

GUIDELINES FOR LABELING MALT BEVERAGES WITH ORGANIC REFERENCES



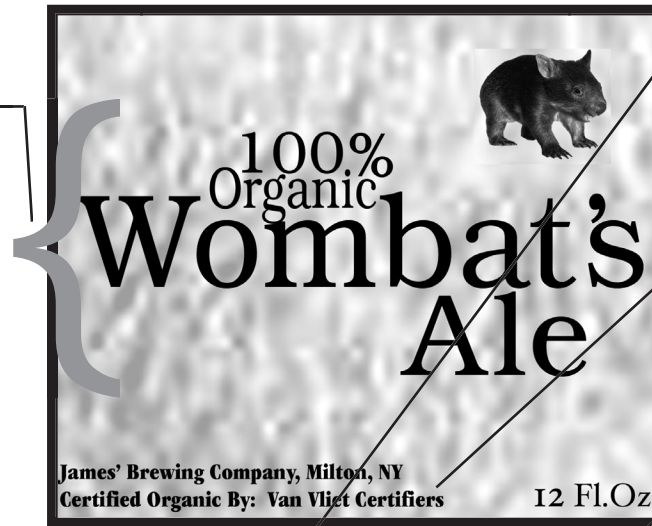
GUIDELINES FOR LABELING MALT BEVERAGES AS “100% ORGANIC”

This document contains a sample label. It should be used as guidance relating to the National Organic Program (NOP) regulations at 7 CFR part 205. To view these regulations in their entirety, please visit the United States Department of Agriculture's website at www.ams.usda.gov/nop.

This sample complies with the Federal Alcohol Administration Act, the Alcohol Beverage Labeling Act and the NOP.

When labeling your product as “100% Organic,” it must contain 100 percent organically produced ingredients, not counting added water and salt. You should also consider the following points in designing your label.

BRAND NAME/CLASS & TYPE (OPTIONAL)
The phrase “100% Organic” may be used to modify the brand name and/or class and type statement on the PDP, the IP, or the OP.



INGREDIENT STATEMENT (OPTIONAL)
Products certified as “100% Organic” may show a complete ingredient statement. The term “organic” may be used to identify the specific ingredients. Water and salt included as ingredients may not be identified as “organic.”

CERTIFICATION STATEMENT (REQUIRED)
“Certified Organic by ---” or a similar phrase must be listed below the name and address of the producer, bottler, importer, etc. This statement must be on the IP and may include the agent’s business address, telephone number, or internet address.

CERTIFYING AGENT SEAL (OPTIONAL)
The seal of a USDA-accredited certifying agent may be placed on the label of a product that is certified as “100% Organic.” This seal may only appear on the PDP or OP.

USDA ORGANIC SEAL (OPTIONAL)
The USDA Organic Seal may be placed on the label of a product that is certified as “100% Organic.” This seal may only appear on the PDP or OP.

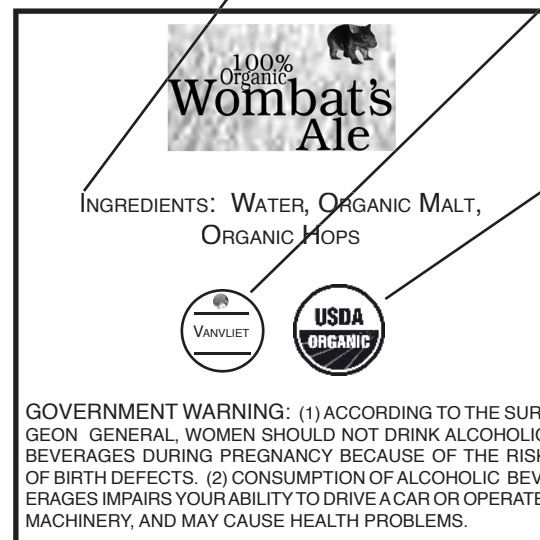
KEY

PDP - (PRINCIPAL DISPLAY PANEL) That part of the 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 attributes (e.g., irregular shape with one usable surface).

OP - (OTHER PANEL) Any panel other than the principal display panel, information panel, or ingredient statement.

