
Part 2 United States of America: General

Wine: Overseas Market Access Requirements

Amendment: 0

July 2007

2.1 Application

2.1.1 These requirements apply to grape wine for export to the United States of America.

These requirements apply to both producers and exporters.

2.2 Interpretation

2.2.1 Any term or expression that is defined in the Wine Act and used but not defined in this document has the same meaning as in that Act.

2.3 Eligibility

2.3.1 Grape wine intended for export to the United States of America must comply with the New Zealand requirements issued under the Wine Act 2003, except as described in 2.3.2 – 2.3.4.

2.3.2 Where a grape wine label includes a statement regarding grape variety, the minimum content of wine to which the statement refers may vary from the New Zealand standard as specified in clause 6 of the Wine (Specifications) Notice 2006.

2.3.3 Where a grape wine label includes a statement regarding a single grape variety, at least 75% of the wine to which the statement refers must be from the stated variety.

2.3.4 Where a grape wine label includes a statement regarding a blend of grape varieties, the percentage of each stated variety must be shown on the package of wine. If the percentages are shown on the brand label then they do not have to be repeated elsewhere when the varieties are repeated on the label.

2.3.5 United States legislative documents are available at the Alcohol and Tobacco Tax and Trade Bureau [website](#).

Where wine has been labelled according to 2.3.2-2.3.4, it can not be sold in New Zealand unless it is re-labelled to ensure it meets the requirements of clause 6 of the Wine (Specifications) Notice 2006.

2.4 Official Supervision

2.4.1 All requirements in this notice may be audited by NZFSA or a person recognised under Section 70 of the Wine Act 2003 at any time.

2.5 Personal and Trade Samples

2.5.1 The United States has different requirements and allowances for travellers depending upon whether you are a returning US citizen or not. Small amounts of wine can be included. Prior checking with United States Customs and Border Patrol is advisable.

Unites States Customs and Border Protection maintain a [website](#) that may be of assistance.