

New Products in the U.S. and EU Ingredient Labels



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The TTB actually want to know
what you want!

Remember how long COLAs took?
Remember how long AVAs took?

TTB responded to industry and sped up the
process dramatically.



Code of Federal Regulations

Title 27 Part 24-WINE

- § 24.172 Use of acid to correct natural deficiencies
 - Tartaric acid
- § 24.176 Crushing and Fermentation
 - Yeast, Water etc.
- § 24.246 Materials authorized for the treatment of wine and juice
 - a.k.a. fully regulated, e.g. how much copper is legal?
- § 24.250 Application for use of new treating material or process.
 - a.k.a. Continual use of a wine treating material or process (acceptable in good commercial practice).
 - a.k.a. the list of new products approved for domestic use.



How long does it take to get a product approved? Too Long!

- June 2021 – Laffort USA worked with 7 wineries to petition the TTB to use beta-glycosidase for smoke taint treatment
- November 2021 – 1 winery approved for trial
- March 2022 – 2 more wineries approved trial
- 4 wineries never received a response!
- The 3 wineries who did receive a response only got approval for the specific amount of wine in their submission.
- Product still not on 24.250 list



Cool new stuff available now!

- New Stuff added to 24.246 in August 2022
 - Biotin, Folic acid, Inositol, Magnesium Sulfate, Niacin, and Pyridoxine Hydrochloride
 - Increased levels of gum Arabic
 - Bakers' yeast mannoproteins
 - Beta-glucanase from *Trichoderma harzianum*
 - Chitosan
 - L(+) Tartaric Acid
 - PVP/PVI Polymers
 - Potato protein isolates
 - Sodium Carboxymethyl Cellulose
- These products are now fully regulated and can be used as before, with the added bonus they can be used in wines exported to Europe.



And there is more to come!

- There is still much more to be added to 24.246
 - Potassium Polyaspartate.
 - Pea Protein.
 - Chitin-glucan.
 - All those approved nutrients, but at levels of 'good commercial practice'.
 - Chitosan for clarification, fining, and removing off flavors from wine and juice.
 - Copper sulfate at higher dose rates.
- These products are currently approved under 24.250 for continual use of a wine treating material or process (acceptable in good commercial practice).

“Agreement between the United States of America and the European Community on Trade in Wine”





But...

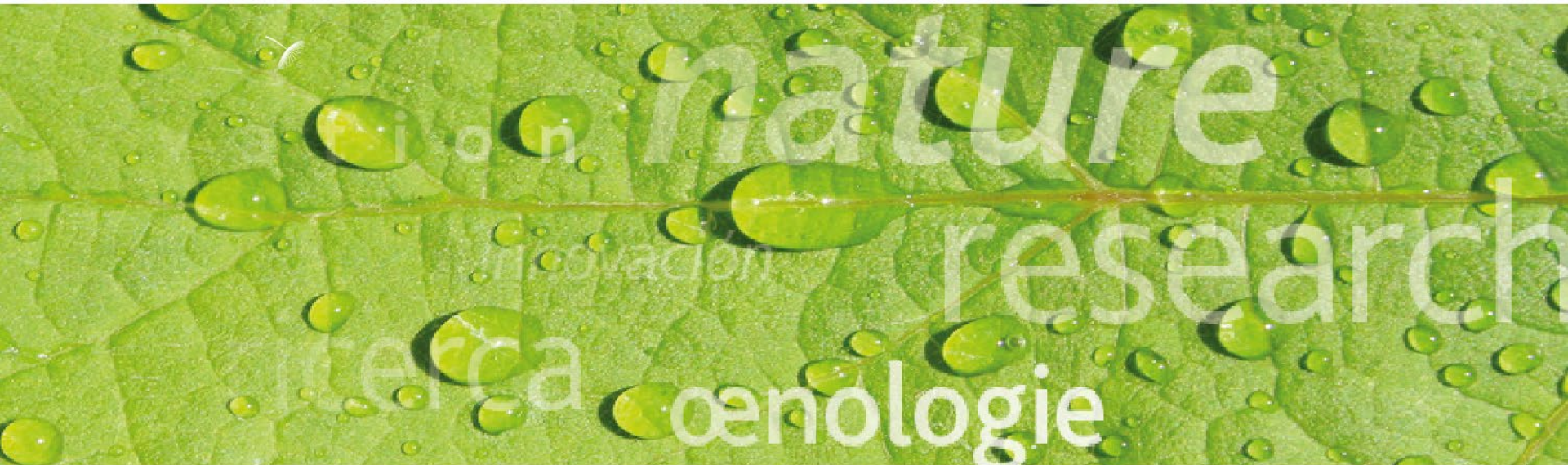
- What if a product is legal for use in the EU and §24.250 status in the U.S.
 - Shouldn't that be OK to export to the EU?
- Basically, no.
 - The trade agreement is much bigger than any single product. The letter of the agreement is that the product must have been open for public comment.
 - A product on 24.250 is only administratively approved, not fully regulated with public comment.
 - And we have seen how hard it is to get products approved for 24.250 – getting to 24.246 can take even longer: Carboxymethyl Cellulose was 24.250 from 2011, and joined the 24.246 list in 2022.



What next?

