholic strength of wine
- No definition of sales denominations..., but ...footnote: “these definitions do not preclude the denominations “*dealcoholised wine*” and “*partially dealcoholised wine*” to be used respectively in case the legislation of each MS allows it.”

Definitions and sales denominations ... the puzzle!

International

MINIMUM ALCOHOL LEVEL FOR “WINE”:

- OIV: 8.5 % vol but if provided by national legislation: 7 % vol.
- EU: 8,5% vol with derogation at 4,5% vol for certain GI wines
- New-Zealand, Canada, South-Africa and USA: no minimum specified
- Australia: 4.5 % vol (*recently reduced from 8% vol*)
- Argentina, China: 7 % vol.
- Chili: 10 % vol.

EU BILATERAL AGREEMENTS....(MFN PRINCIPLE)

- South-Africa: wine imported into EU: min 6.5 % vol.
- USA: wine imported into EU: min 7 % vol.
- Chili: wine imported into EU: min 8.5 % vol.;
- Australia: wine imported into EU: min 8.5 % vol.;....but reduced to 4,5% vol.

Definitions of the products

Definitions and sales denominations ... the puzzle!

EU

- Beyond the EU definition of “wine” in R 1308/2013 and aromatised wine products in R 251/2014, there are **no specific EU definitions nor rules on sales denominations** for partially (“reduced alcohol wine”), or totally dealcoholised wines (“alcohol free wine”), which do not respect the parameters in the definitions of wine and aromatised wine products.
- **Member States can allow and regulate at national level the use of the term “wine” into “composite” names**, thus including low-alcohol/alcohol-free wines; however *“any confusion with products corresponding to the wine categories in Annex VII shall be avoided”* (Annex VII Part II.1 of R 1308/2013).

Definitions and sales denominations ... the puzzle!

EU MS - National regulations

- ✓ DE: "alkoholfreier Wein" (alcohol free wine (< 0,5 %)); "alkoholreduzierter wein" (alcoholreduced wine (from 0,5 till **4,0** %))
- ✓ AT: "entalkoholisierter Wein" (dealcoholised wine (< 0,5 %)); "alkoholarmer Wein" (low-alcohol wine (from 0,5 till **5,0** %))
- ✓ CZ: "de-alcoholised wine" and the "low-alcoholic wine" have been covered by the Article 25 of the Czech act no. 321/2004 coll., as amended authorised denominations:
- ✓ FR: "boisson fermentée à base de vin"; "boisson à base de vin désalcoolisé » (?)
- ✓ PT ? : Vinho parcialmente desalcoolizado (partially dealcoholized wine); Vinho sem álcool (Wine without alcohol)

Definitions of the products

Definitions and sales denominations ... the puzzle!

EU MS - National regulations

- Otherwise, **in the absence of specific vertical EU rules, the definition, designation and labelling of these products are subject to the horizontal food law rules** regarding the labelling of foodstuffs.
- However, **the European Commission**, in its evaluation report of the implementation of the Wine Reform, **envisages to:**
 - *“develop a single and uniform policy in this respect, by introducing and promoting new grapevine product categories ("de-alcoholised wine" and "partially dealcoholised wine"), in line with the recently adopted resolutions of the OIV on de-alcoholised wines”.*
 - revisiting the EU rules on minimum alcoholic strength for wines.

Need for harmonized definitions for reduced alcohol wine products

Sales Denominations

- For products with a dealcoholization of more than 20% but respecting the AVS of wine: **“wine”**
- For products partially dealcoholized with AVS between 1,2% vol and the minimum for wine: **“dealcoholized wine”, “partially dealcoholized wine” or “low alcohol wine”**
- For products with AVS lower than 1,2% vol: **“wine without alcohol”, “alcohol free wine”**
- Importance to maintain the specificities of sparkling products

Need for rules basically equivalent to those used in the wine sector

- **Compulsory particulars**
 - ASV, volume, lot number, indication of bottler, allergens: same rules than wine
 - Indication of provenance:
 - Country of origin of the grapes for still products
 - Country of elaboration for sparkling products
- **Optional particulars**
 - Sugar content:
 - Optional for still products
 - Compulsory for sparkling products
 - Possibility to mention: vintage, variety, pictograms in complement of compulsory mentions for allergens
 - GIs
 - Nutritional claims as allowed by the horizontal rules.

Labelling

As products are exclusively obtained from wine, the main objective is to have labelling rules as close as possible to those used in the wine sector.

