

THE RUM BARREL



ALL YOU NEED TO KNOW ABOUT THE EU RULES AND LABELING ON SPIRIT DRINKS 2021

EU REGULATION 787/2019

On 25 May 2021, the provisions on production and labeling will be repealed and replaced by those laid down in the EU regulation 787/2019.

The provisions, discussed and debated for years, push for transparency, improved categorization and classifications of the spirit drinks sector. Furthermore, these rules should also prevent the misuse of the term 'spirit drink' and of the legal names of spirit drinks, as regards products which do not meet the definitions and requirements laid down in this Regulation.

INTRODUCTION



AS THE EU FRAMES IT:

“the definition, description, presentation and labeling of spirit drinks, the use of the names of spirit drinks in the presentation and labelling of other foodstuffs, the protection of geographical indications for spirit drinks, the use of ethyl alcohol and distillates of agricultural origin in alcoholic beverages”

AN OVERVIEW

A good overview on the process and the do's and don't's for labeling provisions can be found in the following [working document of the EU Committee for Spirit Drinks](#) (December 2019). It contains all the examples of permitted and forbidden labeling for the spirit drink sector. For a complete timeline and additional papers, please [click here](#).

EU REGULATION

Full specs.



AMENDMENTS

Draft



WHAT ELSE?

EU SPIRITS



WHAT ELSE TO EXPECT BEYOND 2021

EU Spirits: In their ANNEX to the self-regulatory proposal, the spirits sector commits to ensuring that, by the end of 2022, information is available to consumers on the nutrition and ingredients of all spirits sold in the EU.

The sector believes that the most meaningful way to provide information on the energy content of spirit drink labels is per serving size.

FUTURE REQUIREMENTS

Several stakeholder groups and industry associations in Europe are proposing more transparency and criteria to labeling requirements and alcohol promotion. Among the proposals is mandatory labeling of ingredients and nutrient content on alcoholic beverages by the end of 2022. Health warnings on labels should follow by the end of 2023.

ENERGY INFORMATION

Following the industry self-regulatory proposal, the representatives of the spirits industry signed a memorandum of understanding in June 2019, according to which spirits producers will voluntarily start to roll out energy information on-label, combined with comprehensive ingredients and nutritional information online. Calorie information would be provided per 100 ml and per serving size.

RUM

Rum is a spirit drink produced exclusively by the distillation of the product obtained by the alcoholic fermentation of molasses or syrup produced in the manufacture of cane sugar or of sugar-cane juice itself, distilled at less than 96 % vol., so that the distillate has the discernible specific organoleptic characteristics of rum.

- The minimum alcoholic strength by volume of rum shall be 37,5 %.
- No addition of alcohol, diluted or not, shall take place.
- Rum shall not be flavoured.
- Rum may only contain added caramel as a means of adjusting the colour.
- Rum may be sweetened in order to round off the final taste. However, the final product may not contain more than 20 grams of sweetening products per litre, expressed as invert sugar.

GIN

Gin is a juniper-flavoured spirit drink produced by flavouring ethyl alcohol of agricultural origin with juniper berries (*Juniperus communis* L.).

- The minimum alcoholic strength by volume of *gin* shall be 37,5 %.
- Only flavouring substances or flavouring preparations or both shall be used for the production of *gin* so that the taste is predominantly that of juniper.
- The term '*gin*' may be supplemented by the term '*dry*' if it does not contain added sweetening exceeding 0,1 grams of sweetening products per litre of the final product, expressed as invert sugar.
- Specific rules apply for Distilled Gin and London Gin (dry).
- Key for distilled gin: *Gin* produced simply by adding essences or flavourings to ethyl alcohol of agricultural origin shall not be considered distilled *gin*.
- Key for london gin: the resulting distillate contains at least 70 % alcohol by vol.; maximum methanol content of 5 grams per hectolitre of 100 % vol. alcohol; not sweetened in excess of 0,1 grams of sweetening products per litre of the final product.

OVERVIEW OF INFORMATION

MORE INFORMATION ON LABELING

Other online locations with information on labeling requirements and more.

