A guide to **Alcoholic Drinks – what's in them and how to label them**

You need to know how to label your alcoholic drink if you are a:



Manufacturer

Person who makes and sells alcoholic drinks, or



Importer

Person who brings alcoholic drinks into New Zealand for sale, or



Retailer

Person who sells alcoholic drinks.

Why should you read this?

This guide helps you to know:

- the ingredients and inputs you need to use, and can use, to make alcoholic drinks,
- what information you need to include on your label so you meet the rules in the Australia New Zealand Food Standards Code (the Code),
- the types of alcoholic drinks that can be sold in NZ supermarkets/grocery shops.

New energy labelling rules for alcoholic drinks

On 13 August 2025, new rules about energy labelling for alcoholic beverages were introduced by Food Standards Australia New Zealand (FSANZ). The change involves a three-year transition period with a stock-in-trade exemption.

13 August 2025 - New rules were made

Businesses can choose to either comply with the existing rules (i.e. no energy statement) or comply with the new energy labelling rules.

13 August 2028 - Labels must comply with new rules

Labels on packaged alcoholic drinks must be updated to meet the new energy labelling rules.

Any alcohol drinks packaged and labelled before this date, may be sold after this date without having to meet the new rules.

Introduction

What do you need to do?

- Make sure you know what is in the alcoholic drink you make.
- Understand which ingredients and inputs can be used in your alcoholic drink.
- Make sure your alcoholic drink is correctly labelled.
- Be aware of the types of alcoholic drinks that can be sold in a NZ supermarket/grocery shop.



Inputs in this document means food additives and processing aids.

Labels vary from product to product. Sometimes businesses copy labels from other products which is where they can go wrong. It is your responsibility to make sure your drink contains the allowed ingredients and inputs, and that your label has all of the right information to meet the rules in the Code, Food Act, Fair Trading Act, Sale and Supply of Alcohol Act, Weights and Measures Act, Wine Act and Geographical Indications (Wine and Spirits) Registration Act. We have provided a checklist on pages 13–15 to help you know you've got it right.

How to use this guide

There are 4 parts to this guide:



What's in your alcoholic drink

PAGE 5

Covers what you need to and can use to make alcoholic drinks and the types of drinks that can be sold in a NZ supermarket/grocery shop.

PAGE 16

Appendix 1 – Ingredients allowed in defined alcoholic drinks



Information for retailers

PAGE 7

Covers what retailers need to know about selling alcoholic drinks.



Labelling your alcoholic drink

PAGE 8

Covers the things that need to be on a label.



The checklist

PAGE 14

Helps you to make sure you've met the rules.



Persona example

This is PJ, he wants to make and sell his own special recipe of 'raspberry cider'. He's been making his alcoholic drink for friends and family for the last 12 months and he now wants to sell it to the general public. PJ doesn't know what the rules are. Follow PJ through this guide to help you learn about the different rules.



Where to get extra help

The Code is complex and has many exceptions. For more information on the Code see: www.foodstandards.gov.au/code/pages/default.aspx or www.mpi.govt.nz

Alcohol energy content calculator: www.foodstandards.gov.au/business/labelling/alcohol-energy-content-calculator

Guidance for energy labelling on alcoholic beverages: www.foodregulation.gov.au/resources/publications/energy-labelling-alcoholic-beverages-guidance-producers-importers-suppliers-distributors-and-retailers

Sale & Supply of Alcohol Act (section 58 only): www.legislation.govt.nz/act/public/2012/120/en/latest/#DLM3951532

Fair Trading Act making accurate claims: www.comcom.govt.nz/business/dealing-with-typical-situations/making-accurate-claims

MBIE guideline on weights and measures for packers and importers: trademeasurement.tradingstandards.govt.nz/for-business/packaging-andor-selling-goods-by-quantity

Geographical Indications Register: www.iponz.govt.nz/get-ip/geographical-indications/register

Rules for using Geographical Indications: www.iponz.govt.nz/about-ip/geographical-indications/using-gis/

Nutrition Panel Calculator: www.foodstandards.gov.au/business/labelling/nutrition-panel-calculator

