

WINE LABELLING WITH THE LIST OF INGREDIENTS

Regulatory context
& consumers' perception

OEnoppia

Oenological Products
and Practices

International Association

Version 0 – 10/06/22

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REGULATORY CONTEXT

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- Regulation (EU) 2021/2117 adopted in December 2021 by the European Commission within the CAP reform making mandatory the **communication of the nutritional declaration and the list of ingredients for wines and spirits.**
- Labelling rules associated to be defined by the European Commission during the coming months and adopted at the end of 2022 or the beginning of 2023.
- Entry into application of the Regulation on **December 8th 2023**, with the possibility to give this information on-line by electronic means (= **e-labelling**).

NUTRITION DECLARATION

- Content of the nutrition declaration limited on the label to the **energy value**, which may be expressed by using the symbol « E » (for energy), in **kJ or kcal per 100 mL**.
- Full nutrition declaration provided by electronic means identified on the label, indicating the amounts of fat, saturates, carbohydrate, sugars, protein and salt.
- The energy value shall be calculated:
 - Using the conversion factors listed in Annex XIV of Regulation (EU) 1169/2011 ;
 - Or using energy average values generally established and accepted by professionals.

DEFINITIONS

- **Ingredient** means “any substance, including a food additive, used in the manufacture or preparation of a food and present in the final product although possibly in a modified form.”
- **Food Additive** means “any substance not normally consumed as a food by itself and used for a technological purpose in the manufacture, processing, preparation, treatment, packing, packaging, transport or holding of such food, resulting in it or its by-products becoming a component.
- **Processing Aid** means “a substance not consumed as a food ingredient by itself and intentionally used in the processing of raw materials, foods or its ingredients, to fulfil a certain technological purpose and which may result in the non- intentional but unavoidable presence of residues or derivatives in the final product.”

ADDITIVES USED IN OENOLOGY

Among 99 described compounds into the OIV International code of oenological practices, 21 are authorized in the European Union as additives for winemaking by the Regulation (EU) 2019/934 as :

- Preservatives/Antioxidants
- Acidity regulators
- Stabilizers

Oenological products	Role
L-ascorbic acid	preservative
Sulfur dioxide	preservative
Potassium hydrogen sulfite	preservative
Potassium sulfite anhydrous	preservative
Ammonium hydrogen sulfite	preservative
Potassium sorbate	preservative
Lysozyme	preservative
Dimethyldicarbonate (DMDC)	preservative
Citric acid	acidity regulator
Malic acid (D,L-; L-)	acidity regulator
Lactic acid	acidity regulator
Tartaric acid (L(+)-)	acidity regulator
Calcium sulfate <i>(liqueur wines only)</i>	acidity regulator
Arabic gum	stabilizer
Metatartaric acid	stabilizer
Yeast mannoproteins	stabilizer
Carboxymethylcellulose	stabilizer
Potassium polyaspartate	stabilizer
Fumaric acid	stabilizer
Tannins	stabilizer
Caramel <i>(special wines only)</i>	other

CONSUMER'S PERCEPTION

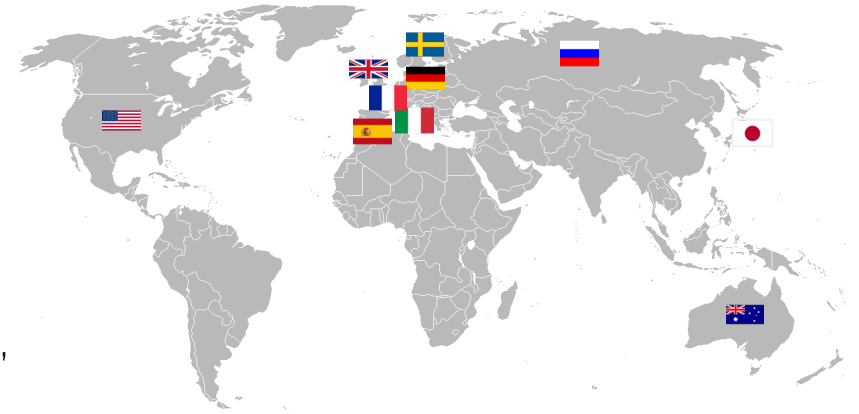
CONSUMERS' PERCEPTION?

