


# LABELLING STANDARDS WINE

The following specifications are mandatory and must appear on the product's front label (label facing the customer)

- 1- Common name of the product in French and English (vin-wine).
- 2- Country of origin in French and English (produit de ...- product of ...).
- 3- Actual alcohol by volume (acquired alcohol) expressed as "...% alc./vol."
- 4- Net content according to Canadian standards (standard format and metric units ...mL or ...ml, ...L or ...l). Please note that for any format of one litre or more, units in use are litres not millilitres (for instance: **1L** instead of **1000 mL**).
- 5- If applicable, regulatory information of the country of origin (appellation contrôlée, denominazione di origine controllata, denominación de origen, etc.) must be written out in full and may not be abbreviated. Information about a product's origin in addition to traditional regulatory information may be accepted in the language of the country of origin.

The following specifications are mandatory but do not have to be displayed on the product's front label:

- 6- Name and address of supplier, including country name. This information can be in the language of the country of origin. For the United States, the name of the state may replace the name of the country. For Canadian companies, the name of the province must be indicated.
- 7- Universal Product Code (UPC/EAN). To consult the Canadian Product Identification Standards, applicable to the SAQ, please click on the following PDF icon .
- 8- A batch number should be displayed on the retail selling unit of any product in continued supply.

**Additional requirements:**

- 9- Characters must be at least 1.6 mm (1/16") high, except for the net content numbers, which must be at least 3.2 mm (1/8") high.
- 10- Any text appearing in a language other than French on the main label, back label, neck label or carton, or text being permanently displayed on the container, must also appear in French. The size of the characters in French must be equal or greater than those in a foreign language.
- 11- A trademark must not be misleading with respect to the nature or origin of the product. Any descriptive trademark and informative notice in a language other than French will have to be translated into French.
- 12- Products designated **ORGANIC**, or designated by any term of this nature, must meet the requirements of the *Conseil des appellations réservées et des termes valorisants du Québec* (CARTV) in order to bear this designation. For further information, visit their website at [www.cartvquebec.com](http://www.cartvquebec.com)

**Private orders:** The products purchased through the Private Ordering Department must respect all of the requirements except for items 7 and 8. Indeed, the presence of the Universal Code of Product (UPC/EAN) and the batch number are not required.

## SAMPLE LABEL WINE

2 -	Produit de France	Product of France
	<b>COMMERCIAL PRODUCT NAME</b>	
5 -	Appellation ... contrôlée	
1-	Vin	Wine
3-	12 % alc./vol.	750 ml
6-	Name and address of supplier	
8-	L040604	


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# LABELLING STANDARDS SPIRITS

The following specifications are mandatory and must appear on the product's front label (label facing the customer)

- 1- Common name of the product in French and English.
- 2- Country of origin in French and English for brandy completely distilled in a country other than Canada (produit de... product of ...).
- 3- Actual alcohol content by volume (acquired alcohol) expressed as "...% alc./vol."
- 4- Net content according to Canadian standards (metric units ...mL or ...ml, ...L or ...l). Please note that for any format of one litre or more units in use are litres not millilitres (for instance: **1L** instead of **1000 mL**).
- 5- Information about a product's origin in addition to traditional regulatory information may be accepted in the language of the country of origin.

The following specifications are mandatory but do not have to be displayed on the product's front label:

- 6- Name and address of supplier, including name of the country. This information can be in the language of the country of origin. For the United States, the name of the state may replace the name of the country. For Canadian companies, the name of the province must be indicated.
- 7- Universal Product Code (UPC/EAN). To consult the Canadian Product Identification Standards, applicable to the SAQ, please click on the following PDF icon .
- 8- A batch number should be displayed on the retail selling unit of any product in continued supply.

**Additional requirements:**

- 9- Characters must be at least 1.6 mm (1/16") high, except for net content numbers, which must be at least 3.2 mm (1/8") high.
- 10- Any text appearing in a language other than French on the main label, back label, neck label or carton, or text being permanently displayed on the container, must also appear in French. The size of the characters in French must be equal or greater than those in a foreign language.
- 11- A trademark must not be misleading with respect to the nature or origin of the product. Any descriptive trademark and informative notice in a language other than French will have to be translated into French.
- 12- Products designated **ORGANIC**, or designated by any term of this nature, must meet the requirements of the *Conseil des appellations réservées et des termes valorisants du Québec* (CARTV) in order to bear this designation. For further information, visit their website at [www.cartvquebec.com](http://www.cartvquebec.com)
- 13- For bottling in Québec: For armagnac, cognac, tequila or mescal, Irish and Scotch whisky, Québec distiller's permit holders must include their name and address or the name and address of the person/organization for whom the spirit is bottled. The origin and permit number must appear, along with the mandatory information listed above.

