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**NATIONAL STANDARD OF
THE PEOPLE'S REPUBLIC OF CHINA**

GB 10344 - 2004

REPLACING GB 10344-1989

**General standard for the labelling of
pre-packaged alcoholic beverages**

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INTRODUCTION

Only Clause 5.3 of this Standard is a recommendation; all the other clauses are compulsory.

This Standard is one of a series from the National Standard for the labelling of foodstuffs which is used together with the GB 7718 - 2004 "General Standard for the labelling of pre-packaged foodstuffs" and its basic requirements and common clauses are the same as in GB 7718 - 2004. GB 7718 - 2004 is a non-exact adoption of the "General standard for the labelling of pre-packaged foodstuffs" of the International Foodstuffs Code Commission - CAC CODEX STAN 1 - 1985 (revised 1991, 1999).

This Standard replaces GB 10344 - 1989.

The main changes between this Standard and GB 10344 - 1989 are as follows:

- the name of the Standard has been changed to "General Standard for the labelling of pre-packaged alcoholic beverages";
- the alcoholic strength of the beverage has been changed from 0.5% ~ 65.0%(V/V) to 0.5% vol ~ 60.0% vol ;
- Chapter 4 (General Provisions) of the original Standard has been changed to "Basic Requirements"; suitable alterations have been made in 4.10 of GB 7718 - 2004 and "4.11 no extra sticker, has been added. Extra printing or alterations can be made on all label content";
- Chapter 6 has been deleted;
 - Contents of compulsory labelling, exemption of labelling and non-compulsory labelling are clarified (see 5.1, 5.2 and 5.3);
 - Apart from the addition of the compulsory labelling of the specific names of sweeteners, preservatives and colouring agents, other items can be labelled in the group names as stipulated in GB 2760 (see 5.1.2.2), "assistant agents for processing" and do not need to be shown on the label under "raw materials" or "raw materials and supplementary materials" (see 5.1.2.3);
- "warning words" are required for beers packaged in glass bottles (see 5.1.10);
- Alcoholic beverages which are subject to the administration of the Production Permit of Industrial Products must have the sign and number of the Production Permit on the label (see 5.1.11);
- wine and other alcoholic beverages with more than 10% vol of alcohol content can be exempted from the period of assured quality (see 5.2);
- the inclusion of "advisory words" regarding alcoholic drinks is recommended (see 5.3.2.2).

This Standard is submitted by the Chinese Association of Light Industries.

This Standard is coordinated by the National Centre of Standardization on Fermentation of Foods.

This Standard is drafted by the following organizations: China Institute for the Food Fermentation Industry, Qingdao Beer Company Limited, Beijing Yanjing Beer Group Company, China Great Wall Wine Company Limited and Wu Liang Ye Group Company Limited.

The main persons responsible for drafting this Standard are: Tian Qijing, Fan Wei, Feng Jingzhang, Tian Yali, Liu Peilong, Chen Bin, Li Xiaoqing, Dong Jianjun, Xiong Zhenghe and Liu Wen.

The Standard (GB 10344 - 1989) which this replaces was first published in 1989.

General Standard for the labelling of pre-packaged alcoholic beverages

1 Scope

This Standard has made the following rules:

- Terms and definitions of pre-packaged alcoholic beverages (see Chapter 3);
- Basic requirements of pre-packaged alcoholic beverages (see Chapter 4);
- Compulsory content of the label of pre-packaged alcoholic beverages (see 5.1);
- Exemption of compulsory content of the label of pre-packaged alcoholic beverages (see 5.2);
- Non-compulsory content of the label of pre-packaged alcoholic beverages (see 5.3).

This Standard is suited for the labelling of all pre-packaged alcoholic beverages provided to consumers.

2 Documents containing norms quoted

The clauses of the following documents were quoted by this Standard as clauses of this Standard. All subsequent notes for revision (excluding the contents of errata) or revised editions of all quoted documents which have a date on will not suit this Standard; however, parties which have made agreements based on this Standard are encouraged to look into whether the newest edition of those documents should be used. For all quoted documents which do not have a date, the newest edition of it is suited for this Standard.

GB 2760 Standard for hygienic use of food additives

GB 4927 - 2001 Beer

GB 7718 - 2004 General Standard for pre-packaged food labels [neq CODEX STAN 1 - 1985
Rev. 1 - 1991, 1999)]

GB/T 12493 Classification and code of food additives

GB/T 17204 - 1998 Classification of alcoholic beverages

3 Terms and definitions

The following and other terms and definitions set up by GB 7718 - 2004 are suited for the Standard.