- To understand the impact of ingredient list labelling on the wine sector, OENOPPIA launched a consumer survey in 2021.
- **Four specific objectives** have been assigned:
 1. Assess consumers' perceptions and knowledge of winemaking practices,
 2. Assess the impact of labelling ingredients on purchase consideration and imagery of a tried and liked wine and on an unknown wine,
 3. Assess the impact of two levels of information: a short list vs a long of ingredients,
 4. Assess the level of consumer acceptance for specific ingredients.

SURVEY'S METHODOLOGY



- 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.

WINEMAKING PERCEPTIONS & KNOWLEDGE

AGREE NO OPINION,
NEUTRAL DISAGREE

PRESENCE OF ADDITIVES

Wine is a natural product, free of additives



Most wines contain additives

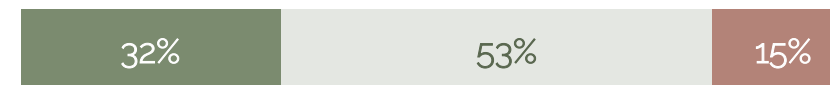


USEFULNESS OF ADDITIVES

When making wine, using **preservatives** (i.e. sulfites) helps ensure the wine's quality and integrity



When making wine, using **additives** other than preservatives helps ensure the wine's quality and integrity



WINEMAKING PERCEPTIONS & KNOWLEDGE

AGREE NO OPINION,
NEUTRAL DISAGREE

ADDITIVES & PERCEIVED QUALITY

High quality wine producers don't need to use additives



Only poor quality wines contain additives



ADDITIVES & HEALTH CONCERNS

A wine containing additives is not good for my health



ADDITIVES & ORGANIC WINES

Organic wines should be free of additives, including preservatives (e.g. sulfites)



IMPACT OF WINE INGREDIENTS LABELLING ON A TRIED AND LIKED WINE

Respondents are informed that the back label exhibits the wine's ingredients.
Each respondent has been randomly assigned to one of the three following scenarios:

Scenario 1
(≈1/3 of respondents)

"Contains sulfites"

Scenario 2
(≈1/3 of respondents)

Short list of ingredients

"Ingredients: grape 99%, preservative (sulfites), antioxidant (L-ascorbic acid)"

Scenario 3
(≈1/3 of respondents)

Long list of ingredients

"Ingredients: grape 99%, preservative (sulfites), antioxidant (tannins, L-ascorbic acid), acidity regulator (calcium sulphate), stabilizer (metatartaric acid, yeast mannoproteins)"

Questions

- Does it change your opinion about the wine?
- Does it influence your intent to buy?

IMPACT OF WINE INGREDIENTS LABELLING ON A TRIED AND LIKED WINE

Average 3 scenarios

	✓ Opinion not changed much/at all	≈ Unsure (neutral, don't know)	✗ Lower opinion of the wine
Opinion about the wine	46%	35%	19%
	✓ Would still buy it	≈ Unsure (neutral, don't know)	✗ Would not buy it
Intent to buy the wine	62%	26%	12%



Results by scenario

	Average ✓	Contains sulfites	Short list	Long list
% No, it doesn't change my opinion much/at all	46%	42%	51%	45%
% I would probably/definitively buy it again	62%	58%	67%	62%

Significantly **higher** / **lower** than « Average across the 3 lists » (confidence interval: 95%)

IMPACT OF WINE INGREDIENTS LABELLING ON A NEW WINE

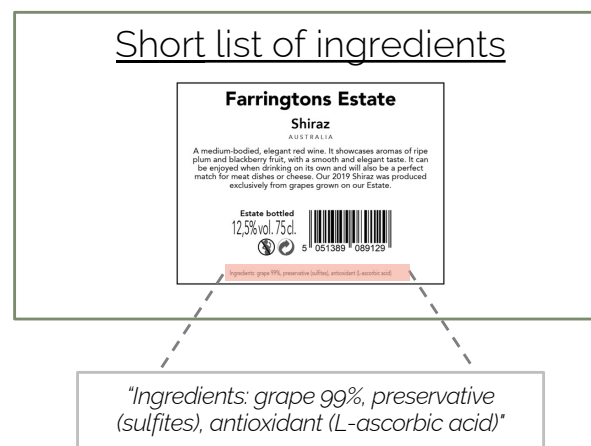
Respondents imagine that they are in a shop and that they spot a wine that seems to match the type of wine they like to drink.