**Private orders:** The products purchased through the Private Ordering Department must respect all of the requirements except for items 7 and 8. Indeed, the presence of the Universal Code of Product (UPC/EAN) and the batch number are not required.

## SAMPLE LABEL SPIRITS


2 -	Produit de France	Product of France	
	<b>COMMERCIAL PRODUCT NAME</b>		
1 -	Brandy		
3 -	40 % alc./vol.	750 ml	-4
6 -	Name and address of supplier		
8 -	L121004		

# LABELLING STANDARDS CIDER

The following specifications are mandatory and must appear on the product's front label (label facing the customer):

- 1- The designation of the product, in French and English, by category (cidre léger/light cider, cidre fort/strong cider, cidre aromatisé/flavoured cider, cidre apéritif/aperitif cider, etc.). For more information, please consult the [Regulation respecting cider and other apple-based alcoholic beverages](#).
- 2- Country of origin in French and English (produit de ... product of ...).
- 3- Actual content of alcohol by volume (acquired alcohol) expressed as "...% alc./vol."
- 4- Net content according to Canadian standards (metric units ...mL or ...ml, ...L or ...l). Please note that for any format of one litre or more units in use are litres not millilitres (for instance: 1L instead of 1000 mL).
- 5- Designation of the carbonation level, if applicable (crackling, carbonated crackling, sparkling, carbonated sparkling).

The following specifications are mandatory but do not have to be displayed on the product's front label:

- 6- The name and address of the supplier including name of country. This information can be given in the language of the country of origin. For Québec's products, the name and address of the holders of a cider maker's permit as well as the permit number under which the holder has produced the alcoholic beverage/the cider.
- 7- Universal Product Code (UPC/EAN). To consult the Canadian Product Identification Standards, applicable to the SAQ, please click on the following PDF icon .
- 8- A batch number should be displayed on the retail selling unit of any product in continued supply.

**Additional requirements:**

- 9- Characters must be at least 1.6 mm high, except for net content numbers, which must be at least 3.2 mm high.
- 10- Any text appearing in a language other than French on the main label, back label, neck label or carton, or text being permanently displayed on the container, must also appear in French. The size of the characters in French must be equal or greater than those in a foreign language.
- 11- A trademark must not be misleading with respect to the nature or origin of the product. Any descriptive trademark and informative notice in a language other than French will have to be translated into French.
- 12- Products designated ORGANIC, or designated by any term of this nature, must meet the requirements of the *Conseil des appellations réservées et des termes valorisants du Québec* (CARTV) in order to bear this designation. For further information, visit their website at [www.cartvquebec.com](http://www.cartvquebec.com)

**Private orders:** The products purchased through the Private Ordering Department must respect all of the requirements except for items 7 and 8. Indeed, the presence of the Universal Code of Product (UPC/EAN) and the batch number are not required.

## SAMPLE LABEL CIDER

2 -	Produit du Québec	Product of Québec
	<b>COMMERCIAL PRODUCT NAME</b>	
5 -	Cidre mousseux	Sparkling cider
1 -	Cidre fort	Strong cider
3 -	10 % alc./vol.	1 L
6 -	Name and address of supplier	
8 -	L121004	

# LABELLING STANDARDS BEER

The following specifications are mandatory and must appear on the product's front label (label facing the customer)


1- Common name of the product by category in French and English (bière extra-légère/extra light beer, 1.1% to 2.5% alc./vol., bière légère/light beer 2.6% to 4.0% alc./vol., bière/beer 4.1% to 5.5% alc./vol., bière forte/strong beer 5.6% to 8.5% alc./vol., bière extra-forte/extra strong beer 8.6% alc./vol. and up).

2- Net content according to Canadian standards (metric units ...mL or ...ml, ...L or ...l). Please note that for any format of one litre or more units in use are litres not millilitres (for instance: **1L** instead of **1000 mL**).

3- Actual content of alcohol by volume (acquired alcohol) expressed as "...% alc./vol".

The following specifications are mandatory but do not have to be displayed on the product's front label:

4- Characters reading "QUÉBEC CONSIGNÉE ...¢ REFUND" must be at least 4.0 mm (12 points) high. The deposit is 5¢ for cans of 450 ml or less, 10¢ for glass bottles of 450 ml or less and 20¢ for containers of more than 450 ml.

5- Universal Product Code (UPC/EAN). To consult the Canadian Product Identification Standards, applicable to the SAQ, please click on the following PDF icon .

