



EU Wine Labels 2024

4 Options

for Wineries



EU Wine Labels 2024 - 4 Options



← Wine produced before December 8th 2023

Wine produced after December 8th 2023 →

Do you know which option is the right one for you;

No action needed

1



Prerequisites

- > Wine produced before December 8th 2023
- > I have already printed / applied the labels to the product

Actions

- > No further action is necessary

Advantages

- > Utilizing existing labels – no additional costs
- > “Extending” the deadline for my compliance – no need for further wine analysis, qr code creation, label redesign etc.

Disadvantages

- > Next vintage products will require full compliance with the EU regulation 2021/2117
- > I’m not preparing myself & the necessary processes (e.g. wine analysis, label creation etc) during the extended “Non-Compliance” period afforded by the EU clarifications. Next vintage compliance will need to be executed perfectly without any transition period...

**We strongly suggest that – at the very least – you become familiar with the new EU regulations and read the necessary directives & clarification documents
+ request a flexyQR demo to see how the creation & management of QR Codes affects your production processes**

QR Codes in new Wine Labels

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Prerequisites

- > Wine produced before December 8th 2023
- > I'm in the process of creating/printing new wine labels

Actions

- > Add QR Codes in new Wine Labels
- > For the time being you're not required to comply with the EU regulation 2021/2117. As such you don't need to direct consumers to a digital label, nor include a printed summary of the nutritional declaration.

Advantages

- > You can utilize QR Codes for Marketing activities – since compliance with EU regulation 2021/2117 is not mandatory yet
- > You're fully prepared for the upcoming full compliance environment
- > Start reviewing / evaluating QR Scans statistics

Disadvantages

- > None

You should include QR Codes in your new Labels. For the time being these QR Codes can lead to your web site, social media etc or even launch online competitions, tie in with marketing campaigns...

3



Prerequisites

- > Wine produced after December 8th 2023
- > I will use QR Codes to comply with EU regulation 2021/2117

Actions

- > Add QR Codes in new labels and clearly identify them with “Ingredients” text
- > Include a printed summary of the nutritional declaration
- > Create EU digital Wine Labels with complete ingredients & nutritional declaration information

Advantages

- > Fully comply with EU regulation 2021/2117
- > Start reviewing / evaluating QR Scans statistics

Disadvantages

- > None

With flexyQR you can instantly create the necessary QR Codes & provide them to your design team for inclusion in the new labels. You can then create the new EU digital wine labels - no need to rush - you just need to have them ready before the products hit the stores!

4



Prerequisites

- > Wine produced after December 8th 2023
- > I DON'T want to use QR Codes to comply with EU regulation 2021/2117

Actions

- > Create new wine labels and include complete ingredients & nutritional declaration information in their design

Advantages

- > Fully comply with EU regulation 2021/2117

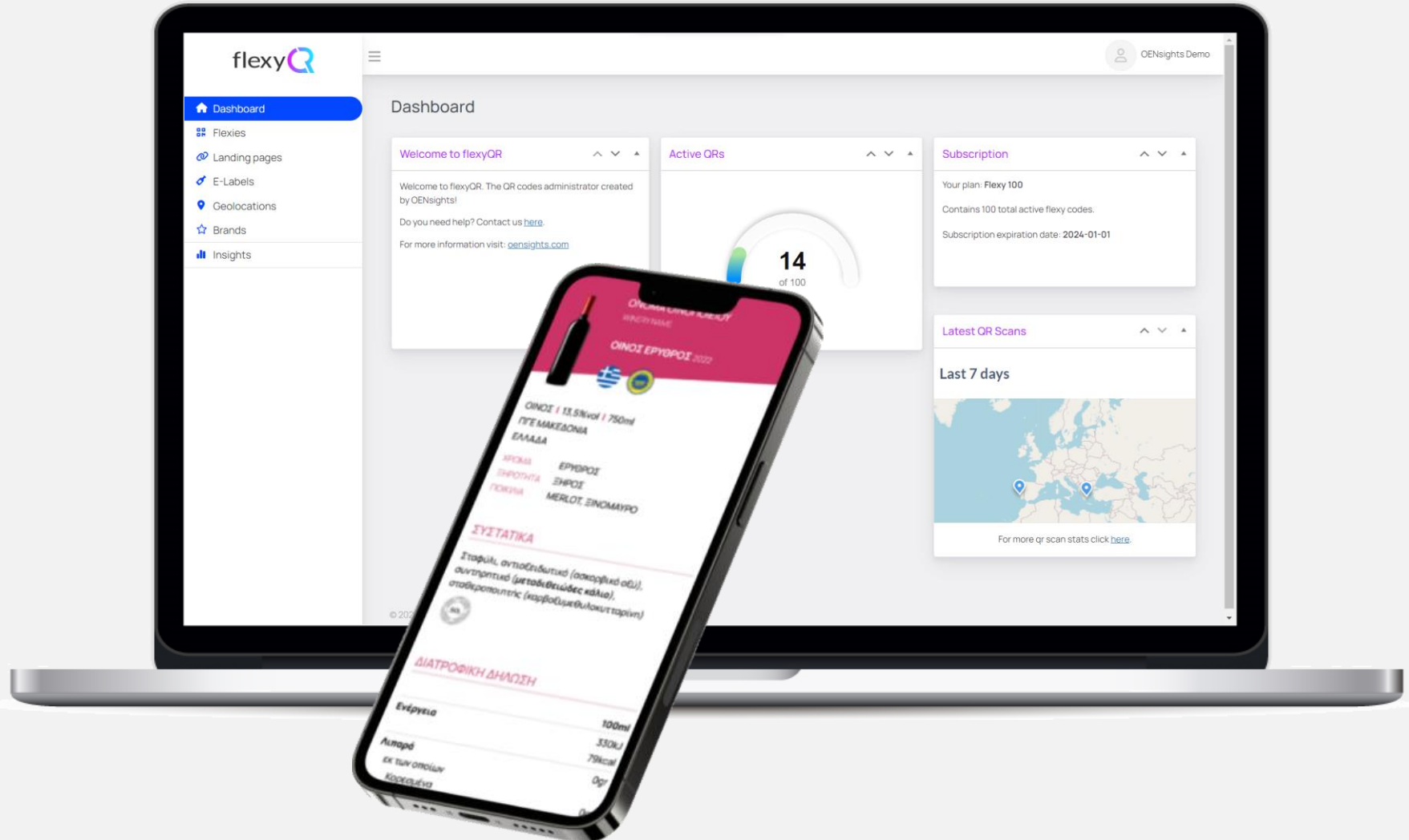
Disadvantages

- > Wine Label “Real Estate” challenge - trying to fit all the necessary information in the back label will be a tough exercise!
- > Increased risk of making a costly & irrevocable mistake in the production of new labels.
- > No feedback from consumers interaction with your products

You must become familiar with the new EU regulations, read the necessary directives & clarification documents.

We strongly suggest that you check out flexyQR in action – it’s easier & cheaper to use QR Codes instead of trying to print all the necessary information on your labels!!!

Get in touch with us to witness the power & versatility of flexyQR in action & create your first QR Code completely FREE!



flexyQR



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