Article 2: Labelling

1. **Labelling** shall include all the particulars, indications, trademarks, pictorial matter or symbols related to a spirituous beverage of vitivinicultural origin displayed on any pack, label, ring or neck label that accompanies or refers to the aforementioned spirituous beverage of vitivinicultural origin.
2. The labelling and methods used shall avoid any confusion and not mislead the consumer about the origin and/or nature of the spirituous beverage of vitivinicultural origin. Labelling includes any of the above mentioned items even in electronic mode, or is displayed near the spirituous beverage, including for the purpose of promoting its sale or disposal.
3. A **label** shall mean any document, trademark, image or other descriptive material that is written, printed, patterned, adhered, engraved or affixed to the packaging (container) of a spirituous beverage of vitivinicultural origin or attached to the latter.
4. The **field of vision** shall be any surface of the packaging (container), except for the base, which may be seen without having to turn the packaging (container).
5. **e-label** means the label (or some of its elements) in electronic form.
6. When e-labels are used, to present compulsory information, a clear and direct link to it shall be indicated on the label, specifying what is the information which is provided by electronic means.

Compulsory and optional information described in this standard included in the e-label shall not be displayed together with marketing or sales promotional information.

No personal/ user data shall be collected or tracked unless otherwise provided by national rules in force.

The direct link to the e-label indicated on the label may be clearly identified through language free presentation modalities, a pictogram or a symbol easily visible and clearly understandable for consumers.