

Brazil – Labelling of alcoholic beverages (new)

“The EU, Mexico and the US raised concerns regarding Brazil's labelling requirements for alcoholic beverages ([G/TBT/N/BRA/362](#) and Suppl.1). Among other issues, it was argued that the requirement to indicate alcohol content on the front main label; the prohibition of abbreviations (even well-established ones) and the obligation to translate into Portuguese terms such as “light” or “diet”, which were well known by Brazilian consumers, imposed a heavy and unnecessary burden on exporters and importers. They asked Brazil to review this measure.

Brazil said that this measure was aimed at harmonising the labelling criteria between national and foreign producers.”

Fuente: http://www.wto.org/spanish/news_s/news10_s/tbt_24mar10_s.htm