POSITIVE ID LABELS

REG (EU) 2026/471

ALCOHOL-FREE WINE LABEL CHECKLIST

New EU label terms
Applies 19 September 2027
EU and Northern Ireland

WHAT'S INSIDE

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From entry into force to the 2027 switch

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14 actions for brand, artwork, production and purchasing

OUR HELP
Split GB and EU runs, materials, QR codes

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How to use this checklist

From 19 September 2027, de-alcoholised wine sold in the EU and Northern Ireland must use new label terms: "alcohol-free", "0,0 %", "reduced alcohol" and "produced by de-alcoholisation". Great Britain has not changed its rules. Use this checklist to plan your label versions, run down old stock and brief your artwork team.

Need help planning your labels? Talk to Positive ID Labels: **01332 864895**
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Key compliance dates

DATE	REGULATION	REQUIREMENT
26 Feb 2026	Reg (EU) 2026/471	Published in the Official Journal
18 Mar 2026	Reg (EU) 2026/471	In force. Export-only wine exempt from EU ingredients list and nutrition declaration
Q4 2026	Delegated acts	Further wine acts planned, possibly an e-label symbol (DAERA; not yet seen adopted)
19 Sep 2027	**Art 119 terms**	**"alcohol-free", "0,0 %", "reduced alcohol" and "produced by de-alcoholisation" apply in the EU and NI**
After 19 Sep 2027	Art 5 transition	Products labelled before the deadline may sell until stocks run out

Checklist: actions by role

Work through these actions before 19 September 2027. They apply to de-alcoholised and partly de-alcoholised wine-category products, and aromatised wine products made from them, sold in the EU or in Northern Ireland outside the Retail Movement Scheme.

■ BRAND OWNER

- [ ] **1. Map every SKU to its markets**
List which products are sold in GB only, in the EU, in NI by the red lane, or under the NI Retail Movement Scheme. Only EU and red-lane NI sales need the new terms. **CRITICAL**

- [ ] **2. Confirm the strength of each product**
0.5% vol or less needs "alcohol-free". 0.05% vol or less also needs "0,0 %". Above 0.5% can say "reduced alcohol" only if it is at least 30% below the category minimum (for an 8.5% minimum, 5.95% vol or less). **CRITICAL**

- [ ] **3. Check products near the 30% line**
A wine reduced by less than 30% cannot use "reduced alcohol". How to describe it is an open question, so take specialist regulatory advice. **URGENT**

- [ ] **4. Decide on GB and EU label versions**
GB law has not changed, so a product sold in both markets is likely to need two label versions from 19 September 2027.

■ ARTWORK

- [ ] **5. Replace the 2021 terms**
Swap "de-alcoholised" for "alcohol-free" and "partially de-alcoholised" for "reduced alcohol" on EU and NI versions. Place the term with the category name, such as "wine". **CRITICAL**

- [ ] **6. Add "produced by de-alcoholisation"**
This becomes a compulsory particular for any wine where alcohol has been removed, fully or in part. **CRITICAL**

- [ ] **7. Use the once-per-pack rule**
Compulsory particulars need only appear once per pack. Review front, back and neck labels for space you can free up.

- [ ] **8. Leave room for an e-label symbol**
The Commission can set a common pictogram or symbol for e-labels. Further wine acts were planned for Q4 2026 (DAERA); none seen adopted as at 20 October 2026.

■ PRODUCTION

- [ ] **9. Label bottles before the deadline** URGENT
Products labelled under the old terms before 19 September 2027 can sell until stocks run out. The rule covers labelled products, so plan bottling to apply old-style labels in time.

- [ ] **10. Treat unapplied old labels as unusable** URGENT
Old-style label rolls not on bottles by 19 September 2027 should not be used for EU or NI sales after that date.

- [ ] **11. Keep GB and EU stock apart**
Store and identify the two label versions separately so the wrong version is never applied to an export run.

■ PURCHASING

- [ ] **12. Size your last old-term print run** URGENT
Match quantities to bottling plans up to September 2027. Shorter digital runs help avoid leftover old-style labels.

- [ ] **13. Set a reorder reminder**
Ask us to set a reminder based on your label usage, so EU stock runs down on time and the new version is ready.

- [ ] **14. Check export-only wine rules**
EU wine made solely for export no longer needs the EU ingredients list or nutrition declaration. The destination country's rules apply instead.

What we can do

We print labels, not legal advice. Here is how Positive ID Labels can help you make the switch cleanly.

■ HOW WE HELP

- [ ] **15. Split GB and EU runs**
Short digital runs make two versions of the same SKU practical. Our published target for digital work is 3 to 5 working days.

- [ ] **16. Materials that suit wine**
Tintoretto textured paper on our Xeikon (1200dpi) for a premium, moisture-resistant label that handles chilled conditions (not fully waterproof). Clear polypropylene for a "no-label look".

- [ ] **17. Protection in transit**
Matt or gloss laminate on our Xeikon and Screen presses adds scuff protection. Matt laminate is a popular choice for high-end wine labels.

- [ ] **18. QR codes in your artwork**
We can print QR codes as part of the label design, ready for your e-label.

- [ ] **19. A fixed-price quote**
Call 01332 864895. The price we quote is the price you pay.

■ SOURCES

- [ ] **20. Regulation (EU) 2026/471**
OJ L, 26 February 2026. eur-lex.europa.eu/eli/reg/2026/471/oj/eng

- [ ] **21. Council corrigendum ST 7754/26**
30 April 2026. Confirms Art 1(10)(a) applies from 19 September 2027. OJ publication of 22 May 2026 is reported.

- [ ] **22. Defra and DAERA**
Defra Explanatory Memorandum on COM(2025) 137 (27 May 2025); DAERA impact assessment DSC/06/2026 (27 February 2026).

- [ ] **23. Correct as of 20 October 2026**
General guidance only, not legal advice. Check wording with your regulatory adviser.

NEXT STEPS

Two markets, two labels?

We can help.

Production-ready labels, printed in Melbourne, South Derbyshire.

Positive ID Labels prints wine labels for UK brands selling at home, in the EU and in Northern Ireland.

Short digital runs make split GB and EU versions practical, and we can remind you to reorder before old-style stock runs out.

Call for a fixed-price quote. The price we quote is the price you pay.

CALL
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WEB
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SCAN TO READ THE FULL GUIDE

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