

UPC / SCC CODES

All products require a Universal Product Code (UPC) to be printed on them. For European products, this might be known as the European Article Number (EAN). UPC and EAN are also known as Global Trade Identification Number (GTIN). UPC/EAN/GTIN product codes must be 8, 12, or 13 digits in length (including the small font digits at beginning and end of bar code).

SCC (Shipping Container Code) is the bar code on cases and must be 14 digits in length.

Please note that we require updates on changes in these numbers, as soon as possible, to ensure our scanners operate without error. If the Supplier does not have a Manufacturer Number (the number from which the UPC is derived), then the internal Manitoba Liquor & Lotteries brand number must be used.

MANITOBA LIQUOR & LOTTERIES ITEM NUMBER

Manitoba Liquor & Lotteries uses an internal item/sku number. Manitoba Liquor & Lotteries will assign this item number to all new products. Please note that Suppliers are not required to use this number, unless they do not have a Manufacturer Number. Please ensure that the item number does not appear on product packaging.

LABEL REQUIREMENTS

LABELING OF ALCOHOLIC BEVERAGES

A beverage containing 1.1% or more alcohol by volume is considered an alcoholic beverage, and must meet the labeling and compositional requirements found in Division 2 of the *Food and Drug Regulations*.

Principal Display Panel (P.D.P.) is that part of the label facing the consumer at point of sale.

The following is a summary of the label requirements for all products:

1. VIGNETTE and PRODUCT BRAND NAME

Are optional but must not be misleading with respect to the nature or origin of the product or imply irresponsible use of the product. In addition, when a vignette denoting the flavour of a product is shown on the label and an artificial flavour is used to provide all or part of this flavour, a bilingual statement indicating that artificial flavour is used must be shown on or adjacent to the vignette.

2. COMMON NAME

The name defined by regulation or by which the beverage is commonly known (i.e. wine, rum, etc.) must appear on the P.D.P. in both English and French. The common name must be shown in type of at least 1.6 mm in height, based on the lowercase letter “o”.

Spirits – The standard of identity for liqueur in Canada is different from other countries. “Liqueur” can only be used when there is not less than 23% absolute alcohol by volume and the added sweetening agent is in an amount not less than 2.5% of the finished product. Therefore, for liqueurs with less than 23% alc./vol., the common name must be “liquor”.

Wine – Names of varietals are not acceptable as common names. It is permissible to use an adjective (eg. red wine/vin rouge).

Beer – Section B.02.132 (of Division 2 of Food and Drug Regulations) establishes mandatory common names or qualified common names for various standardized beer products based upon alcohol content.

3. NET QUANTITY

The net quantity must be shown in metric units of volume. Quantities less than 1 litre must be shown in millilitres, while larger quantities are shown in litres. The volume must be shown on the P.D.P. (not just embossed into the glass), and shall be clearly and prominently displayed, easily legible and in distinct contrast to other information on the label. The symbols ml and L are considered to be bilingual. Minimum size of numeral varies with surface area of container. The symbols of the net quantity declaration (ml or L) must be shown in type of at least 1.6 mm in height, based on the lowercase letter “o” (note: mL is acceptable).

Wine – Per Section 36 of the Consumer Packaging and Labelling Regulations, wine may only be sold in Canada in a container the size of which corresponds to a net quantity of product of 50, 100, 200, 250, 375, 500, or 750 millilitres or 1, 1.5, 2, 3, or 4 litres.

4. ALCOHOL BY VOLUME DECLARATION

Beverages containing 1.1% or more alcohol must declare the amount of alcohol by volume on the P.D.P., in both English and French. This declaration must be shown as X% alcohol by volume, or be abbreviated to X% alc./vol. Periods must follow both abbreviations. The abbreviated version is considered fully bilingual, and is the preferred format. The minimum type size of 1.6 mm in height based on the lowercase letter “o” is mandatory.