3.1 Alcoholic beverage

Alcoholic beverage with alcoholic strength (ethanol content) 0.5% vol - 60.0%vol. Including all types of fermented, distilled¹⁾ and blended alcoholic beverage.

3.2 Fermented alcoholic drink (brewed alcoholic drink)

Those alcoholic beverages which are made through fermentation by using grains, fruits and milk, etc. as raw materials, the alcoholic strength of which is not greater than 24% vol.

[Rewritten from GB/T 17204 - 1998, Definitions 3.1]

3.3 Distilled spirits²⁾

Those alcoholic beverages which are made through fermentation, distillation, aging and blending by using grains, potatoes and fruits, etc. as raw materials, the alcoholic strength of which is between

¹⁾ Individual traditional transparent spirits existing before 1989 may retain the alcohol strength of the original product.

²⁾ Ditto.

18% vol and 60% vol.

[GB/T 17204 - 1998, Definitions 3.2]

3.4 Blended alcoholic beverages (liqueur)

Alcoholic beverages which use fermented, distilled alcoholic beverages or food which uses alcohol as the base material with added edible ingredients or food additives to blend, mix or reprocess so that the style of the original base material have been changed.

[GB/T 17204 - 1998, Definitions 3.3]

3.5 Alcoholic strength (ethanol content)

This is the number of millilitres of ethanol per 100 millilitres of alcoholic beverage at 20°C. Or, the number of grams of ethanol per 100 grams of alcoholic beverage.

Note 1: Considering the international general practice of the current time, the alcohol content can be expressed by percentage of volume, for which the symbol is % vol. Before 4th December 2004, the alcohol content of beer can still be expressed by percentage of mass, for which the symbol is % (m/m).

Note 2: It is indicated in ISO 4085 1982 that the priority is to use % vol and % mass.

4 Basic requirements

4.1 - 4.9 same as 4.1 - 4.9 of GB 7718 - 2004.

4.10 Each of the smallest packages (retail unit) must have the label content as stipulated in 5.1.

If there is a package (box) for direct delivery to consumers outside the inner packaging container (bottle) it may be permitted to have the compulsory labelling contents only on the packaging (box).

The external packaging (or the larger packaging) will be executed according to the standard of the relevant products.

4.11 The entire label content should not have additional stickers, added printing or alterations.

5 Content of labelling

5.1 Compulsory content of labelling

5.1.1 Name of the alcoholic beverage

5.1.1.1 At a prominent place on the label, a specific name should be displayed which indicates the true variety of the type of alcoholic beverage.

5.1.1.1.1 If there are several names which have been ruled by the national standard or the standard of the trade, one of those names must be chosen.

5.1.1.1.2 If there is no name which has been ruled by the national standard or the standard of the trade, a commonly used or popular name should be used which should not cause misunderstandings or confusion for the consumer.

5.1.1.2 The beverage may have an "innovative name", "fancy name", "transliterated name", "brand name", "local slang name" or "trademark name"; however, near the name of the alcoholic beverage there should be any one of the names as stipulated in 5.1.1.1.

5.1.2 List of ingredients

5.1.2.1 A list of ingredients should be shown on the label of the pre-packaged alcoholic beverage. This is not required if the alcoholic beverage is made of only one raw material.

5.1.2.1.1 The "List of ingredients" for the alcoholic beverage should be entitled "raw materials" or "raw materials and supplementary materials".

5.1.2.1.2 Different kinds of raw materials and ingredients should be listed in order according to the quantity used during the production process, from the greatest to the smallest, but those ingredients which do not make up to 2 % of the quantity may be listed without following this order.

5.1.2.1.3 Water and edible alcohol added during the process of making alcoholic beverage should be shown in the list of ingredients.

5.1.2.1.4 Blended alcoholic beverages (liqueur) should show the use of an alcoholic base, cross steaming, immersing, added edible animal/plant (or its products), Chinese herbal medicine and food additives permitted by the state.

5.1.2.2 When the use of food additives is permitted by rules of the national standard or the standard of the trade of alcoholic beverages, the food additives should comply with the rules of GB 2760; sweeteners, preservatives and colouring agents should show their specific names; and other food additives may show their specific or group names according to the rules of GB 2760.

If the alcoholic beverage has two or more "colouring agents" the group name "colouring agents" can be used but after it, in brackets, to show the code as stipulated in GB/T 12493.

5.1.2.3 It is not necessary to show the assistant agent for processing used during the production and processing of alcoholic beverages in "raw materials" or "raw materials and supplementary materials".

