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POLICY

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Canada Changes Label Requirements for Wines Blended in Canada

Report Categories:

Wine

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Report Highlights:

Effective March 12, 2018, the Canadian Food Inspection Agency (CFIA) changed the wine country of origin label statement for wines blended in Canada. The previously permitted “Cellared in Canada” was replaced with “International blend from imported and domestic wines” for wines made from primarily imported products and; “International blend from domestic and imported wines” for primarily domestic products. In 2017, 9 million liters of U.S. bulk wine were exported to Canada and the United States was the fifth largest supplier by volume after Australia (33 mil. L), South Africa (17 mil. L), Spain (16 mil. L) and Chile (15 mil. L).

Keywords: Canada, CA18026, wine, bulk

The “Cellared in Canada” statement will no longer be allowed on labels for wines blended in Canada. Effective March 12, 2018, the Canadian Food Inspection Agency (CFIA) included new statements in the wine country of origin labelling policy in the [Food and Drug Regulations Act](#). The new statements are considered acceptable for country of origin declarations for wines blended in Canada from imported and domestic grape juice. Producers may still chose to list the countries of origin in order of proportion.

The new label statements are:

Wine with majority imported wine product: *"International blend from imported and domestic wines"*

Wine with majority domestic wine product: *"International blend from domestic and imported wines"*.

The previously permitted statement "Cellared in Canada" dates back to an interim measure from 1994 and was characterized as uninformative and potentially misleading to consumers. On June 1, 2017, CFIA opened up a 30 day-comment period on the proposed change to the label requirements for wine blended in Canada. Of the 886 respondents, 81% were supportive of the proposed label statements.

The Summary Report of the public consultation can be found in its entirety on CFIA's [website](#).

Based on the feedback from the public consultation, CFIA decided to include the new statements in the updated wine country of origin labelling policy, effective March 12, 2018. No hard deadline has been set for producers to switch to the new label statements; however, producers are expected to move to the new label statement as soon as possible.