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## **6. United States - modernization of the labelling and advertising regulations for wine, distilled spirits and malt beverages**

The European Union expressed its concerns with a proposed measure by the United States related to the labelling of wine and spirits. In relation to wine labelling, the EU flagged concerns regarding character size limits on labels and restrictions on the indication of the vintage and grape variety. The EU was also concerned about certain appellations of origin for fruit, rice and agricultural wines and a minimum alcohol content of 15%.

Regarding spirits, the EU raised concerns related to the labelling of alcoholic content, and multiple distillation claims that are inconsistent with long-standing labelling conventions. It was also concerned about statements of age, storage and percentage and standards of identity (e.g. a minimum alcohol content of 40% requirement for all distilled spirits).

The US said the comment period for its rulemaking on this measure closed on 26 June 2019. There are several possible paths forward regarding the modernization of the alcoholic beverage labelling regulations. The US said it was analysing hundreds of comments involving a great variety of challenging issues of widespread interest and was giving all comments and issues the analysis required.