Pregnancy Warning Labels: www.foodstandards.gov.au/business/labelling/pregnancy-warning-labels

Getting Your Claims Right Guidance: www.foodstandards.gov.au/publications/gettingyourclaimsright

Nutrition, Health and Related Claims: www.foodstandards.gov.au/business/labelling/nutrition-health-and-related-claims

If you still need help with the labelling or composition requirements, you can contact a food consultant www.mpi.govt.nz/food-business/starting-a-food-business/hiring-a-food-consultant



What's in your alcoholic drink



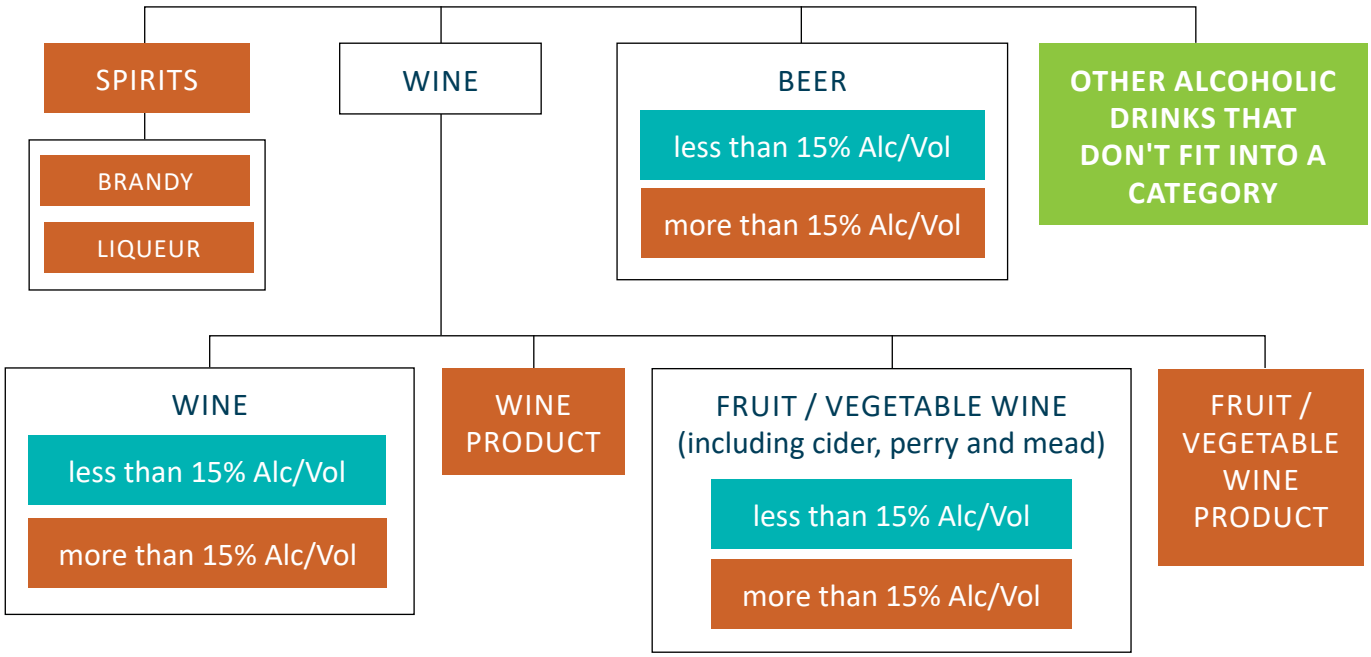
PJ needs to make sure that what he puts into his 'raspberry cider' is allowed. The ingredients and inputs he used to make his drink, and the definitions from the Code, will tell him if his drink could be sold in a NZ supermarket/grocery shop.

If you're making an alcoholic drink you need to meet the rules in the Code. Under the Code, a 'standardised alcoholic beverage' means beer, brandy, cider, fruit wine, fruit wine product, liquer, mead, perry, spirit, vegetable wine, vegetable wine product, wine or wine product. For these standardised alcoholic beverages, the Code outlines which ingredients must be used and which ones are allowed when making these drinks, and it also sets minimum alcohol by volume levels for some drinks, like spirits and liquers.