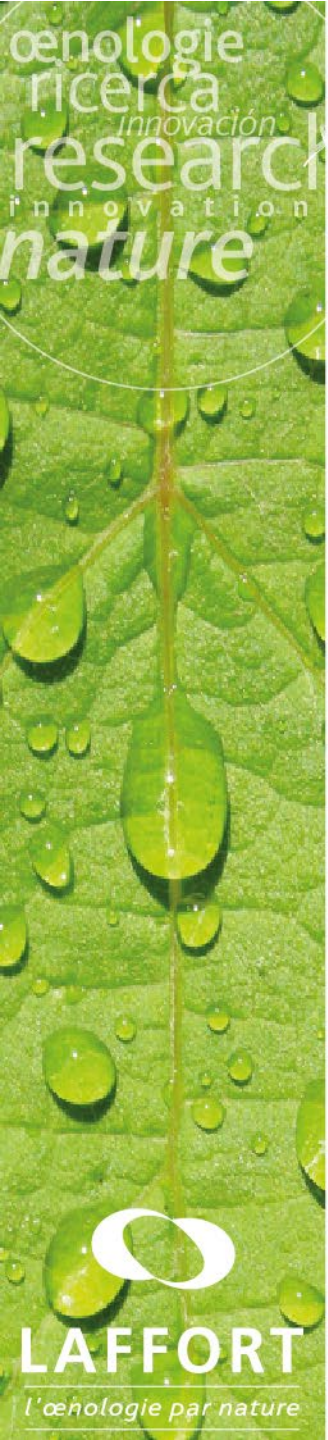
- What can you do for now – go ahead and use the new products that were approved for EU export. They are all the ones on the 24.246 list.
- Be mindful of exporting wines to the EU with products on the 24.250 list.
- The future – work with your supplier and lobby TTB for product approvals

EU Ingredient Labels



LAFFORT

l'œnologie par nature



European Union Labelling Laws

As of December 8, 2023, wines are now subject to the EU Food Additive labelling laws.

- The printed label must show
 - Energy (aka calories) expressed by using the symbol “E”, in kJ or kcal per 100 mL.
 - Energy value is still under discussion as of 6/1/2023 as to whether a region can use standardized values.
 - Allergens
- Either the printed label or an e-label must show
 - Ingredients
 - Nutrition information including fat, saturated fat, carbohydrate, sugars, protein and salt
- The e-label database will be managed by the EU



What is an 'Additive'?

- Among 99 described compounds into the OIV International code of enological practices, 21 are authorized in the European Union as *additives* for winemaking by the Regulation (EU) 2019/934 as:
 - Preservatives/Antioxidants
 - Acidity regulators
 - Stabilizers
- Only 14 are authorized in the United States



Preservatives

L-ascorbic acid

Sulfur dioxide

Potassium sorbate

Lysozyme

Acidity Regulators

Citric acid

Malic acid (D,L-;L-)

Lactic acid

Tartaric acid (L(+)-)

Stabilizers

Arabic gum

Yeast mannoproteins

Carboxymethylcellulose

Potassium polyaspartate

Fumaric acid

Tannins

Consumer uncertainty

- Consumer survey realized by Wine Intelligence via Vinitrac® omnibus survey platform
- Online, with 8 séries of questions
- 10 markets: Germany, France, Spain, Italy, United Kingdom, Sweden, Russia, Japan, Australia and USA
- Men and women evenly distributed in the ten countries, over different age groups, who drink wine at least once a month.
- ⇒ 11,533 wine consumers surveyed, representative of the 262 million wine consumers in the 10 targeted markets.





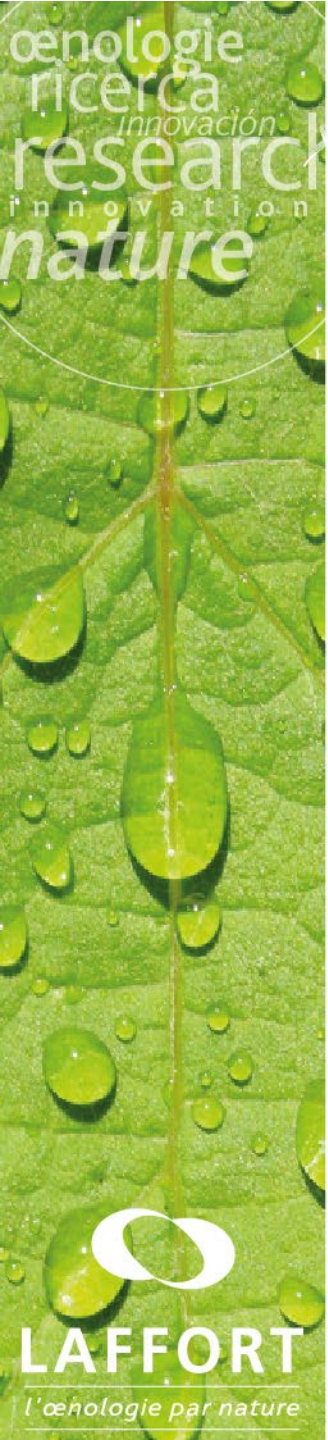
Measuring uncertainty

- Confidence in the product is measured by responses to the question 'would you purchase the wine if this ingredient was on the label'
- Values are calculated from the number of consumers stating they would purchase subtracting the number of consumers stating they would not purchase.
- Range of responses is from +100% if all respondents state they would purchase down to -100% if all respondents state they would definitely not repurchase.



Measuring uncertainty

- Citric acid, tannins, and ascorbic acid are, on average, more accepted
 - 23 to 35% more respondents 'would buy', than 'not buy'
- The stabilizers showed the lowest values: Potassium Polyaspartate, Arabic gum, and Carboxymethyl Cellulose are less accepted
 - 1 to 6% more respondents 'would buy', than 'not buy'



Education

- The most common response to ingredient labeling is uncertainty.
 - Approximately 40% of consumers indicated one way or another that they would purchase or not.
 - Approximately 60% of consumers indicated they were uncertain of how they would respond.
- Education works
 - Between 3 to 10% increase in acceptance rates when the label includes explanations.
- Short lists are far better than long lists, up to a point of a negative effect on sales with a list that is too long.



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