



Labeling Alcohol Beverage Containers

- August 5, 2002 -

Courtesy of the Bureau of Alcohol, Tobacco and Firearms and the
United States Department of Agriculture



Letter codes indicate position on package:

PDP - Principal display panel. IP - Information panel. OP - Any other panel. IS - Ingredients statement.

If you want to claim:	Your product:	Your label MUST:	Your label MAY show:	Your label MUST NOT show:
"100 percent Organic" (or similar statement)	Must contain 100 percent organically produced ingredients, not counting added water and salt.	Show an ingredient statement. Show below the name and address of the producer, bottler, importer, etc., the statement: "Certified organic by ---" or similar phrase, followed by the name of the Certifying agent. Certifying agent seals may not be used to satisfy this requirement. (IP)	The term "100 percent organic" to modify the product name. (PDP/IP/OP) The term, "organic" to identify the organic ingredients. Water and salt included as ingredients must not be identified as organic. (IS) The USDA organic seal and/or certifying agent seal(s). (PDP/OP) The certifying agent business/ Internet address or telephone number. (IP)	

Key:

PDP - Principal display panel. That part of a label that is most likely to be displayed, presented, shown, or examined under customary conditions of display for sale.

IP - Information panel. That part of the label of a packaged product that is immediately contiguous to and to the right of the principal display panel as observed by an individual facing the principal display panel, unless another section of the label is designated as the information panel because of package size or other package attributes (e.g., irregular shape with one usable surface).

OP - Other panel. Any panel other than the principal display panel, information panel, or ingredients statement.

IS - Ingredients statement. The list of ingredients contained in a product shown in their common and usual names in the descending order of predominance.

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If you want to claim:	Your product:	Your label MUST:	Your label MAY show:	Your label MUST NOT show:
"Organic" (or similar statement)	<p>Must contain at least 95% organic ingredients, not counting added water and salt.</p> <p>Must not contain added sulfites.</p> <p>May contain, up to 5%:</p> <ul style="list-style-type: none"> a. nonorganically produced agricultural ingredients which are not commercially available in organic form; and/or b. other substances, including yeast, allowed by 7 CFR 205.605. 	<p>Show an ingredient statement.</p> <p>List the organic ingredients as "organic" when other organic labeling is shown. Water and salt included as ingredients must not be identified as organic. (IS)</p> <p>Show below the name and address of the producer, bottler, importer, etc., the statement: "Certified organic by ---" or similar phrase, followed by the name of the Certifying agent. Certifying agent seals may not be used to satisfy this requirement. (IP)</p>	<p>The term "Organic" to modify the product name. (PDP/IP/OP)</p> <p>"X% organic" or "X% organic ingredients." (PDP/IP/OP)</p> <p>The USDA Organic seal and/or certifying agent seal(s). (PDP/OP)</p> <p>The certifying agent business/ Internet address or telephone number. (IP)</p>	

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If you want to claim:	Your product:	Your label MUST:	Your label MAY show:	Your label MUST NOT show:
"Made with Organic Ingredients" (or similar statement)	<p>Must contain at least 70% organic ingredients, not counting added water and salt.</p> <p>Must not contain added sulfites; except that, wine may contain added sulfur dioxide in accordance with 7 CFR 205.605.</p> <p>May contain, up to 30%:</p> <ul style="list-style-type: none"> a. nonorganically produced agricultural ingredients. and/or b. other substances, including yeast, allowed by 7 CFR 205.605. 	<p>Show an ingredient statement.</p> <p>List the organic ingredients as "organic" when other organic labeling is shown. Water and salt included as ingredients must not be identified as organic. (IS)</p> <p>Show below the name and address of the producer, bottler, importer, etc., the statement: "Certified organic by ---" or similar phrase, followed by the name of the Certifying agent. Certifying agent seals may not be used to satisfy this requirement. (IP)</p>	<p>The term "Made with organic ---" (specified ingredients or food groups)." (PDP/IP/OP)</p> <p>"X% organic" or "X% organic ingredients." (PDP/IP/OP)</p> <p>The certifying agent seal(s). (PDP/OP)</p> <p>The certifying agent business/ Internet address or telephone number. (IP)</p>	<p>The USDA Organic seal.</p>

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Some organic ingredients	<p>May contain less than 70% organic ingredients, not counting added water and salt.</p> <p>May contain, over 30%:</p> <ul style="list-style-type: none"> a. nonorganically produced agricultural ingredients and/or b. other substances, without being limited to those in 7 CFR 205.605. 	<p>Show an ingredient statement when the word organic is used.</p> <p>Show "X% organic ingredients" when organically produced ingredients are identified in the ingredient statement. (IP)</p>	The organic status of ingredients in the ingredients statement. (IS)	<p>Any other reference to organic contents.</p> <p>The USDA Organic seal.</p> <p>The certifying agent seal.</p>

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For more information:

**Agricultural Marketing Service at the U.S. Department of Agriculture – (202) 720-3252 or www.ams.usda.gov/nop
Bureau of Alcohol, Tobacco and Firearms – (202) 927-8128**