Under the Code, a 'prescribed beverage' means either a standardised alcoholic beverage or a beverage containing 0.5% or more alcohol by volume. Further information about these drinks can be found in Appendix 1.

It's your job to work out where your drink fits in the categories below as this will determine which rules to follow, what you can call your drink and where it can be sold.

ALCOHOLIC DRINKS CATEGORIES



All alcoholic drink labels need: accurate name or description, amount of alcohol, pregnancy warning label, net contents, allergen and advisory statements (if applicable), Best Before date (if applicable), storage instructions (if applicable), energy statement (if applicable), number of standard drinks, business name and physical address, lot/batch ID, and nutrition information panel (only if you make a nutrition content claim).

Could be sold in a NZ supermarket/grocery shop. The licence holder will decide if your drink can be sold in their shop.

Can't be sold in a NZ supermarket/grocery shop.

Can't be sold in a NZ supermarket/grocery shop, unless it contains less than 1.15% Alc/Vol.

Needs to have an ingredients list on the label.

What can be used to make alcoholic drinks

The Code says that standardised alcoholic beverages can only contain certain ingredients and inputs. There are rules about the inputs you can use in alcoholic drinks. You need to know about:

Food additives and processing aids

- **Food additives** can be added to drinks. Check Schedules 15 and 16 of the Code for what is allowed and at what level. Items 14.2 and 14.3 in Schedule 15 list the food additives that can be used in alcoholic drinks. The details for A*dditives permitted at good manufacturing practice (GMP), Colourings permitted at GMP* and *Colourings permitted to a maximum level* are in Schedule 16 of the Code. If your food additive isn't in one of the Schedules, you can't use it to make your drink.

Good Manufacturing Practice (**GMP**) means using the smallest amount necessary to achieve the desired effect.

- **Flavourings** are a type of food additive. A flavouring is an intense preparation – e.g. something that's made in a lab or factory, not something that's made in a standard kitchen. Check that a flavouring is allowed in Schedule 15 of the Code. 'Flavourings' will appear as '*Permitted flavouring substances'* or '*Additives permitted at GMP'.* For example, under item 14.2.1, beer is allowed to contain *'Permitted flavouring substances'.*
- **Processing aids** may be used to make your drink. Check Standard 1.3.3, Schedule 16 (S16–2 for food additives permitted at GMP) and Schedule 18 of the Code.

Caffeine

- Caffeine as a flavouring can only be added to cola in a pre-mixed drink (e.g. bourbon and cola).
- You can't have any more than 145 mg/kg of caffeine in your cola.

Caffeine containing ingredients

- Caffeine, when part of another ingredient (e.g. coffee, cocoa) can be added to some alcoholic drinks.

Quinine

- Quinine as a flavouring can only be added to tonic water, bitter drinks and quinine drinks when used in a pre-mixed drink (e.g. gin and tonic),
- Quinine may be extracted from cinchona bark,
- You can't have any more than 100 mg/kg of quinine in your tonic water, bitter drink or quinine drink.



PJ ferments apples, sugar, water, yeast and sodium metabisulphite to make cider. He then adds concentrated raspberry juice to the cider. Based on the ingredients and production method, PJ's drink now meets the definition of 'fruit wine', not cider because he has added raspberry juice to his drink. PJ decides to call his drink 'Cider with raspberry' which is OK as the Code doesn't say that you have to use 'fruit wine' in the name. As long as it's clear what the drink is, PJ's good to go and can create the rest of his label.