IS - (INGREDIENT STATEMENT) The list of ingredients contained in a product shown in their common and usual names in the descending order of predominance.



DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE
WASHINGTON, DC 20090

DEPARTMENT OF THE TREASURY
ALCOHOL AND TOBACCO TAX AND TRADE BUREAU
WASHINGTON, DC 20226

GUIDELINES FOR LABELING MALT BEVERAGES AS “ORGANIC”

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This sample complies with the Federal Alcohol Administration Act, the Alcohol Beverage Labeling Act and the NOP.

When labeling your product as “Organic,” it must contain at least 95 percent organically produced ingredients, not counting added water and salt. In addition, your product must not contain added sulfites and may contain up to 5 percent nonorganically produced agricultural ingredients which are not commercially available in organic form and/or other substances, including yeast, allowed by 7 CFR 205.605.

You should also consider the following points in designing your label.

BRAND NAME/CLASS & TYPE (OPTIONAL)

The term “organic” may be used to modify the brand name and/or class and type statement on the PDP, the IP, or the OP.

INGREDIENT STATEMENT (OPTIONAL)

Products certified as “organic” may show a complete ingredient statement. The term “organic” may be used to identify the specific ingredients. Water and salt included as ingredients may not be identified as “organic.”

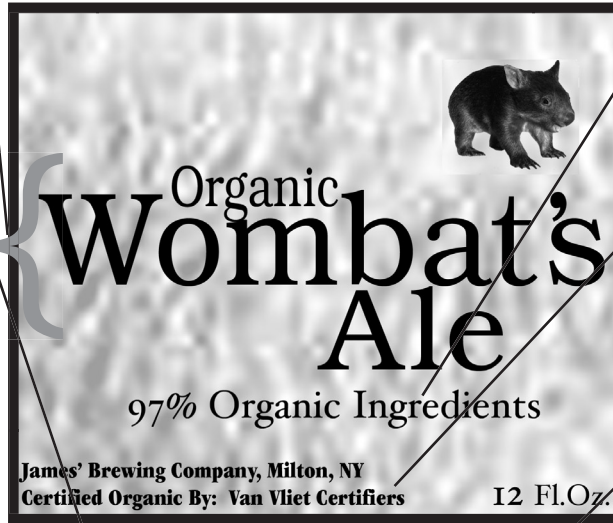
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PERCENTAGE STATEMENT (OPTIONAL)

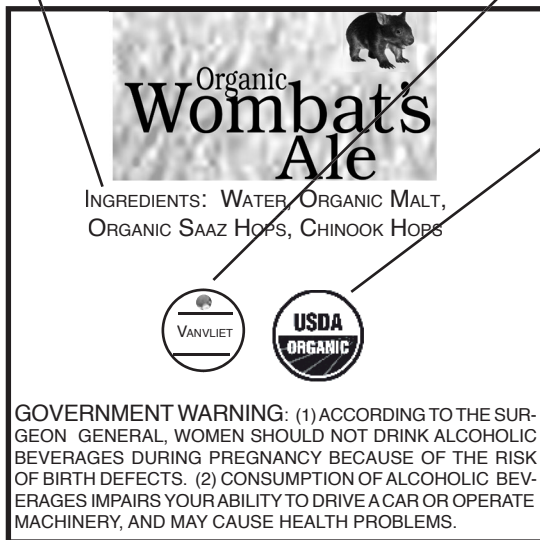
The phrase “X% Organic” or “X% Organic Ingredients” may be included on the labeling. Such statements may appear on the PDP, the IP, or the OP.

CERTIFICATION STATEMENT (REQUIRED)

“Certified Organic by ---” or a similar phrase must be listed below the name and address of the producer, bottler, importer, etc. This statement must be on the IP and may include the agent’s business address, telephone number, or internet address.

CERTIFYING AGENT SEAL (OPTIONAL)

The seal of a USDA-accredited certifying agent may be placed on the label of a product that is certified as “100% Organic.” This seal may only appear on the PDP or OP.



USDA ORGANIC SEAL (OPTIONAL)

The USDA Organic Seal may be placed on the label of a product that is certified as “100% Organic.” This seal may only appear on the PDP or OP.

