RESOLUTION OIV-ECO 399-2011

LABELLING OF WINES – PICTOGRAMS

THE GENERAL ASSEMBLY,

Having considered the work of the "Law and consumer information" Experts group and the "International Standard for the Labelling of Wines and Spirits of Vitivinicultural Origin",

CONSIDERING that OIV Member Countries may wish to have recourse to symbols or combinations of words and symbols as a means of communicating label information, and that it is therefore desirable to establish basic principles for their use on wine labels;

CONSIDERING that research relative to the means of communicating to consumers could facilitate the use of particular symbols or combinations of words and symbols for effectively communicate information to consumers on wine labels;

CONSIDERING that harmonisation or mutual acceptance of such effective symbols or combinations of words and symbols should be encouraged in the longer term;

DECIDES:

To amend the aforementioned “International Standard” as follows:

Addition of a new Standard (4.2.4) in the following terms:

“4.2.4 Where appropriate to effectively communicate with consumers, information may be presented in the form of words, symbols or combinations of words and symbols.

Where symbols or combinations of words and symbols are used, these must be clear, legible, and unambiguous. Symbols must comply with applicable rules of competent authorities.

The mandatory information described in this Standard must be indicated on the labelling in the form of words.

The mandatory information on the label may be accompanied by the use of symbols.”

Certified in conformity Porto, 24th June 2011
The Director General of the OIV
Secretary of the General Assembly
Frederico CASTELLUCCI

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