

MERITAGE

1/9/03

The Alcohol Labeling and Formulation Division (ALFD) has recently reevaluated its policy on the labeling guidelines for use of the term “Meritage” on wine labels. Although less stringent than our previous policy, the purpose nonetheless is to ensure that customers are not misled regarding the identity of the wine, when “Meritage” is used on the label. The guidelines are as follows:

- The term “Meritage” is not acceptable as the class and type (27 CFR 4.34); however, it may appear as the fanciful name or as additional information.
- When used on the front/brand label, “Meritage” may not appear on the same line of text as the terms “Table Wine,” “White Wine” or Red Wine.”
- “Meritage” cannot appear on the same line of text as the class and type designation.
- Additional explanatory information regarding “Meritage” may appear on the back or side label provided it is not misleading as to the true class and type designation or in any other way.

Any further use or statement related to the term “Meritage” not addressed here will be evaluated by ALFD to determine whether it satisfies the requirements of the policy.

Should you find your previously approved “Meritage” labels fail to meet the above guidelines, please contact ALFD so that we may assist you in bringing them into compliance.

We at ALFD hope this information proves helpful in the preparation and submission of your label applications. If you have any questions regarding this matter, please contact ALFD Customer Service at (202) 927-8140, toll free (866) 927-ALFD (2533) or by email at alfd@atfhq.atf.treas.gov.