Each respondent was randomly assigned to 1 of the 3 possible scenarios of back labels:

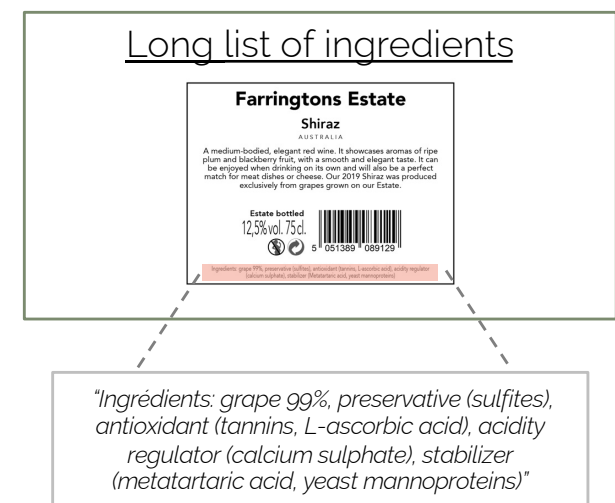
Scenario 1
(≈1/3 of respondents)



Scenario 2
(≈1/3 of respondents)



Scenario 3
(≈1/3 of respondents)



Each respondent was shown either a **white** wine (≈50% of respondents) or a **red** wine (≈50% of respondents) back label.

IMPACT OF WINE INGREDIENTS LABELLING ON A NEW WINE

Question: To what extent would you consider buying this wine?

	I would consider/strongly consider buying it		
	Contains sulfites	Short list	Long list
Average all markets	47%	+2 pts	-1 pt
France	37%	+8 pts	+7 tps
Australia	47%	+5 pts	+6 pts
Spain	51%	+9 pts	+1 pt
United Kingdom	52%	+5 pts	+2 pts
Germany	48%	-1 pt	+1 pt
USA	53%	+1 pt	-1 pt
Sweden	45%	+1 pt	-3 pts
Russia	37%	+2 pts	-5 pts
Italy	50%	-2 pts	-5 pts
Japan	46%	-7 pts	-11 pts

Findings showing or suggesting ...

✓ Positive impact for both a **short** and a **long** lists.

✓ Positive impact of a **short** list.

✗ Negative impact of a **long** list.

✗ Negative impact for both a **short** and a **long** lists.

Focus on sparkling wines:

In several markets (Russia, USA, France), shifting from 'contains sulfites' to a short list of ingredients yields consumers to be more likely to consider buying an unknown sparkling wine.

Significantly **higher** / **lower** than "Contains sulfites"
(confidence interval: 95%)

WINE INGREDIENTS ACCEPTANCE

Respondents imagine that they are in a shop and that they spot a wine that seems to match the type of wine they like to drink.

Each respondent was randomly assigned to 1 of the 2 possible scenarios:

Scenario 1

(≈50% of respondents)

List of ingredients,
with **no information**.

- L-ascorbic acid
- Potassium sorbate
- Dimethyldicarbonate (DMDC)
- Tartaric acid
- Malic acid
- Lactic acid
- Calcium sulphate
- Citric acid
- Tannins
- Arabic gum
- Metatartaric acid
- Yeast mannoproteins
- Carboxymethylcellulose
- Potassium polyaspartate

Scenario 2

(= 50% of respondents)

List of ingredients,
with a **short explanation**.

