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

SB/T 11000-2013

**The standard of circulation and service for alcohol industry
(English Translation)**

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Foreword

This standard was drafted in accordance with the rules given in GB/T 1.1-2009.

This standard was proposed by the China Business Federation.

This standard is managed by the Ministry of Commerce of the People's Republic of China.

This standard was drafted. China Merchants Federation Retail Suppliers Professional Committee, Renmin University of China, Beijing Wuzhou Creative Marketing Planning Co., Ltd., Yibin Wuliangye Co., Ltd., China Guizhou Moutai Distillery (Group) Co., Ltd., Anhui Gujing Distillery Co., Ltd.

Company, Sichuan Jiannanchun Group Co., Ltd., Jiangsu Yanghe Winery Co., Ltd., Shanxi Xinghuacun Winery Co., Ltd., IV Chuanshuijingfang Co., Ltd., Hubei Daohuaxiang Liquor Co., Ltd., Henan Songhe Liquor Co., Ltd., Shandong Co., Ltd., Shandong Jingzhi Wine Co., Ltd., Gubeichun Group Co., Ltd., Chongqing Shixian Taibai Liquor (Group) Co., Ltd., Ann Huiying Yinggong Wine Co., Ltd., Anhui Double Wheel Wine Co., Ltd., Zhejiang Zhizhonghe Industrial Co., Ltd., Dongyang Rongxin, Zhejiang Province Wine Industry Co., Ltd., Yibin Honglou Meng Wine Co., Ltd., Guizhou Maotai Town Ronghe Burning Wine Co., Ltd., Shanxi Zizi Winery Co., Ltd.

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Alcohol industry circulation service specification

1 Scope

This standard specifies the terms and definitions of liquor circulation, management, services, circulation information, alcohol product protection, publicity, supervision and evaluation.

Face requirements.

This standard applies to the circulation service of the alcohol industry.

2 Normative references

The following documents are indispensable for the application of this document. For dated references, only dated versions apply to this article.

Pieces. For undated references, the latest edition (including all amendments) applies to this document.

GB 2757 National Standard for Food Safety Distilled Liquor and Its Blended Wine GB 7718 National Food Safety Standards for Prepackaged Food Labels GB 10344 prepackaged beverage labeling rules GB/T 15109-2008 Liquor Industry Terminology GB/T 17204 Drinking Wine Classification GB/T 19001-2008 Quality Management System Requirements GB 23350 Restricted over-packaging of goods, food and cosmetics GB/T 27922 Commodity after-sales service evaluation system GB/T 27925 Commercial Enterprise Brand Evaluation and Corporate Culture Construction Guide SB/T 10391-2005 Regulations on the management of wholesale commodities of alcoholic products SB/T 10392-2005 Regulations on the management of retail sales of alcoholic products SB/T 10467 Retailer Supplier Fair Trade Practices Advertising Law of the People's Republic of China (Presidential Decree of the People's Republic of China No. 34 of 1994) Food Safety Law of the People's Republic of China (Presidential Decree of the People's Republic of China No. 9 of 2009) "Regulations on Road Transport of the People's Republic of China" Regulations of the People's Republic of China on the Administration of Waterway Transportation (State Council Order No. 544 of 2008) Measures for the Administration of Alcohol Advertisements (Order of the State Administration for Industry and Commerce, No. 39, 1995) Rules for Domestic Transportation of Chinese Civil Air Cargo (Order No. 50 of 1996 of the Civil Aviation Administration of China) Regulations on the Administration of Transportation of Dangerous Goods by Civil Aviation of China (Order No. 121 of 2004 of the Civil Aviation Administration of China) Measures for the Administration of Alcohol Circulation (Order No. 25 of 2005) Regulations on the Protection of Geographical Indication Products (AQSIQ No. 78 of 2005)

3 Terms and definitions

The following terms and definitions apply to this document.

Alcohol commoditymodalities Alcoholic beverages containing more than 0.5% vol of ethanol, including fermented wine, distilled spirits, blended wine, edible alcohol, and other alcoholic beverages