

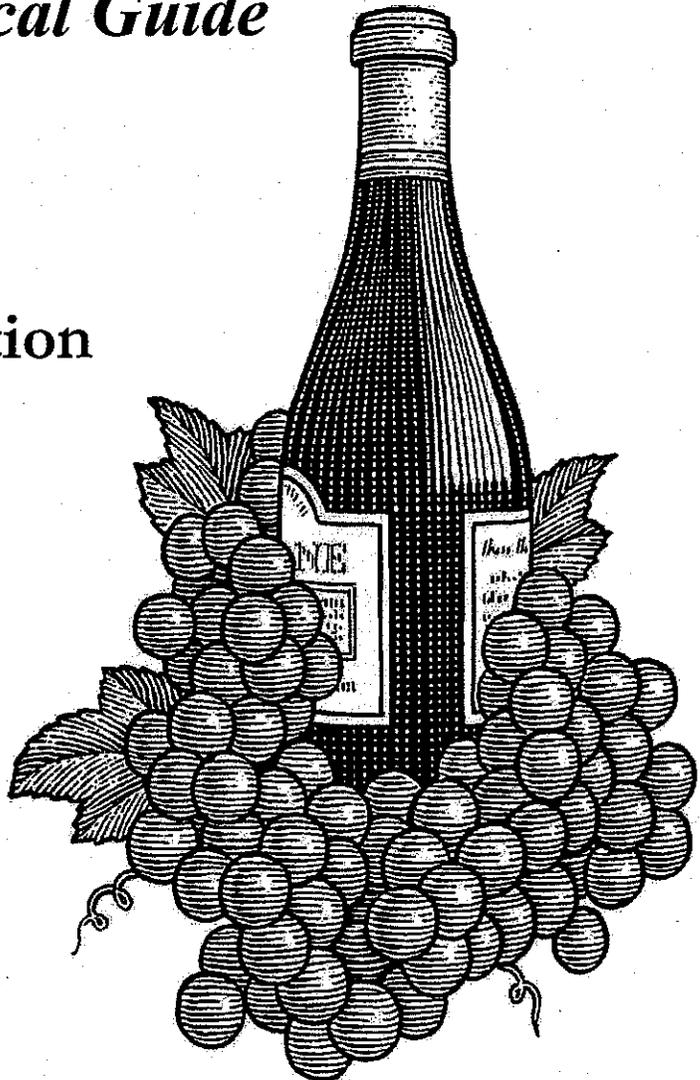


Department of the Treasury
Alcohol & Tobacco Tax & Trade Bureau

THE BEVERAGE ALCOHOL MANUAL (BAM)

A Practical Guide

**Basic Mandatory
Labeling Information
For WINE**



VOLUME 1

CHAPTER 4

GEOGRAPHIC BRAND NAMES

DEFINITIONS

Geographic Brand Name

A brand name with viticultural significance

Viticultural Significance

A brand name has viticultural significance if the brand name includes the name of:

A U.S. state or foreign equivalent

A U.S. county or foreign equivalent

An approved American or foreign viticultural area

A geographic area that:

► Actually exists AND

► Is described in at least two (2) reference materials as a grape-growing area

"New" Geographic Brand Name

A geographic brand name used on an application for certificate of label approval (COLA) submitted on or after July 7, 1986

"Grandfathered" Geographic Brand Name

A geographic brand name used on a certificate of label approval (COLA) issued prior to July 7, 1986

REQUIREMENT FOR USE OF A "NEW" GEOGRAPHIC BRAND NAME

A "New" geographic brand name may be used **PROVIDED** the wine meets the appellation of origin requirements for the geographic area named in the brand name

APPELLATION REQUIREMENTS chart

The chart below identifies the appellation requirements for a geographic brand name that includes a state, a county, a viticultural area, etc.

APPELLATION REQUIREMENTS

IF THE BRAND NAME INCLUDES THE NAME OF...	THE WINE...
A U.S. state	<ol style="list-style-type: none"> 1) Must be derived from not less than 75% of grapes, citrus or other fruit or other agricultural commodity grown in the named state AND 2) Must be fully finished (except for cellar treatment* and blending which does not result in an alteration of class and type) in the named state or an adjacent state AND 3) Must conform to the laws and regulations of the named state
The foreign equivalent of a U.S. state	<ol style="list-style-type: none"> 1) Must be derived from not less than 75% of grapes, citrus or other fruit or other agricultural commodity grown in the named foreign equivalent of a state AND 2) Must conform to the laws and regulations of the country in which the wine was produced
A U.S. county	<ol style="list-style-type: none"> 1) Must be derived from not less than 75% of grapes, citrus or other fruit or other agricultural commodity grown in the named county AND 2) Must be fully finished (except for cellar treatment* and blending which does not result in an alteration of class and type) in the state in which the named county is located AND 3) Must conform to the laws and regulations of the state in which the named county is located
The foreign equivalent of a U.S. county	<ol style="list-style-type: none"> 1) Must be derived from not less than 75% of grapes, citrus or other fruit or other agricultural commodity grown in the named foreign equivalent of a county AND 2) Must conform to the laws and regulations of the country in which the wine was produced
An approved American viticultural area	<ol style="list-style-type: none"> 1) Must be derived from not less than 85% of grapes grown in the named viticultural area AND 2) Must be fully finished (except for cellar treatment* and blending which does not result in an alteration of class and type) in the state in which the named viticultural area is located AND 3) Must conform to the laws and regulations of the state in which the named viticultural area is located
An approved foreign viticultural area	<ol style="list-style-type: none"> 1) Must be derived from not less than 85% of grapes grown in the named viticultural area AND 2) Must conform to the laws and regulations of the country in which the wine was produced
A geographic area that: a) Actually exists and b) Is described in at least two (2) reference materials as a grape-growing area	CANNOT be labeled with such a brand name