Ingredients used to better preserve the wine:

- L-ascorbic acid
- Potassium sorbate
- Dimethyldicarbonate (DMDC)

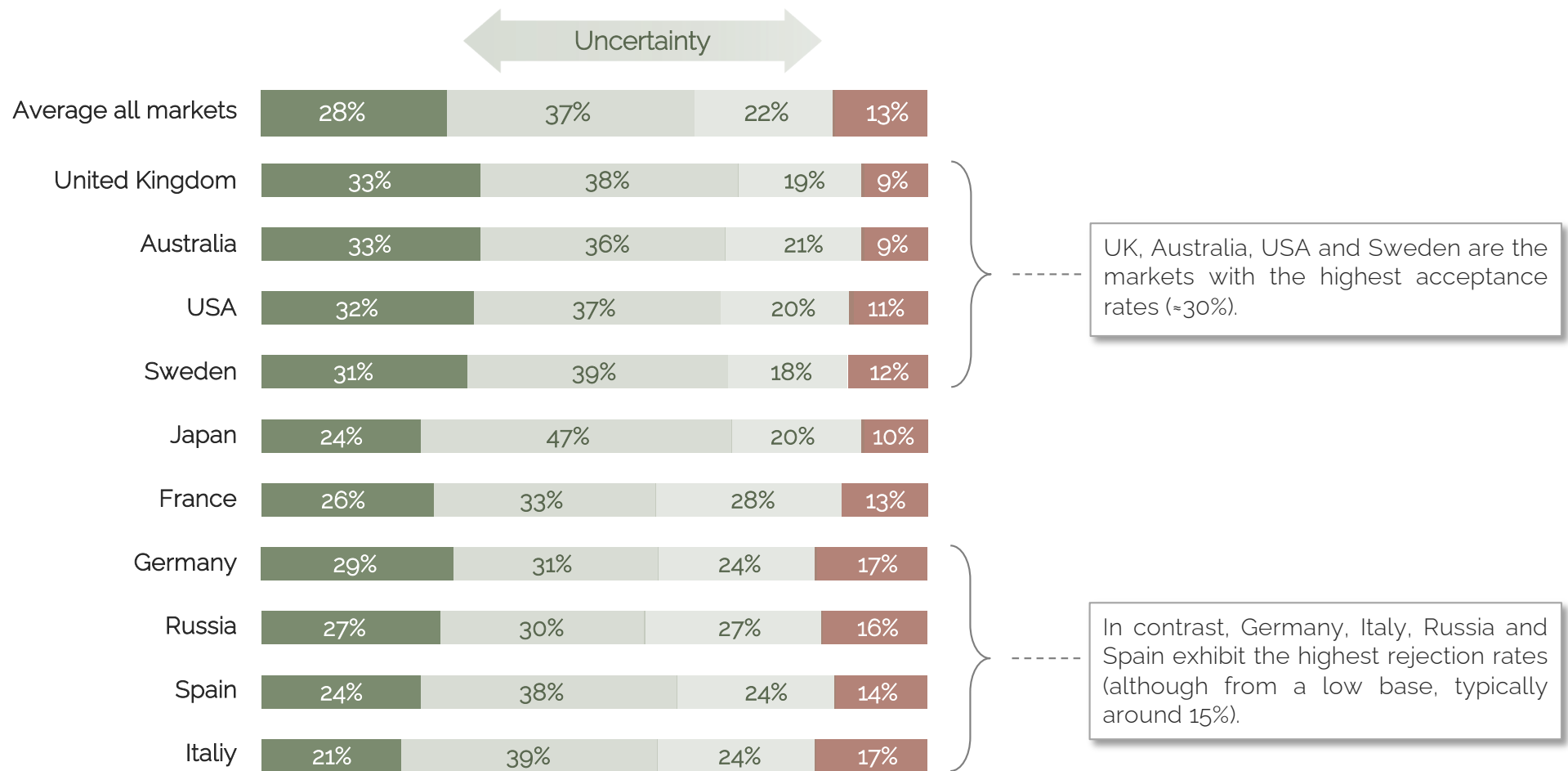
Ingredients used to better maintain the quality of the wine (stabilise it and/or regulate its level of acidity):

- Tartaric acid
- Malic acid
- Lactic acid
- Calcium sulphate
- Citric acid
- Tannins
- Arabic gum
- Metatartaric acid
- Yeast mannoproteins
- Carboxymethylcellulose
- Potassium polyaspartate

WINE INGREDIENTS ACCEPTANCE WITHOUT INFORMATION

Question: For each of these ingredients, what would your reaction be?

