

GUIDELINES FOR LABELING

Malt Beverages With Organic References



GUIDELINES FOR LABELING MALT BEVERAGES AS “100% ORGANIC”

This document contains a sample label. It should be used as guidance relating to the National Organic Program (NOP) regulations at 7 CFR part 205. To view these regulations in their entirety, please visit the United States Department of Agriculture's website at www.ams.usda.gov/nop. This sample complies with the Federal Alcohol Administration Act, the Alcohol Beverage Labeling Act and the NOP.

When labeling your product as “100% Organic” it must contain 100 percent organically produced ingredients and have been processed using organically produced processing aids, not counting added water and salt. You should also consider the following points in designing your label:

BRAND NAME/CLASS & TYPE (OPTIONAL)

The phrase “100% Organic” may be used to modify the brand name and/or class and type statement on the PDP, IP, or OP.

CERTIFICATION STATEMENT (REQUIRED)

“Certified Organic by ---” or a similar phrase must be listed below the name and address of the bottler, for domestic products; or the bottler or importer for imported products. This statement must be on the IP and may include the agent’s business address, telephone number, or internet address.

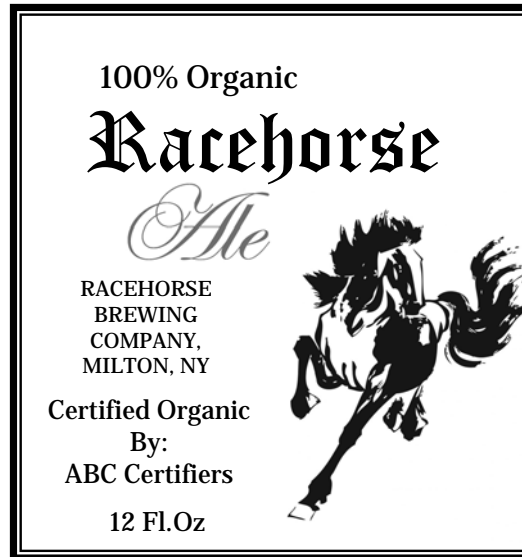
KEY

PDP - (PRINCIPAL DISPLAY PANEL) That part of the label that is most likely to be displayed, presented, shown, or examined under customary conditions of display for sale.

IP - (INFORMATION PANEL) That part of the label of a packaged product that is immediately contiguous to and to the right of the principal display panel as observed by an individual facing the principal display panel, unless another section of the label is designated as the information panel because of package size or other attributes (e.g., irregular shape with one usable surface).

OP - (OTHER PANEL) Any panel other than the principal display panel, information panel, or ingredient statement.

IS - (INGREDIENT STATEMENT) The list of ingredients contained in a product shown in their common and usual names in the descending order of predominance.



USDA ORGANIC SEAL (OPTIONAL)

The USDA Organic Seal may be placed on the label of a product that is certified as “100% Organic.” This seal may appear on the PDP, IP, or OP.

CERTIFYING AGENT SEAL (OPTIONAL)

The seal of a USDA-accredited certifying agent may be placed on the label of a product that is certified as “100% Organic.” This seal may appear on the PDP, IP, or OP.

INGREDIENT STATEMENT (OPTIONAL)

Products certified as “100% Organic” may show a complete ingredient statement. The term “organic” may be used to identify the specific ingredients. Water and salt included as ingredients may not be identified as “organic.” This statement may only appear on the IP.

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AGRICULTURAL MARKETING SERVICE
WASHINGTON, DC 20250

DEPARTMENT OF THE TREASURY
ALCOHOL AND TOBACCO TAX AND TRADE BUREAU
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GUIDELINES FOR LABELING MALT BEVERAGES AS “ORGANIC”

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When labeling your product as “Organic” it must contain at least 95 percent organically produced ingredients, not counting added water and salt. In addition, your product must not contain added sulfites and may contain up to 5 percent non-organically produced agricultural ingredients allowed by 7 CFR 205.606 (provided your accredited certifying agent has determined the ingredients to be not commercially available in organic form), and/or other substances allowed by 7 CFR 205.605. You should also consider the following points in designing your label:

BRAND NAME/CLASS & TYPE (OPTIONAL)

The term “organic” may be used to modify the brand name and/or class and type statement on the PDP, IP, or OP.

PERCENTAGE STATEMENT (OPTIONAL)

The phrase “X% Organic” or “X% Organic ingredients” may be included on the labeling. Such statements may appear on the PDP, IP, or OP.



CERTIFICATION STATEMENT (REQUIRED)

“Certified Organic by ---” or a similar phrase must be listed below the name and address of: the bottler, for domestic products; or the bottler or importer for imported products. This statement must be on the IP and may include the agent’s business address, telephone number, or internet address.

USDA ORGANIC SEAL (OPTIONAL)

The USDA Organic Seal may be placed on the label of a product that is certified as “organic.” This seal may appear on the PDP, IP, or OP.

CERTIFYING AGENT SEAL (OPTIONAL)

The seal of a USDA-accredited certifying agent may be placed on the label of a product that is certified as “organic.” This seal may appear on the PDP, IP, or OP.

INGREDIENT STATEMENT (OPTIONAL)

Products certified as “Organic” may show a complete ingredient statement. The term “organic” may be used to identify the specific ingredients. Water and salt included as ingredients may not be identified as “organic.” This statement may only appear on the IP.

