



Oregon Liquor & Cannabis Commission

WINE LABEL GUIDANCE

Starting on January 1, 2023, OAR 845-010-0923 imposes certain wine labeling requirements related to Nested American Viticultural Areas within the Willamette Valley AVA.

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 or less 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

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