



# Labeling Alcohol Beverage Containers

May 30, 2008



Courtesy of the Alcohol and Tobacco Tax and Trade Bureau 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:	Your label MUST NOT:
"100 percent Organic" (or similar statement)	<b>Must</b> contain 100 percent organically produced ingredients, and have been processed using organically produced processing aids, not counting added water and salt.	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>Show the term "100 percent organic" to modify the product name. (PDP/IP/OP)</p> <p>Show an ingredient statement and the term, "organic" to identify the organic ingredients. Water and salt included as ingredients must not be identified as organic. (IS)</p> <p>Show the USDA organic seal and/or certifying agent seal(s). (PDP/OP)</p> <p>Show the certifying agent business/ Internet address or telephone number. (IP)</p>	

**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:	Your label MUST NOT:
"Organic" (or similar statement)	<p><b>Must</b> contain at least 95% organic ingredients, not counting added water and salt.</p> <p><b>Must</b> not contain added sulfites.</p> <p><b>May</b> contain, up to 5%:            a. non-organically produced agricultural ingredients allowed by 7 CFR 205.606 provided your accredited certifying agent has determined the ingredients to be not commercially available in organic form; and/or            b. other substances, including yeast, allowed by 7 CFR 205.606.</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>Show the term "Organic" to modify the product name. (PDP/IP/OP)</p> <p>Show an ingredient statement and the term "organic" to identify organic ingredients.<sup>1</sup> Water and salt included as ingredients must not be identified as organic. (IS)</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)            The certifying agent business/internet address or telephone number (IP)</p>	

<sup>1</sup>To identify an ingredient as organically produced in the ingredients statement, use the word "organic" in conjunction with the name of the ingredient, or an asterisk or other reference mark which is defined below the ingredient statement.

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If you want to claim:	Your product:	Your label MUST:	Your label MAY:	Your label MUST NOT:
"Made with Organic Ingredients" (or similar statement)	<p><b>Must</b> contain at least 70% organic ingredients, not counting added water and salt.</p> <p><b>Must</b> not contain added sulfites; except that, wine may contain added sulfur dioxide in accordance with 7 CFR 205.605.</p> <p><b>May</b> contain, up to 30%: a. non-organically produced agricultural ingredients. and/or b. other substances, including yeast, allowed by 7 CFR 205.606.</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>Show the term "Made with organic ---" (specified ingredients or food groups)." (PDP/IP/OP)</p> <p>Show an ingredient statement and the term "organic" to identify the organic ingredients.<sup>1</sup> Water and salt included as ingredients must not be identified as organic. (IS)</p> <p>Show "X% organic" or "X% organic ingredients." (PDP/IP/OP)</p> <p>Show the certifying agent seal(s). (PDP/OP)</p> <p>Show the certifying agent business/ Internet address or telephone number. (IP)</p>	Show the USDA Organic seal.

<sup>1</sup>To identify an ingredient as organically produced in the ingredients statement, use the word "organic" in conjunction with the name of the ingredient, or an asterisk or other reference mark which is defined below the ingredient statement.

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