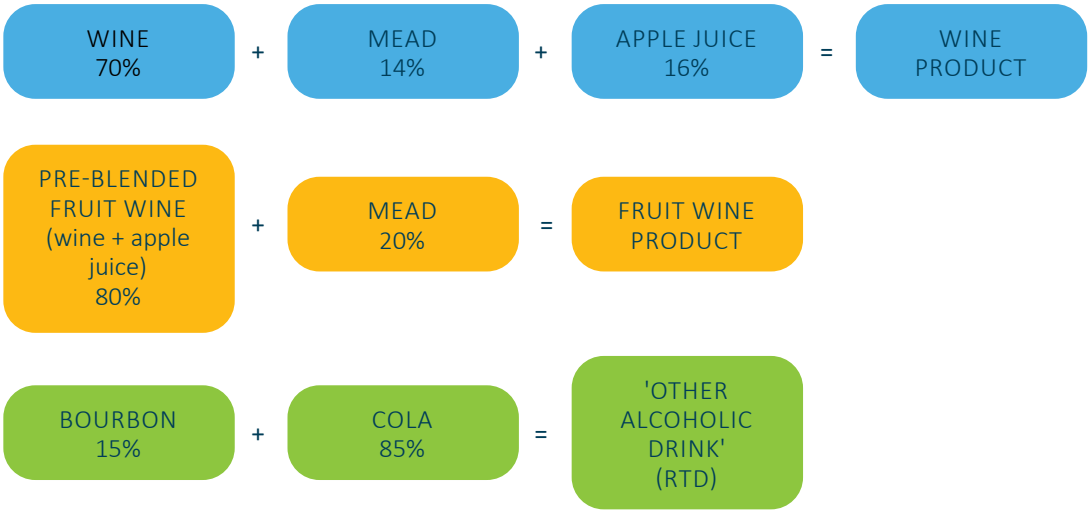
Blending alcoholic drinks

Blending is part of production (e.g. production doesn't finish at the end of fermentation). You can make alcoholic drinks by blending two or more drinks together.

If you want to make a specific type of alcoholic drink (e.g. a drink that fits into a category listed in Appendix 1) by blending different types of drinks, you need to know all of the ingredients and inputs that are in the drinks you are blending before you make your drink.

Blending two or more of the types of drinks in Appendix 1 doesn't necessarily mean that you will end up with a drink that fits into one of the categories in Appendix 1 – your drink may end up falling into the 'other alcoholic drink' category.

For example,





Information for retailers

Selling an alcoholic drink in a NZ supermarket/ grocery shop

Section 58 of the Sale and Supply of Alcohol Act outlines the types of alcohol that can be sold in a NZ supermarket/grocery shop. Ultimately the licence holder is responsible for making sure that they only sell alcoholic drinks that meet the Code definitions for beer, cider, fruit wine, vegetable wine, mead, perry, and wine, and they have 15% Alc/Vol or less.

If you need help understanding the rules in the Sale and Supply of Alcohol Act you should contact either your district licencing committee or local liquor licencing inspector.

3.

Labelling your alcoholic drink



PJ knows he needs to include the items listed on page 5 on his label. The following outlines what PJ needs to know and how to put this on his label.

Your label must:

- be easy to read,
- be written in English,
- be true.

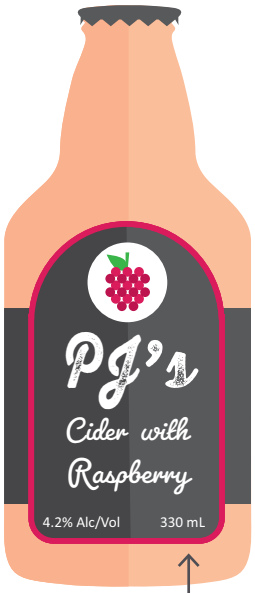
If you aren't allowed to put something on your label (e.g. a claim about the health benefits of a particular alcoholic drink) you can't put this on any advertising (including pictures, words and websites).

Your label must clearly have:

An accurate **name or description** of the alcoholic drink that lets the consumer know what it is.

Alcoholic drinks labelled with a specific name (e.g. beer, cider) have rules about the types of ingredients and inputs they have to and can include. It's your job to make sure you meet these rules.