■ % I would probably still buy the wine. ■ % I don't know/I'm not sure. ■ % I would hesitate to buy it. ■ % I would probably not buy the wine.



WINE INGREDIENTS ACCEPTANCE WITHOUT INFORMATION

Question: For each of these ingredients, what would your reaction be?

Green: net score (% still buy - % not buy) > 33% / **Red:** % still buy < % not buy

Net acceptance (% still buy - % not buy)	Average all markets	United Kingdom	Australia	USA	Sweden	Japan	France	Germany	Russia	Spain	Italy
Citric acid	35%	47%	42%	44%	42%	42%	16%	30%	32%	33%	20%
Tannins	34%	38%	33%	33%	30%	35%	48%	21%	18%	40%	35%
L-ascorbic acid	23%	27%	26%	28%	28%	17%	16%	19%	33%	16%	18%
Tartaric acid	23%	27%	26%	20%	49%	7%	9%	47%	39%	10%	3%
Malic acid	22%	22%	22%	18%	45%	44%	7%	33%	38%	6%	1%
Yeast mannoproteins	18%	30%	24%	23%	19%	16%	18%	13%	9%	17%	8%
Lactic acid	15%	24%	25%	20%	17%	25%	13%	7%	12%	9%	-6%
Calcium sulphate	13%	27%	24%	23%	8%	3%	14%	7%	4%	6%	3%
Potassium sorbate	11%	23%	25%	23%	8%	4%	11%	2%	-0,2%	2%	-1%
Metatartaric acid	8%	19%	16%	13%	12%	3%	5%	10%	-1%	3%	-5%
Potassium polyaspartate	6%	16%	18%	17%	1%	4%	8%	-3%	-9%	0,5%	-4%
Arabic gum	5%	19%	21%	15%	-0,02%	-6%	14%	-8%	-6%	-2%	-8%
Carboxymethylcellulose	3%	14%	14%	10%	-2%	6%	4%	-5%	-8%	-4%	-8%
Dimethyldicarbonate (DMDC)	1%	7%	17%	8%	-1%	-2%	2%	-6%	-12%	0,2%	-8%

→ = "chemical sounding" names

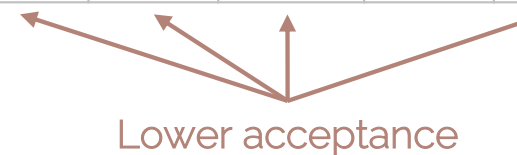
WINE INGREDIENTS ACCEPTANCE

IMPACT OF EDUCATION

Question: For each of these ingredients, what would your reaction be?

Top box (% still buy)	Average all markets	United Kingdom	Australia	USA	Sweden	Japan	France	Germany	Russia	Spain	Italy
Acide citrique	+4 pts	ns	+10 pts	+6 pts	+7 pts	ns	ns	ns	+12 pts	ns	+10 pts
Tanins	+2 pts	+9 pts	ns	+7 pts	ns	ns	ns	ns	ns	ns	ns
Acide L-ascorbique	+10 pts	+14 pts	+13 pts	+14 pts	+11 pts	ns	ns	ns	+13 pts	+7 pts	+15 pts
Acide tartrique	+5 pts	+8 pts	+12 pts	+5 pts	ns	ns	ns	ns	ns	ns	+11 pts
Acide malique	+3 pts	+8 pts	ns	+6 pts	+8 pts	ns	ns	ns	+7 pts	ns	+6 pts
Mannoprotéines de levure	+6 pts	+12 pts	+11 pts	+7 pts	+9 pts	ns	ns	ns	ns	ns	+10 pts
Acide lactique	+6 pts	+9 pts	+8 pts	+6 pts	+10 pts	ns	ns	ns	+8 pts	+9 pts	+8 pts
Sulfate de calcium	+5 pts	+8 pts	+9 pts	+7 pts	+8 pts	ns	ns	ns	+5 pts	ns	+8 pts
Sorbate de potassium	+9 pts	+12 pts	+6 pts	+12 pts	+14 pts	+6 pts	ns	+6 pts	+13 pts	+8 pts	+12 pts
Acide métatartrique	+4 pts	+8 pts	+7 pts	+5 pts	+9 pts	ns	ns	ns	ns	ns	+6 pts
Polyaspartate de potassium	+4 pts	+10 pts	ns	+5 pts	+10 pts	ns	ns	ns	+6 pts	ns	+5 pts
Gomme arabique	+4 pts	+11 pts	ns	+6 pts	+10 pts	ns	ns	ns	ns	ns	+8 pts
Carboxyméthylcellulose	+3 pts	ns	ns	ns	+9 pts	ns	ns	ns	ns	ns	+6 pts
Diméthylldicarbonat (DMDC)	+9 pts	+16 pts	+7 pts	+11 pts	+14 pts	+7 pts	+4 pts	+6 pts	+11 pts	ns	+7 pts

