

ICS 67.160.10
CCS X 60



**NATIONAL STANDARD OF THE
PEOPLE'S REPUBLIC OF CHINA**

GB 10344-2005

**General standard for the labeling of prepackaged alcoholic
beverage**

(English Translation)

Issued on: September 15, 2005

Implemented on: October 1, 2006

**Issued by: General Administration of Quality Supervision, Inspection and
Quarantine**

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1 Scope

This Standard specifies:

- terms and definitions for the labelling of prepacked alcoholic beverage (see Clause 3);
- basic requirements for the labelling of pre-packaged alcoholic beverage (see Clause 4);
- mandatory marking content for the labelling of pre-packaged alcoholic beverage (see 5.1);
- exemption of mandatory marking content for the labelling of pre-packaged alcoholic beverage (see 5.2);
- non-mandatory marking content for the labelling of pre-packaged alcoholic beverage (see 5.3).

This Standard is applicable to the labelling of all pre-packaged alcoholic beverage provided to the consumers.

2 Normative References

The provisions in following documents become the provisions of this Standard through reference in this Standard. For dated references, the subsequent amendments (excluding corrigendum) or revisions do not apply to this Standard, however, parties who reach an agreement based on this Standard are encouraged to study if the latest versions of these documents are applicable. For undated references, the latest edition of the referenced document applies.

GB 2760 Hygienic Standards for Uses of Food Additives

GB 4927-2001 Beer

GB 7718-2004 General Standard for the Labelling of Pre-Packaged Foods

GB/T 12493 The Classification and Numbering of Food Additives

GB/T 17204-1998 Classification of Alcoholic Beverages corresponding product standards.

4.2 All the contents of the label of pre-packaged alcoholic beverages shall be clear, eye-catching and durable; it shall be easy for consumers to identify and read when purchasing.

4.3 All contents of the label of pre-packaged alcoholic beverages shall be easy to understand, accurate, and scientifically based. No feudal superstition, pornographic, depreciating contents of other alcoholic beverages, or content that violates scientific and nutritional knowledge shall be indicated.

4.4 All the contents of the label of pre-packaged alcoholic beverages shall not be used to introduce the alcoholic beverages with false, misleading or deceptive text, graphics, etc.; neither the font size or colour difference shall be used to mislead the consumers.

4.5 All contents of the label of pre-packaged alcoholic beverages shall not use direct or indirect suggestive language, graphics, and symbols to cause consumers to confuse the purchased alcoholic beverages or a certain nature of the alcoholic beverages with another product.

4.6 The label of pre-packaged alcoholic beverages shall not be separated from the packaging (container).

4.7 The label content of pre-packaged alcoholic beverages shall use standard Chinese characters, but exclude the registered trademarks.

4.7.1 Pinyin or minority languages can be used at the same time, but no larger than the corresponding Chinese characters.

4.7.2 Foreign languages can be used at the same time, but there shall be a corresponding relationship with Chinese characters (except for the manufacturer and address of the imported alcoholic beverage; the name, address and website of the foreign distributor). All foreign languages shall be no larger than the corresponding

Chinese characters (except for foreign registered trademarks).

4.8 When the maximum surface area of the packaging or packaging container is greater than 20cm², the height of the words, symbols, and numbers in the mandatory label content shall be no less than 1.8mm.

4.9 If all or part of the mandatory labelling content on the inner packaging or container can be clearly identified through the outer packaging, the corresponding content may not be repeated on the outer packaging.

4.10 Each smallest package (sales unit) shall have the labelling content specified in

5.1. If there is another package (box) on the outside of the inner packaging container (bottle) that is directly delivered to the consumer, it can only mark the mandatory labelling contents on the package (box). The outer packaging (or large packaging) shall indicated; other food additives may be indicated the specific names and category names specified in accordance with GB 2760. When two or more "colorants" are added to a wine, the category name (colorant) can be indicated, followed by brackets to indicate the code specified in GB/T 12493.

5.1.2.3 The processing aids used in the production and processing of alcoholic

beverages do not need to be indicated in the "raw materials" or "raw materials and auxiliary materials".

5.1.3 Alcoholic strength

5.1.3.1

All alcoholic beverages shall be marked with alcoholic strength.

5.1.3.2

When labelling the alcoholic strength, "alcoholic strength" shall be used as the title.

5.1.4 The content of raw wort and raw juice

5.1.4.1

Beer shall be labelled "original wort concentration". The labelling method is represented by the "Plato degree" with symbol of "°P"; before the revision of GB/T

17204-1998, the symbol "°" can be used to indicate the original wort concentration, such as "original wort concentration: 12°".

5.1.4.2

Fruit wine (except wine) shall be marked with the original juice content. The labelling method: In the "Raw materials and auxiliary materials", it is indicated by "X

X %".

5.1.5 The name and address of the manufacturer and distributor

The same as 5.1.5 in GB 7718-2004.

5.1.6.1 The packaging (filling) date and shelf life of pre-packaged alcoholic beverages

shall be clearly marked, and the storage life may be additionally marked. If the date

labelling adopts the method of "see a certain part of the package", the specific part of the package shall be indicated.

5.1.6.2 The date shall be marked in the order of year, month, and day; the year number shall generally be marked with 4 digits; small packages of wine that are difficult to be marked with 4 digits can be marked with the last 2 digits.

EXAMPLE 1:

Packaging (filling) date: The wine filled on January 15, 2004 can be marked as:

"2004 01 15" (year, month and day are separated by separators);

Or "20040115" (year, month and day are not separated by separators);

Or "2004-01-15" (year, month and day are separated by hyphens);

Or "January 15, 2004".

EXAMPLE 2:

Shelf life: can be marked as:

"Best to drink before July 15, 2004"

Or "shelf life is until 2004-07-15";

Or "shelf life is 6 months (or 180 days)".

5.1.6.3 If the shelf life (or storage life) of the alcoholic beverage is related to the storage conditions, the specific storage conditions of the alcoholic beverage shall be indicated, which shall be specifically implemented in accordance with the relevant product standards.

5.1.7 Net content

5.1.7.1

The labelling of net content shall consist of net content, numbers and legal measurement units.

5.1.7.2

The net content of alcoholic beverage is generally expressed by volume, in millilitre or mL (ml), litre or L (l). Large jar of yellow wine can be expressed by mass, unit: in kilogram or kg.

5.1.7.3 The measurement unit of net content and the minimum height requirements of

characters are the same as 5.1.4.3 and 5.1.4.4 in GB 7718-2004.

5.1.7.4 The net content shall be placed on the same display page of the package or container as the name of the wine.