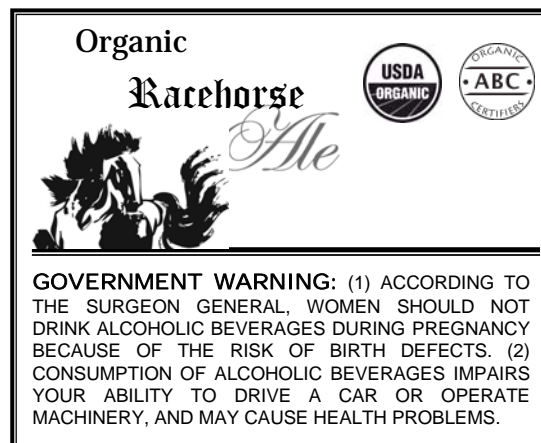
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OP - (OTHER PANEL) Any panel other than the principal display panel, information panel, or ingredient statement.

IS - (INGREDIENT STATEMENT) The list of ingredients contained in a product shown in their common and usual names in the descending order of predominance.



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GUIDELINES FOR LABELING MALT BEVERAGES AS “MADE WITH ORGANIC INGREDIENTS”

This document contains a sample label. It should be used as guidance relating to the National Organic Program (NOP) regulations at 7 CFR part 205. To view these regulations in their entirety, please visit the United States Department of Agriculture's website at www.ams.usda.gov/nop. This sample complies with the Federal Alcohol Administration Act, the Alcohol Beverage Labeling Act and the NOP.

When labeling your product as “Made with Organic Ingredients” (or a similar phrase) it must contain at least 70 percent organically produced ingredients, not counting added water and salt. Your product may also contain up to 30 percent nonorganically produced agricultural ingredients and/or other substances allowed by 7 CFR 205.605. You should also consider the following points in designing your label:

“MADE WITH ORGANIC ---” STATEMENT (OPTIONAL)

The phrase “Made with Organic ---” (specified ingredients or food groups) may be included on the labeling. Such statements may appear on the PDP, IP, or OP.

CERTIFICATION STATEMENT (REQUIRED)

“Certified Organic by ---” or a similar phrase must be listed below the name and address of: the bottler, for domestic products; or the bottler or importer for imported products. This statement must be on the IP and may include the agent’s business address, telephone number, or internet address.

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OP - (OTHER PANEL) Any panel other than the principal display panel, information panel, or ingredient statement.

IS - (INGREDIENT STATEMENT) The list of ingredients contained in a product shown in their common and usual names in the descending order of predominance.



CERTIFYING AGENT SEAL (OPTIONAL)

The seal of a USDA-accredited certifying agent may be placed on the label of a product that is certified as “Made with Organic Ingredients.” This seal may appear on the PDP, IP, or OP.

PERCENTAGE STATEMENT (OPTIONAL)

The phrase “X% Organic” or “X% Organic Ingredients” may be included on the labeling. This statement may appear on the PDP, IP, or OP.

INGREDIENT STATEMENT (OPTIONAL)

Products certified as “Made with Organic Ingredients” may show a complete ingredient statement. The term “organic” may be used to identify the specific ingredients. Water and salt included as ingredients may not be identified as “organic.” This statement may only appear on the IP.

THE LABELS MUST NOT SHOW:

THE USDA ORGANIC SEAL

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GUIDELINES FOR LABELING MALT BEVERAGES RESTRICTED TO AN “ORGANIC INGREDIENTS” STATEMENT

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This sample label is applicable to the production of malt beverages by breweries exercising an exemption from certification found at 7 CFR part 205.101(a)(3) or 7 CFR part 205.101 (a)(4). Products exempt from certification may contain less than 70 percent organically produced ingredients, not counting added water and salt. In addition, the product may contain over 30 percent non-organically produced agricultural ingredients and/or other substances without being limited to those in 7 CFR 205.605. The term “organic” shall only appear in an ingredient statement and the accompanying percentage statement. You should also consider the following points in designing your label:

INGREDIENT STATEMENT

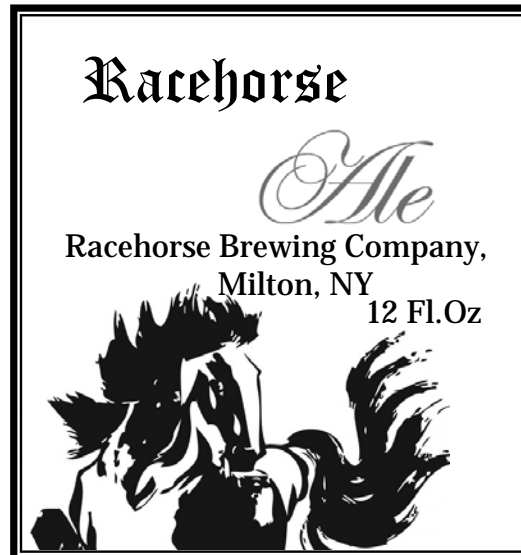
The term “organic” may only be used in an organic ingredients statement to identify the specific ingredients and in the accompanying percentage statement. Water and salt included as ingredients may not be identified as “organic.” The ingredient statement may only appear on an IP.

PERCENTAGE STATEMENT

The phrase “X% Organic” or “X% Organic ingredients” may be included on the labeling. If an ingredient statement is present on a label, this statement becomes mandatory. The percentage statement may only appear on an IP.

THE LABELS MUST NOT SHOW:

- THE USDA ORGANIC SEAL
- THE CERTIFYING AGENT SEAL
- A CERTIFICATION STATEMENT
- THE TERM “ORGANIC” IN THE ABSENCE OF AN INGREDIENT STATEMENT



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