



Date: 14 August 2025

Media Contact:

Julie Hesketh-Laird

CEO, FIVS

JHeskethLaird@fivs.org

FOR IMMEDIATE RELEASE

FIVS Calls on U.S. to Modernise Wine Labels as Half of All Wine Crosses Borders

Global wine body urges adoption of digital labelling to give consumers clearer information, support sustainability and remove trade barriers.

WASHINGTON, D.C. — FIVS, the global voice of the wine sector, is calling on U.S. regulators to embrace digital labelling as part of a broader effort to modernise wine labelling rules. In formal comments submitted to the U.S. Alcohol and Tobacco Tax and Trade Bureau consultation on [proposed nutrition statements on alcohol](#), FIVS outlined its *Good Regulatory Principles for Electronic Labelling (E-labelling)* — a framework that harnesses digital tools to provide clearer, more accessible information for consumers while reducing costs and complexity for producers.

With half of all wine now sold internationally¹ and consumer demand for transparency, sustainability, and accessibility on the rise, FIVS sees e-labelling as a critical tool for the modern era. By using a single QR code to deliver both mandatory and voluntary information, e-labelling enables accurate, real-time updates that reflect the unique nature of wine — a product that is grown and whose characteristics can vary significantly from year to year — while also facilitating smoother international trade.

"Wine labelling rules must adapt to the expectations of today's consumers and the realities of a modern, digital economy," said Julie Hesketh-Laird, CEO of FIVS. "E-labelling offers a smarter, more flexible way to provide accurate, relevant information, while opening new opportunities for international trade and engagement. This approach creates shared value for consumers, producers, retailers, and regulators."

FIVS's *Good Regulatory Principles* advocate for:

- Allowing essential wine information (such as ingredients, nutrition, calories and recycling) along with certain voluntary details, like sustainability credentials, to be accessed digitally;
- Using a single QR code to serve multiple functions for consumers (voluntary product details, sustainability information, product recalls), retailers (pricing, stocking, inventory information), and governments (mandatory regulatory information, recycling, export documentation);
- Reducing unnecessary text clutter around QR codes;
- Respecting existing data privacy regulations; and
- Harmonising approaches internationally to minimise trade barriers.

“American producers are already leveraging digital tools like QR codes to meet growing demand for transparency and sustainability,” said Charles Jefferson, Vice President of Federal and International Public Policy at Wine Institute and Co-President of FIVS. “A single QR code that delivers both mandatory and voluntary information – such as recycling or nutrition details – is both smart and scalable. The FIVS principles provide a global framework that respects innovation while maintaining trust.”

As smartphone use becomes universal, FIVS argues that e-labelling is no longer an emerging option, it is a practical, ready-to-implement solution. By adopting a harmonised, technology-driven approach, regulators can empower consumers, improve market access and ensure that wine remains one of the world’s most transparent and trusted agricultural products.

About FIVS

FIVS, the international wine federation, is the global voice of wine and associated sectors, representing wineries, their supply chains and trade bodies worldwide. FIVS advocates to ensure an operating environment free from distorting barriers. FIVS membership is comprised of 50 leading wine companies and trade bodies from 19 countries, accounting for more than 85% of global wine production.

Scan the QR code for the full *Good Regulatory Principles for Electronic Labelling* or visit: <https://qrco.de/FIVSPrinciples>



1. Source: International Organisation of Vine and Wine (OIV), “State of the World Vine and Wine Sector in 2024,” presented by Director General John Barker, April 15, 2025. <https://www.oiv.int/public/medias/10009/oiv-state-of-the-world-vine-and-wine-sector-in-2024.pdf>