*See CHAPTER 8, CELLAR TREATMENT

EXAMPLES chart

The chart below provides example geographic brand names with explanations of the acceptability/unacceptability of each

EXAMPLES

BRAND NAME & CLASS AND TYPE DESIGNATION	BRAND NAME ACCEPTABLE IF	BRAND NAME UNACCEPTABLE BECAUSE
Washington Cellars Apple Wine	1) Not less than 75% of the volume of the wine is derived from apples grown in Washington State AND 2) The wine was fully finished (except for cellar treatment* and blending which does not result in an alteration of class and type) in Washington State AND 3) The wine conforms to the laws and regulations of Washington State	
Quebec Grande Sparkling Wine	1) Not less than 75% of the volume of the wine is derived from grapes grown in Quebec AND 2) The wine conforms to the laws and regulations of Canada	
Sonoma Coast Royale Table Wine	1) Not less than 85% of the volume of the wine is derived from grapes grown in the Sonoma Coast viticultural area AND 2) The wine was fully finished (except for cellar treatment* and blending which does not result in an alteration of class and type) in California AND 3) The wine conforms to the laws and regulations of California	
Muchacha de Rioja Red Wine	1) Not less than 85% of the volume of the wine is derived from grapes grown in the Rioja viticultural area AND 2) The wine conforms to the laws and regulations of Spain	
Virgin River Valley Serenade White Wine		"Virgin River Valley" is the name of a geographic area that a) Actually exists and b) Is described in at least two (2) reference materials as a grape-growing area BUT "Virgin River Valley" is not an appellation of origin, i.e. it is not a state, county or approved viticultural area AND Therefore, the wine cannot meet the appellation of origin requirements for the geographic area named in the brand name.

*See CHAPTER 8, CELLAR TREATMENT

REQUIREMENT FOR USE OF A "GRANDFATHERED" GEOGRAPHIC BRAND NAME

A "Grandfathered" geographic brand name may be used **PROVIDED:**

The wine meets the appellation of origin requirements for the geographic area named in the brand name.

NOTE: See APPELLATION REQUIREMENTS chart above **EXCEPT FOR** a brand name that includes the name of a geographic area that (a) actually exists and (b) is described in at least two (2) reference materials as a grape-growing area see APPELLATIONS FOR "GRANDFATHERED" GEOGRAPHIC BRAND NAMES chart below

OR

The wine is **LABELED WITH** an appellation of origin, in direct conjunction with the class and type designation, as outlined in the APPELLATIONS FOR "GRANDFATHERED" GEOGRAPHIC BRAND NAMES chart below

OR

The wine is labeled with a statement that is sufficient to dispel the impression that the geographic area suggested by the brand name is indicative of the origin of the wine

APPELLATIONS FOR "GRANDFATHERED" GEOGRAPHIC BRAND NAMES chart

The chart below identifies the specific type of appellation of origin required for a "grandfathered" geographic brand name based on the type of appellation of origin included in the brand name

APPELLATIONS FOR "GRANDFATHERED" GEOGRAPHIC BRAND NAMES

IF THE BRAND NAME INCLUDES THE NAME OF...	THE WINE MUST BE LABELED WITH AN APPELLATION OF ORIGIN OF...
A U.S. state or a foreign equivalent of a U.S. state	1) A U.S. state or foreign equivalent of a U.S. state OR 2) A U.S. county or foreign equivalent of a U.S. county OR 3) An approved American or foreign viticultural area
A U.S. county or a foreign equivalent of a U.S. county	1) A U.S. county or foreign equivalent of a U.S. county OR 2) An approved American or foreign viticultural area
An approved American or foreign viticultural area	1) A U.S. county or foreign equivalent of a U.S. county OR 2) An approved American or foreign viticultural area
A geographic area that: a) Actually exists and b) Is described in at least two (2) reference materials as a grape-growing area	1) A U.S. county or foreign equivalent of a U.S. county OR 2) An approved American or foreign viticultural area