OIV

- Adoption in 2012 of Resolutions OENO 394A-2012 (Dealcoholisation of wine) and OENO 394B-2012 (Correction of the alcohol content in wines):
 - *Resolution 394A describes the general framework of the dealcoholisation, in particular the techniques (partial vacuum evaporation, membranes, distillation).*
 - *Resolution 394B introduces the limit of 20% of alcohol content (instead of 2% vol.) for the dealcoholisation of wine.*
- Launch of the work to set recommendations on oenological practices for wine products with reduced alcohol and alcohol free wines on the model of those adopted for aromatized wine products OENO 439-2012.
 - ✓ A first working document, based on Resolution OENO 439-2012, was sent to the experts.

Oenological practices and treatments

EU

- The authorized oenological practices and treatments, and their conditions of use, for wines and sparkling wines are listed in the **Wine CMO Regulations** 1308/2013, and the implementing Commission Regulation 606/2009.
- There are **no EU specific vertical rules on oenological practices and treatments for the elaboration of “wines with reduced alcohol” and “alcohol-free wines”**.
- Therefore these products are **subject to the horizontal EU food regulations in particular on food ingredients** (additives, flavourings, enzymes). In this framework, the additives authorized for these products are only those explicitly listed in the ANNEX II of the Regulation 1333/2008 on food additives.

Oenological practices and treatments

- **Baseline:** all oenological practices and treatments which are already authorized for wines and sparkling wines in the OIV Code and in the EU Wine Regulations
- **Practices to be banned**
 - All practices related to enrichment or concentration
- **Specific use for some oenological practices, in addition of its use on the 'wine basis'**
 - Dealcoholization
 - Sweetening
 - Chemical acidification/deacidification
 - Use of arabic gum
- **Specific oenological practices**
 - Benzoic acid (already allowed by R 1333/2008)

Production processes

- ✓ As products are exclusively obtained from wine, the main objective is to have rules as close as possible to those used in the wine sector...
- ✓ Allowing extensions of the conditions of use for a limited number of practices
- ✓ Allowing some few further food additives which are considered needed for quality reasons...
- ✓ ... not all of them are used simultaneously

❖ **Technical opportunity to introduce harmonized definitions of products**

- ✓ Strong market developments
- ✓ Way of innovation for the wine sector to develop new markets

❖ **Political opportunity to introduce harmonized definitions of products**

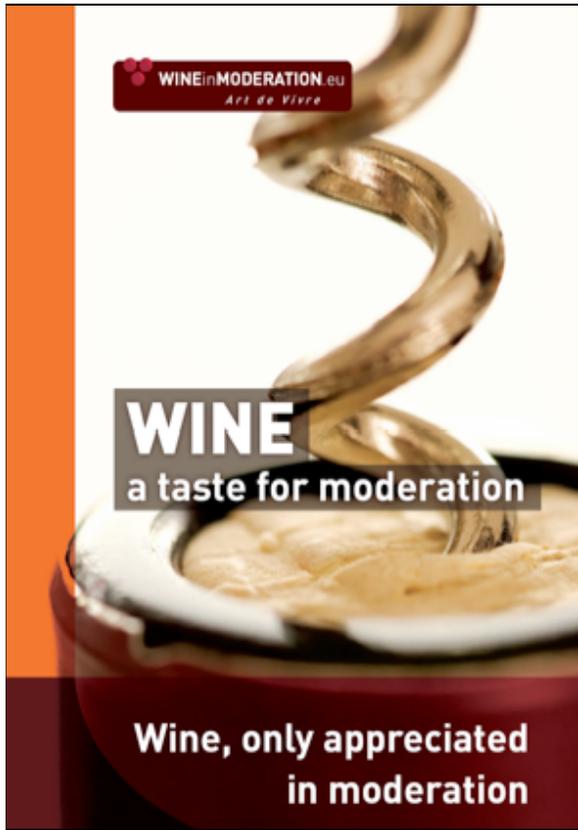
- ✓ Concern highlighted by the Commission in its report on the implementation of the wine CMO
- ✓ International context moving forward on that issues (OIV)
- ✓ New Commissioner

❖ **Marketing Needs - Labelling**

- ✓ We need a strong sense of **market and consumer oriented approach**
- ✓ allowing the consumers to identify these products as close as possible to “**wines**”
- ✓ while **avoiding consumer confusion / deception**.

❖ **Technical needs – Oenological processing practices.**

- ✓ We need to ensure **consistency and coherence** with the winemaking rules...
- ✓ ...while allowing for **appropriate flexibility** needed to facilitate technical **innovation** and offer **quality** products to the consumers.



Thank you!



Gracias!



Merci!

