



ROSÉ FACTSHEET: LABELLING



NEW ZEALAND WINE
PURE DISCOVERY

This factsheet has been prepared by the New Zealand Winegrowers Advocacy team, to provide information on some commonly asked questions about labelling rosé.

Rosé in the European Union: a rosé by any other name...

When selling to the EU, can you use the term 'rosé' for your wine? There are three different situations:

Method of production	Permitted to be labelled as rosé in the EU?	Further information
Rosé wine made from red grapes (e.g. by the saignée method)	Yes	
Addition of red wine to white wine to make still rosé wine	See further information	Under EU rules it is not permitted to blend red wine with a white wine and call it a rosé unless both wines have either a Protected Designation of Origin (PDO) or Protected Geographical Indication (PGI). Unfortunately, New Zealand's GIs do not count as PDOs or PGIs. It is unclear whether these wines are permitted to be called a rosé if exported to the EU.
Addition of red wine to white wine to make sparkling rosé wine	Yes	Blending red wine with white wine for the production of wine sold as sparkling rosé wine is permitted.

At the time of writing, these rules also apply to the United Kingdom.

New Zealand is currently engaged in free trade agreement negotiations with both the EU and the UK. NZW will let its members know if these negotiations result in greater clarity about when New Zealand wineries may label their wine rosé.

These restrictions only apply in the EU (including the UK). We are not aware of any equivalent restrictions that apply anywhere else in the world. For instance, in the US – if you use the term Rosé Wine to describe your product it is interpreted as a reference to the colour of the wine, as opposed to specifying the production methods.

Rosé and fair trading

In New Zealand, the requirements of the Fair Trading Act means that wine cannot be labelled in a way that is misleading or deceptive to consumers. Other countries (eg Australia) have similar legal requirements.

In the context of rosé, we have been approached by a number of members about the use of the term "pinot rosé" to describe a wine that is a blend of pinot gris and pinot noir. While the situation has not been tested, we would advise caution with this approach. There is some risk that a consumer might interpret "pinot rosé" to mean a pinot noir rosé and consider that fair trading laws have been breached.

Some wineries are simply using the term "rosé" with no varietal claim on the label, which should not pose the same risks.

CONTACT US | For more information, check out our Advocacy webpage at nzwine.com/members/advocacy

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