Significantly higher / lower than "without information" (confidence interval: 95%)
 ns = not significant

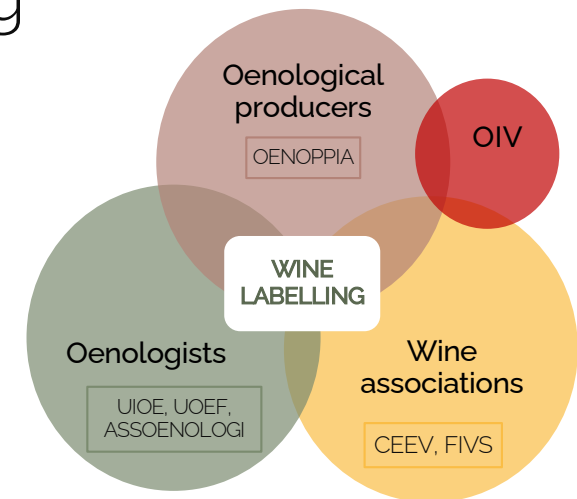


SURVEY'S CONCLUSIONS

- The most common view towards ingredients labelling is **uncertainty**, far more so than outright rejection. Reassuring consumers on both **quality** of the wine and impact on **health** are two key points to consider.
- A **short list of ingredients** is preferable to a long one. The former often has a neutral impact on both consideration to buy and imagery. The longer one is more likely to harm imagery, up to a strong negative impact.
- Findings suggest that consumers are more likely to **accept** rather than reject **most ingredients**. However, those with the most complicated and 'chemical sounding' names are less likely to be accepted.
- A **short explanation** of why an ingredient is used will often yield a significant increase in acceptance.

NEXT STEPS

- This study opens of the way for concrete actions to **support the sector** in the choice of oenological practices to be used and the associated labelling
 - ⇒ **Global working group** formed by the main stakeholders of the wine sector



- Main objectives:
 - ⇒ Construction and provision of a **complete and objective argument** on the origin of ingredients and their usefulness during winemaking
 - ⇒ Support to wine technicians (oenologists and other professionals) in order to **justify their winemaking processes**.

KEY TAKEAWAYS

Draft information, to be updated depending on the progression of the ongoing work at the European Commission on the secondary legislation related to the labelling rules

INGREDIENTS TO LIST?

- The list of ingredients **should** content, under reserve of the future Regulation related to the rules for labelling to be adopted by the EC:
 - Grapes or grape must
 - Sucrose or concentrated grape must
 - Additives associated to their technological role, as defined in Regulation (EU) 2019/934
- Ingredients shall be listed in descending order of weight when representing 2% or more of the finished product; those constituting less than 2 % may be listed in a different order after the other ingredients.
- Any processing aid causing allergies or intolerance should be indicated **in bold** in the list of ingredients.

PRESENTATION OF THE LIST?

- Example of a list of ingredients

Ingredients: grapes, preservative (sulphur dioxide), acidity regulator (L-tartaric acid), antioxidant (L-ascorbic acid), stabilizer (Arabic gum, carboxymethylcellulose)

- The list of ingredients would be mentioned:
 - On back label
 - Using electronic labelling

Example of U-LABEL platform (www.u-label.com)
developed by European wines and spirits stakeholders
CEEV (www.ceev.eu) & spiritsEUROPE (www.spirits.eu)

