



85% RULE

From vintage 2007, wine label statements about grape variety, vintage or the area where the grapes were grown (area of origin) must meet the '85% rule'.

- 1** If the label states that the wine is from a single grape variety, vintage or area of origin, it must be at least 85% from that variety, vintage or area
eg, a '2007' wine must contain at least 85% of vintage 2007 wine.
- 2** If the label states the wine is a blend of grape varieties, vintages or areas of origin, at least 85% of the blend must be from those varieties, vintages or areas
eg, a 'Chardonnay Chenin Blanc' must contain at least 85% from Chardonnay and Chenin Blanc grapes.
- 3** If the label says the wine is a combination of grape variety, vintage, and area of origin, the combination referred to must be at least 85% of that wine
eg, '2008 Marlborough Pinot Noir' must contain a minimum of 85% Pinot Noir from Marlborough that was harvested in 2008.
- 4** Blend statements must be presented in descending order of proportion in the blend.
eg, for 'Chardonnay Chenin Blanc' must contain more Chardonnay than Chenin Blanc in the blend.
- 5** You cannot include a claim about grape variety, vintage or area of origin if the wine contains a greater percentage of wine from another grape variety, vintage or area not referred to on the label.
eg, a wine that contains 75% Cabernet Sauvignon, 15% Pinotage and 10% Merlot could be referred to as a 'Cabernet Pinotage' or a 'Cabernet Pinotage Merlot' but not a 'Cabernet Merlot'.
- 6** Export wine may make claims about grape variety, vintage or area of origin that differ from New Zealand's requirements when the overseas market access requirements (OMAR) have been notified under the Wine Act. An OMAR for the USA is expected to be in place by 1 July 2007.

Yeasts (up to a maximum of 50ml/L) and brandy or other spirit used for fortification may be excluded from the calculations.

For more information check out: www.nzfsa.govt.nz/wine