[IARD: Global Beverage Alcohol Labeling requirements](#)

[EU Market Access - trade desk](#)

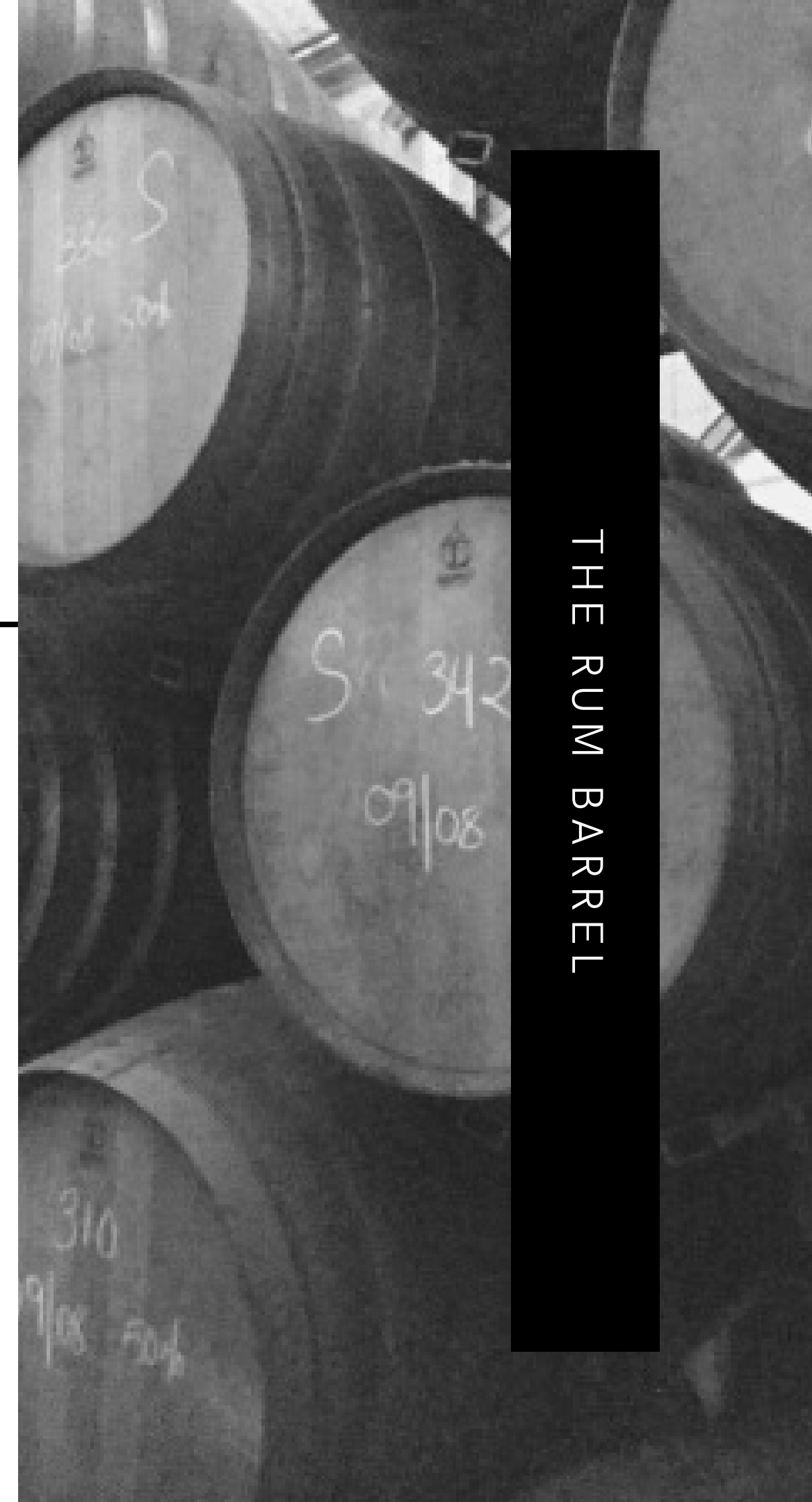
Rum code: 2208401100 | Gin code: 2208501100

[EUR.1 movement certificate](#)

OUR COMMITMENT

"Every barrel has a story
we are here to help you share
that story across borders"

THE RUM BARREL



SUSTAINABLE RUM SUMMIT



A PLATFORM TO
ACCELERATE RESILIENCE AND
SUSTAINABILITY IN TOMORROW'S
RUM BRANDS

WWW.SUSTAINABLERUM.ORG

ONLINE LIBRARY

Online collection of research papers, business cases, publications and tools, provided by and for the rum community.

VIRTUAL EVENTS

Webinars deep diving into research, business cases, pitches and more on sustainability from industry peers.

HELP A DISTILLER OUT

Place your query to the rum community. For business support and pitch your business case online for investors.

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