

To: Supplier & Industry Representatives
From: Megan McKenzie, Program Manager - Quality Assurance
Date: October 20, 2024
RE: Dealcoholized and Non-Alcoholic Labelling

Dealcoholized and Non-Alcoholic Labelling

The Canadian Food Inspection Agency (CFIA) has recently updated its standards for labelling products marketed as low alcohol, dealcoholized, or non-alcoholic. The key standards are as follows:

- **Low Alcohol:** Products containing less than 1.1% alcohol by volume.
- **Dealcoholized:** Products in which the alcohol content has been reduced to less than 1.1%.
- **Non-Alcoholic or Alcohol-Free:** Products with an alcohol level reduced to below 0.05%.

In line with these updates, Manitoba Liquor & Lotteries (MBLL) expects all industry members to comply with the following timeline:

- **By April 1, 2025:** All new product listings under the categories of low alcohol, dealcoholized, or non-alcoholic must adhere to CFIA's labelling standards.
- **By December 31, 2025:** All existing products must be re-labelled to meet the updated CFIA requirements.

To ensure a smooth transition, we strongly recommend that industry partners begin aligning their labelling practices with these regulations at the next available opportunity, such as the next print run.

For detailed information on CFIA's labelling requirements, please visit: [Labelling requirements for alcoholic beverages - inspection.canada.ca](https://inspection.canada.ca/labelling-requirements-for-alcoholic-beverages)

Thank you for your attention to this important regulatory update. Should you have any questions, please do not hesitate to reach out.