



# WINE LABEL GUIDANCE

Senate Bill (SB) 829 passed in the 2019 legislative session. The bill was codified as a law, ORS 471.802, which imposes certain wine label requirements. In response to this legislation, the OLCC adopted a new rule (OAR 845-010-0923) in December 2020; however, the rule is not operative until January 1, 2023. Since the rule was adopted, the OLCC and the wine industry have identified rule clarifications. As such, the OLCC has initiated rulemaking to implement clarifications and is publishing this guidance document.

## WHAT'S GOING ON?

Any wine labeled on or after January 1, 2023 whose wine label includes the name of a Nested AVA (i.e., smaller AVA) that is wholly or partially contained within the Willamette Valley AVA must include the separate phrase "Willamette Valley" on the wine label. The Nested AVA must be on the brand label, but "Willamette Valley" may be on any part of the wine label (back label, front label, neck, foil, etc.). Wine labeled with a Nested AVA on or before December 31, 2022 may continue to be sold without the need to add "Willamette Valley" to the label.

## REQUIREMENTS FOR WINE LABELED ON OR AFTER JANUARY 1, 2023

The letter size of the larger AVA "Willamette Valley" must be at least:

- Two millimeters high if the wine container is more than 187 milliliters in volume; or
- One millimeter high if the wine container is 187 milliliters in volume.

The name of "Willamette Valley" may, but is not required to be:

- Included in or near the name of the Nested AVA; or
- In the same size or font as the Nested AVA.

The appearance of an AVA on the label may not resemble a brand name or appear in lettering that is larger or more prominent than the brand name for the product, unless the brand name stating or implying an AVA has been in continuous use as a brand name since December 31, 2017, and prior to December 31, 2017, was:

- Used in conformance with the Commission standards;
- Subject to federal trademark registration for wine under U.S. Patent and Trademark Office Class 33; and
- Sold in interstate commerce.

## IS THERE A PROCESS TO DEplete NON-CONFORMING LABELS?

Yes, a manufacturer/bottler may submit a written request to the Commission to use up and affix non-conforming labels on containers of wine on or after January 1, 2023. See OAR 845-010-0923 for details.

## HAVE QUESTIONS OR WANT TO SUBMIT A WRITTEN REQUEST TO THE OLCC?

Contact us at [OLCC.Supplierinquiries@oregon.gov](mailto:OLCC.Supplierinquiries@oregon.gov)

**FIND THE CURRENT RULE: [OAR 845-010-0923](#)**