



Australian Government

Australian Wine and Brandy Corporation

New Label Integrity Program

The Label Integrity Program (LIP) provides the principal regulatory mechanism through which our international wine reputation is protected. Following a review of the operation of the system, several amendments have been made to the AWBC Act to ensure the LIP remains a robust regulatory regime. The following amendments take effect on 1 September 2010.

In particular:

- Whereas previously the requirement to make and retain records applied only to winemakers, the obligation to do so now extends throughout the supply chain from grapegrowers through to retailers.
- The prohibition on selling wine with a false or misleading description has been extended to capture false or misleading claims made in relation to grapes or juice intended to be made into wine.
- The penalty for failing to keep records, making false records or for making label claims not supported by records has been increased to a maximum of 2 years in jail. Previously, a fine applied to offences involving record keeping.

One additional consequence of the changes is that “wine products”, those beverages containing wine but produced with the addition of water, flavours, colours etc, will no longer be entitled to a vintage, varietal or Geographical Indication.

What must be recorded?

One step back:

- The date the wine goods are **received**
- The type, quantity, vintage, variety and GI of the wine goods **received**
- The identity of the **supplier**

One step forward:

- The date the wine goods are **supplied**
- The type, quantity, vintage, variety and GI of the wine goods **supplied**
- The identity of the **customer**

A Wine Goods Supply Statement must accompany the transfer of wine goods between wine grape growers, manufacturers of wine goods and persons who supply or receive wine goods. The format of this statement is not prescribed. A standard commercial invoice would satisfy the requirements provided it includes; date of supply, identity of supplier and customer, quantity of product and the vintage, variety(ies) and GI. An example template can be downloaded [here](#).

Records must be made within 3 days and retained for 7 years.

Blending Rules

Below is a table that provides a summary of the new amended blending rules. Please refer to the *Regulations* for the specific rules.

Further guidance can be found in the [Guide to Wine Law](#).

Any claim must be listed in descending order of its proportion in the wine.

	Vintage	Variety	GI
Single	85%	85%	85%
Multiple	100%	85%*	95%** (min 5%)

** Each variety named in the description and presentation must be present in greater proportion in the composition of the wine than any variety that is not named*

*** A maximum of 3 GI's can be claimed*

The amended AWBC Act represents a considerable change in the legislative framework under which the wine sector operates. This is only a snapshot of the amendments. Consequently we suggest you study the changes in detail and welcome any questions you may have.

Further information on the LIP amendments can be found on the Wine Australia website: www.wineaustralia.com