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

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GUIDELINES FOR LABELING MALT BEVERAGES AS “MADE WITH ORGANIC INGREDIENTS”

This document contains a sample label. It should be used as guidance relating to the National Organic Program (NOP) regulations at 7 CFR part 205. To view these regulations in their entirety, please visit the United States Department of Agriculture's website at www.ams.usda.gov/nop.

This sample complies with the Federal Alcohol Administration Act, the Alcohol Beverage Labeling Act and the NOP.

When labeling your product as “Made with Organic Ingredients” (or a similar phrase), it must contain at least 70 percent organically produced ingredients, not counting added water and salt. In addition, your product must not contain added sulfites and may contain up to 30 percent nonorganically produced agricultural ingredients and/or other substances, including yeast, allowed by 7 CFR 205.605. You should also consider the following points in designing your label.

“MADE WITH ORGANIC ---” STATEMENT (OPTIONAL)
The phrase “Made with Organic ---” (specified ingredients or food groups) may be included on the labeling. Such statements may appear on the PDP, the IP, or the OP.

INGREDIENT STATEMENT (OPTIONAL)
Products certified as “Made with Organic Ingredients” may show a complete ingredient statement. The term “organic” may be used to identify the specific ingredients. Water and salt included as ingredients may not be identified as “organic.”

KEY

PDP - (PRINCIPAL DISPLAY PANEL) That part of the 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 attributes (e.g., irregular shape with one usable surface).

OP - (OTHER PANEL) Any panel other than the principal display panel, information panel, or ingredient statement.

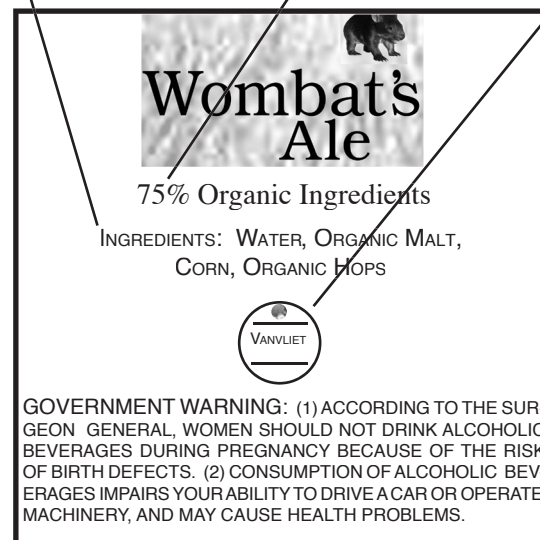
IS - (INGREDIENT STATEMENT) The list of ingredients contained in a product shown in their common and usual names in the descending order of predominance.



“X% ORGANIC” STATEMENT (OPTIONAL)
The phrase “X% Organic” or “X% Organic Ingredients” may be included on the labeling. This statement may appear on the PDP, the IP, or the OP.

CERTIFICATION STATEMENT (REQUIRED)
“Certified Organic by ---” or a similar phrase must be listed below the name and address of the producer, bottler, importer, etc. This statement must be on the IP and may include the agent’s business address, telephone number, or internet address.

CERTIFYING AGENT SEAL (OPTIONAL)
The seal of a USDA-accredited certifying agent may be placed on the label of a product that is certified as “Made with Organic Ingredients.” This seal may only appear on the PDP or OP.



THE LABEL MAY NOT SHOW:
* THE USDA ORGANIC SEAL

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GUIDELINES FOR CLAIMING THAT MALT BEVERAGES CONTAIN SOME ORGANIC INGREDIENTS

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This sample complies with the Federal Alcohol Administration Act, the Alcohol Beverage Labeling Act and the NOP.

When claiming that your product contains some organic ingredients, it may contain less than 70 percent organically produced ingredients, not counting added water and salt. In addition, the product may contain over 30 percent nonorganically produced agricultural ingredients and/or other substances, including yeast, without being limited to those in 7 CFR 205.605.

You should also consider the following points in designing your label.

The Alcohol and Tobacco Tax and Trade Bureau (TTB) is awaiting a decision from the United States Department of Agriculture regarding organic alcohol products that fit within this category.

TTB looks forward to posting a new sample label when that decision is reached.

Thank you for your patience.