5. COUNTRY OF ORIGIN

Country of origin must be on the labels for Brandy, Rum and wine products. The country of origin of the product must appear in both French and English on any part of the label, other than that applied to the bottom of the container. The declaration should be stated as “product of (naming the country)” or “(naming the country) wine”. This must be a minimum type height of 1.6 mm based on the lowercase letter “o”.

Spirits – A country of origin claim is not required for Cognac or Armagnac.

Beer – A country of origin declaration is not required on beer. There are special requirements attached to “product of Canada” claims.

6. IDENTITY AND PRINCIPAL PLACE OF BUSINESS

The legal name of the manufacturer and the principal place of business is required to be shown in English or French on any part of the label, other than the bottom of the container. Products wholly manufactured outside of Canada bearing a Canadian dealer address must either have the name and address preceded by the words “imported by/importé par”, or have a statement of geographic origin adjacent to the name and address. Label must have a physical address. Websites and email addresses cannot be in lieu of the physical address. Must have minimum type size of 1.6 mm in height based on the lowercase letter “o”.

7. U.P.C. (EAN) BAR CODES – now called GTIN (Global Trade Identification Number)

U.P.C. (Universal Product Codes)/EAN* bar codes are required on all consumer units and shipping containers. The U.P.C. number can be located on the front label, the back label, on a sticker, or on the tamper-evident seal (only for certain types of bottles). The U.P.C. number should be placed as close to the bottom of the package as possible, but must not be placed on the bottom of the bottle. The U.P.C. number must be 8, 12, or 13 digits in length. No CSPC or item numbers are permitted.

*All symbols on consumer products must meet the standards for quality of the Electronic Commerce Council of Canada, The Uniform Code Council (U.S.A.) or EAN International.

8. LIST OF INGREDIENTS

Standardized alcoholic beverages are exempt from the requirement to show a list of ingredients on the label. Unstandardized alcoholic beverages require a complete list of ingredients and components appearing in descending order of proportion on a weight basis. Therefore, products such as Sake, cocktails, Pernod, or Aquavit require a list of ingredients. The list of ingredients must be shown in both English and French and must be shown on any part of the label, other than that applied to the bottom of the container. The list of ingredients should be shown in type of at least 1.6 mm in height based on the lowercase letter “o”.

9. DECLARATION OF FOOD ALLERGEN, GLUTEN SOURCES AND SULPHITES

Enhanced labelling requirements for food allergen, gluten sources and sulphites came into effect August 4, 2012. Companies may start using the new requirements to prepare new food labels prior to that date.

Despite the exemption from declaring a list of ingredients for standardized alcoholic beverages, if added allergens, gluten sources and sulphites at level of 10 ppm or more are present in a product, they must be declared.

Spirits – An allergen declaration is required if any ingredients are allergenic. Most allergens may be declared within an ingredient list or as a “contains” statement. Liqueurs are the most likely standardized spirit to contain an allergenic ingredient. The ingredient list format is recommended for liqueurs and bourbon whisky.

Wine – A sulphite declaration is required for wines when sulphites have been added to wines and are present at levels of 10 ppm or greater. There must be a declaration of an allergenic fining agent (eg. Fish (isinglass), egg (albumen), milk (casein)) is only required if the allergen source is present in the finished product. Flavoured wines and vermouths may have other allergenic ingredients which would require declaration in this statement.

The new allergen labelling regulations will apply to all non-vintage wines and to wines with a year date of 2012 and later, but not to vintage wines with a year date of 2011 and earlier.

Beer – An ingredient list is not required on beer, but if one is present, it must meet the requirements for allergen warnings. Allergen warnings are optional on beer pending a review by Health Canada. If a “contains” statement is used, it must identify all allergenic components, including residues of fining agents. The statement must also follow immediately after the ingredient list, if one is present.

SAMPLE LABEL

Front Label (Principal Display Panel – P.D.P.)

(5) Product of France (5) Produit du France

(1) PRODUCT BRAND NAME

(2) Red Wine/Vin Rouge

(3) 750 ml (4) 12% alc./vol.

