

Labelling of low-alcohol wines

Published by AGRINFO on 13 May 2025

EU to clarify labelling and production rules for marketing of low-alcohol wines - public consultation

Proposal for a Regulation of the European Parliament and of the Council amending Regulations (EU) No 1308/2013, (EU) 2021/2115 and (EU) No 251/2014 as regards certain market rules and sectoral support measures in the wine sector and for aromatised wine products

Update

To support the development of low-alcohol wines, the European Commission proposes to set common rules on labelling these wines, to simplify the rules on production of sparkling wines, and to align the rules on aromatised (flavoured) wines with those on non-aromatised wines. There is an opportunity for interested stakeholders to provide feedback on this proposal.

Impacted products

Wine

What is changing?

Wines with reduced alcohol

The Commission proposes to establish rules for the labelling of reduced-alcohol wines as follows:

- “alcohol-free” if the actual alcoholic strength of the product does not exceed 0.5% by volume
- “0.0%” if the actual alcoholic strength of the product does not exceed 0.05% by volume
- “alcohol-light” if the actual alcoholic strength of the product is above 0.5% by volume and is at least 30% below the minimum actual alcoholic strength of the category before de-alcoholisation.

Aromatised wines

Regulation [251/2014](#) defines “aromatised wine” as requiring an actual alcoholic strength by volume between 14.5 and 22% and a total alcoholic strength by volume of not less than 17.5% (Art. 3).

To allow for low-alcohol aromatised wine, the Commission proposes to allow aromatised wines that have undergone de-alcoholisation treatment to have a lower actual alcoholic strength than regular wines.

The Commission also proposes to allow the terms – “de-alcoholised” and “partially de-alcoholised” to be used on aromatised wines – currently these terms are only permitted on low-alcohol non-aromatised wines (Regulation [1308/2013](#), Art. 119).

Sparkling wines

Regulation [1308/2013](#) (Annex VII, Part II) defines categories of grapevine products including wine, liquor wine, and sparkling wine.

The Commission proposes to amend Annex VII to allow different types of sparkling wine (including aromatic and aerated sparkling wine) to be produced from still wine by second fermentation, or by the addition of carbon dioxide to de-alcoholised or partially de-alcoholised still wine. This is not possible under current rules.

Electronic labelling

The Commission is also seeking permission from EU Member States to develop new rules on the electronic labelling of ingredients and nutritional information on wine and aromatised wine.

Public consultation

The European Commission is inviting feedback from stakeholders on the proposed changes (see Recommended Actions below).

Why?

There is increasing consumer demand for low-alcohol wines, but the rules on how to describe alcohol content are different across EU Member States. The new rules will harmonise the use of these terms, giving greater clarity to consumers.

Current rules also place technological limitations on the production of low-alcohol sparkling wines. Today, de-alcoholised wines must have the characteristics and minimum alcoholic strength of their alcoholic counterparts before undergoing the de-alcoholisation process. This means that de-alcoholised sparkling wines can only be produced from sparkling wines. However, the de-alcoholisation process removes carbon dioxide (CO₂) which is needed for sparkling wine,

which then must be reintroduced. The new rules will allow the production of de-alcoholised sparkling wine from still wine through a second fermentation or the addition of CO₂.

Timeline

This proposal will be discussed and amended by the European Parliament and the Council of the European Union, a process that could be completed in 2026.

Recommended Actions

The European Commission's [Have Your Say](#) consultation closed on 2 June 2025.

For more information on the EU consultation process, see [How to provide feedback on upcoming EU policies and regulations – explained](#).

Background

The EU is the global leader in wine production, consumption, and exports. Changing consumption patterns (lower consumption of traditional wines, increased demand for aromatised and low-alcohol or alcohol-free wines) require the current rules on wine production and labelling to be adapted to meet consumer demand and to inform consumers about these products.

Resources

Regulation (EU) No [251/2014](#) on the definition, description, presentation, labelling and the protection of geographical indications of aromatised wine products

Regulation (EU) No [1308/2013](#) establishing a common organisation of the markets in agricultural products

Sources

[Proposal](#) for a Regulation as regards certain market rules and sectoral support measures in the wine sector and for aromatised wine products

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