5.1.3 Alcoholic strength

5.1.3.1 All alcoholic beverages must show their alcoholic strength.

5.1.3.2 When showing the alcoholic strength, the title should be "alcoholic strength".

5.1.4 Content of quantity of original barley liquid and fruit juice.

5.1.4.1 Beer should show the "concentration of original barley liquid".

This should be displayed as: "P" of "Plato degree"; before the revision of GB/T 17204 – “ “ marks can be used to show the concentration of the original barley liquid, such as "the original concentration of barley liquid: 12°".

5.1.4.2 Fruit wine (except for grape wine) should show the original fruit juice content.

This should be displayed as: " X %" in "raw and supplementary materials".

5.1.5 Names and addresses of the manufacturer and distributor. The same as 5.1.5 of GB 7718 - 2004.

5.1.6 Showing the date and instructions for storage.

5.1.6.1 Pre-packaged alcoholic beverages should clearly show the date of packaging (filling) and the period of assured quality. They may also display the period of validity. If the dates are shown as "see a certain place on the packaging", it should specify exactly where on the packaging.

5.1.6.2 Dates should be shown in the order of year, month and day; the code for the year should be four digits; for alcoholic beverages in smaller packaging on which is hard to display four digits, the last two digits of the year may be used.

Example 1: Date of packaging (filling): one which is filled on 15 January, 2004 can be shown as:

“2004 01 15” (year, month and day are separated by a space);

or “20040115” (no space between year, month and day);

or “2004-01-15” (year, month and day are separated by a hyphen)

or “year 2004 January 15”。

Example 2: Period of assured quality : can be shown as

“For best result, drink before year 2004 July 15”

or Period of assured quality 2004-07-15”

or “period of assured quality, 6 months (or 180 days)”。

5.1.6.3 If the period of assured quality (or period of storage) is related to the conditions of storage, the label should show the specific conditions for storage, and it should be done according to the relevant standard of the products.

5.1.7 The net content

5.1.7.1 The net content should be shown in combination of net content, figure and official measurement unit.

5.1.7.2 The net content of the alcoholic beverage is normally shown in volume and the unit is shown in either millilitres (mL or ml) or litres (L or l). For rice wine (yellow wine) in large containers it can be shown in kilograms (kg).

5.1.7.3 The required minimum height of the letters of the measurement unit for the net content is the same as that of 5.1.4.3 and 5.1.4.4 in GB 7718 - 2004.

5.1.7.4 The net content should be displayed on the same side as the name of the alcoholic beverage on the packaging or container.

5.1.7.5 If there are several identical smaller packages which are independent from each other within one pre-packaging, the numbers or pieces and the net content of the smaller packages should be shown at the same time.

5.1.8 Standard number of the product, same as 5.1.7 of GB 7718 - 2004.

5.1.9 Grade of quality, same as 5.1.8 of GB 7718 - 2004.

5.1.10 Warning words

Beers packaged in glass bottles should have "warning words" according to 7.1.1 of GB 4927 - 2001.

5.1.11 Production permit

For those alcoholic beverage industries which are subject to the management system of the Production Permit for Industrial Products, the products should show the sign and number of the Production Permit.

5.2 Exemption of the compulsory contents of labelling

Grape wine and other alcoholic beverages with an alcoholic strength over 10% vol are exempted from showing the period of assured quality .

5.3 Non-compulsory contents of labelling

5.3.1 Batch number, same as 5.3.1 of GB 7718 - 2004.

5.3.2 Method of drinking

5.3.2.1 If necessary, descriptions which are helpful for consumers can be shown on the label, such as how to open the container (bottle, tin), the way to drink it, quantity consumed per day (per meal), ways of blending (mixing), etc.

5.3.2.2 It is recommended for the label to include advisory slogans such as "Too much alcohol is harmful to your health" and "No alcoholic drinks for pregnant women and children", etc..

5.3.3 Energy and nutrition, same as 5.3.3 of GB 7718 - 2004.

5.3.4 Type of product

5.3.4.1 Wines made from fruits, grapes and rice may show the type of product or its sugar content. Wines made from fruits, grapes and rice may indicate "dry", "medium dry", "medium sweet" or "sweet"; or indicate their sugar content. They should follow the rules of standard of the relevant product.

5.3.4.2 If the blended alcoholic beverage (liqueur) uses fruit wine, grape wine and rice wine as its base , or the alcoholic beverage contains added sugar , it must show the sugar content .

5.3.4.3 Transparent spirits with an established name of "fragrant type" may have "fragrant type" shown on its label.