6- Name and address of supplier, including name of country. This information can be in the language of the country of origin. For the United States, the name of the state may replace the name of the country. For Canadian companies, the name of the province must be indicated.

**Additional requirements:**

7- The labelling must also indicate, in English and French, the shelf life of the product and/or a production code, comprehensible for the consumer. A suggested presentation is: "**Meilleur avant...**, **Best before...**".

8- Characters must be at least 1.6 mm (1/16") high, except for net content numbers, which must be at least 3.2 mm (1/8") high.

9- Any text appearing in a language other than French on the main label, back label, neck label or carton, or text being permanently displayed on the container, must also appear in French. The size of the characters in French must be equal or greater than those in a foreign language.

10- A trademark must not be misleading with respect to the nature or origin of the product. Any descriptive trademark and informative notice in a language other than French will have to be translated into French.

11- Products designated **ORGANIC**, or designated by any term of this nature, must meet the requirements of the *Conseil des appellations réservées et des termes valorisants du Québec* (CARTV) in order to bear this designation. For further information, visit their website at [www.cartvquebec.com](http://www.cartvquebec.com)

**Private orders:** The products purchased through the Private Ordering Department must respect all of the requirements except for item 5. Indeed, the presence of the Universal Code of Product (UPC/EAN) and the batch number are not required.

## SAMPLE LABEL BEER

3 -	6,4 % alc/vol.	341 ml	- 2
	<b>COMMERCIAL PRODUCT NAME</b>		
1 -	Bière forte	Strong beer	
6 -	Name and address of supplier		
4 -	QUÉBEC 5¢ CONSIGNÉE / REFUND		


# LABELLING STANDARDS UNSTANDARDIZED ALCOHOLIC BEVERAGES

An unstandardized alcoholic beverage is an alcoholic beverage that is not subject to a specified definition under the Canadian Food and Drugs Act.

The following specifications are mandatory and must appear on the product's front label (label facing the customer)

- 1- Common name of the product by category in French and English (boisson alcoolique à base de sirop d'érable/ maple syrup alcoholic beverage).
- 2- Net content according to Canadian standards (metric units ...mL or ...ml, ...L or ...l). Please note that for any format of one litre or more units in use are litres not millilitres (for instance: **1L** instead of **1000 mL**).
- 3- Actual content of alcohol by volume (acquired alcohol) expressed as "...% alc./vol".

The following specifications are mandatory but do not have to be displayed on the product's front label:

- 4- For alcoholic beverages made with beer: Characters reading "QUÉBEC CONSIGNÉE ...¢ REFUND" must be at least 4.0 mm (12 points) high. The deposit is 5¢ for cans of 450 ml or less, 10¢ for glass bottles of 450 ml or less and 20¢ for containers of more than 450 ml.
- 5- Complete list of ingredients, in decreasing order of importance, in French and in English.
- 6- Name and address of supplier, including name of country. This information can be in the language of the country of origin. For the United States, the state name may replace the country name. For Canadian companies, the name of the province must be indicated.
- 7- Universal Product Code (UPC/EAN). To consult the Canadian Product Identification Standards, applicable to the SAQ, please click on the following PDF icon .
- 8- A batch number should be displayed on the retail selling unit of any product in continued supply.

**Additional requirements:**

- 9- Characters must be at least 1.6 mm (1/16") high, except for net content numbers, which must be at least 3.2 mm (1/8") high.
- 10- Any text appearing in a language other than French on the main label, back label, neck label or carton, or text being permanently displayed on the container, must also appear in French. The size of the characters in French must be equal or greater than those in a foreign language.
- 11- A trademark must not be misleading with respect to the nature or origin of the product. Any descriptive trademark and informative notice in a language other than French will have to be translated into French.
- 12- Products designated **ORGANIC**, or designated by any term of this nature, must meet the requirements of the *Conseil des appellations réservées et des termes valorisants du Québec* (CARTV) in order to bear this designation. For further information, visit their website at [www.cartvquebec.com](http://www.cartvquebec.com)

**Private orders:** The products purchased through the Private Ordering Department must respect all of the requirements except for items 7 and 8. Indeed, the presence of the Universal Code of Product (UPC/EAN) and batch number are not required.

## SAMPLE LABEL Unstandardized Alcoholic Beverage

	<b>COMMERCIAL PRODUCT NAME</b>		
1 -	Boisson alcoolique aromatisée aux fraises Strawberry flavoured alcoholic beverage		
3 -	18 % alc/vol	750 ml	- 2
6 -	Name and address of supplier		
8 -	L121204		