Back Label

(9) Contains sulphites and eggs/ Contient des sulphites et d'oeuf

(6) Produced by/Produit par: Company, City, Province/State, Country

(7)
UPC/EAN/
GTIN

CASE MARKING REQUIREMENTS

Case Marking Specifications

Case markings must be clearly legible and positioned in such a manner as not to be confused with other markings.

1. SHIPPING CONTAINER CODE (SCC)/GLOBAL TRADE IDENTIFICATION NUMBER (GTIN)

- Minimum height 5.0mm (0.20");
- SCC code must appear on one side and one end of each case;
- Must always appear in a horizontal position;
- Must be 14 digits in length;
- For corked products, the symbol on the side of a case should be placed so it is near the bottom of the case when the bottles are in the "corks up" position. This may result in the symbol being near the top of the case if the product is stored with bottles in the "corks down" position.

2. PURCHASE ORDER NUMBERS

- Minimum height 1.27 cm (1/2 inch), bold print;
- Located on same side or same end as bar code.

OR

PRODUCTION DATE

- Minimum height 1.27 cm (1/2 inch), bold print;
- Must be separate from other bottling codes;
- Located on same side or same end as bar code.

3. SALES UNITS

- Located on same end as bar code;
- Minimum height 1.27 cm (1/2 inch), bold print;
- On the same line and immediately preceding unit size;
- Multiple sales units must indicate the number of sales units per case and the number bottles/units per sales unit, expressed in the format "4 X (6 x 355 ml)".

LABEL REQUIREMENTS

Case Marking Specifications *continued...*

4. UNIT SIZE

- Located on same end as bar code;
- Minimum height 1.27 cm (1/2 inch), bold print;
- To be expressed in litres (L) or millilitres (ml);
- On the same line and immediately following sales unit.

5. BOTTLE ORIENTATION

- Located on same end as bar code;
- Required for all products stored/warehoused in an inverted position (e.g. cork closures).

6. PRODUCT DESCRIPTION

- Must include brand name;
- Minimum height is 10.6mm (0.42");
- On same end of case as SCC code.

7. SHIPPING CONTAINER WEIGHT

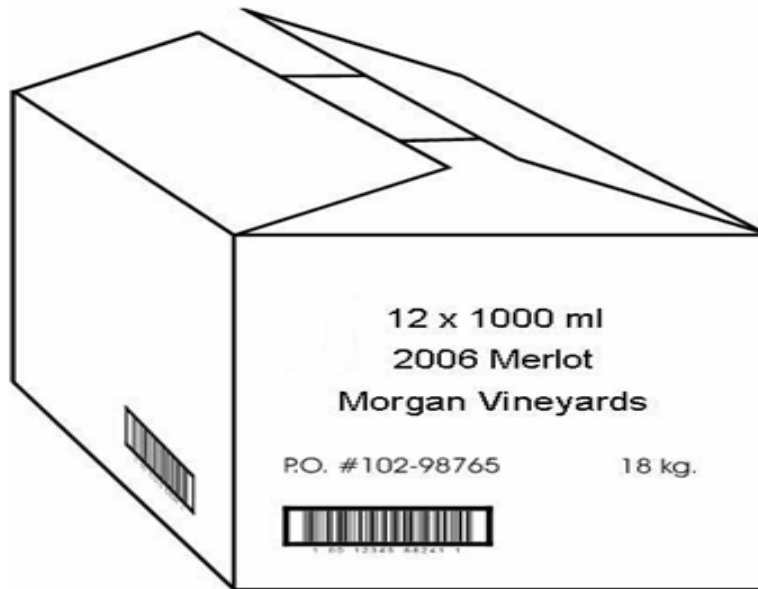
- Must be on one end of each case;
- Minimum height 13mm (.5");
- Approximate weight in kg of full shipping case.

8. PRODUCT TYPE (Optional)

- Same end as bar code;
- Generic description of the product type
(e.g. White Wine, Red Wine, etc.)

CASE MARKING EXAMPLES

a) Product stored in an upright position



b) Product sealed with a cork closure and stored in an inverted position.