E.g. a cider with added raspberry juice (which is a fruit wine but not cider) can be called '*cider with raspberry*'. By using "with raspberry" on the label this shows that the drink isn't 'cider' as defined in the Code (see Appendix 1). Alternatively you can use a description of your drink e.g. *'crafted by mixing traditionally made apple cider with the refreshing pop of raspberry juice'.*



Amount of alcohol:

Drink	*What goes on your label*
Alcoholic drinks with more than 1.15% Alc/Vol	You must state the amount of alcohol as either **% Alc/Vol** or **mL/100 mL**
Alcoholic drinks with 1.15% Alc/Vol or less OR Drink with 0.5% alc/Vol – 1.15% Alc/Vol	You must have a statement that says **'contains not more than X% alcohol by volume'**. You don't have to use these exact words, you can use different words that mean the same thing

The statement you make must be accurate to within:

%	*Drink*
0.3% Alc/Vol	Beer, cider, perry
0.5% Alc/Vol	Spirits, liqueurs, fortified wine, fortified fruit or vegetable wines and other alcoholic drinks that have more than 1.15% Alc/Vol
1.5% Alc/Vol	Wine, fruit wine, wine products and fruit or vegetable wines that have more than 6.5% Alc/Vol

E.g. wine with an actual Alc/Vol of 12.9% can be labelled with an Alc/Vol between 11.4% Alc/Vol - 14.4% Alc/Vol (e.g. 13% Alc/Vol).

The **net contents** in millilitres (mL or mL), centilitres (cL or cl) or litres (L or l) must be in text that is 2 mm or bigger and be near the name of the alcoholic drink.

Your label must clearly have:

Storage instructions if they are needed to keep your alcoholic drink until its Best Before date.

Statements you have to make:

Some ingredients and inputs need to be avoided by certain people (e.g. people with allergies) or the consumer needs certain information so they don't get sick. This needs to be included on the label.

There are 2 main statements:

1. **Allergen declaration:** some ingredients and inputs can cause severe allergic reactions in some people. **See the checklist on pages 13–15 for the allergens you must declare.**

Specific exemptions from allergy declarations:

- cereals containing gluten (including wheat, rye, barley, oats and spelt):
  - when present in beer and spirits,
  - alcohol distilled from wheat,
  - glucose syrups made from wheat which have removed as much gluten as possible and there's no more than 20 mg/kg of gluten,
- fish when isinglass is used as a clarifying agent in beer or wine,
- milk when alcohol is distilled from whey.

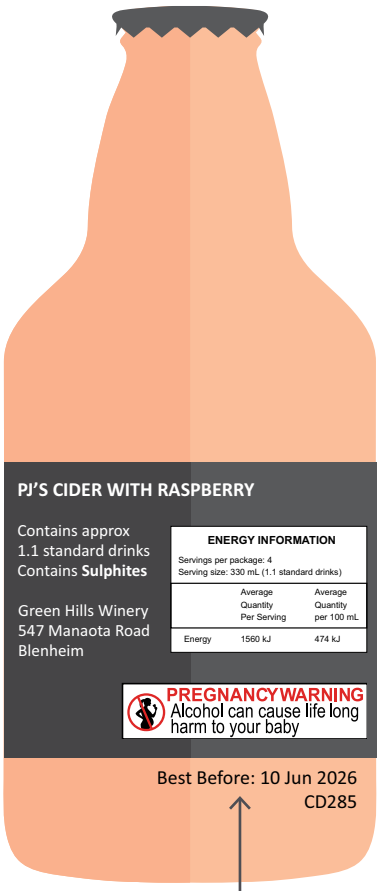
2. **Advisory statement:** only applies to some ingredients. You can choose how to write your advisory statement. **See the checklist on pages 13–15 for a list of ingredients and inputs that need advisory statements.**

A **pregnancy warning label** if your drink contains more than 1.15% Alc/Vol and is for retail sale.

You must follow the rules exactly. To assist with prescribed label design, requirements (colour, size of font and label) and access to downloadable files see link on page 4.

If the intent is for the drink to be sold in a multipack (e.g. case) each individual bottle and the outer package requires a pregnancy warning label. A pregnancy warning label is not required on the outer package if pregnancy warning label is clearly visible on the individual bottles.

A pregnancy warning label is not required on the bladder within a box, when packed in front of the customer (e.g. fill your own container at a bottle store or when packed and labelled before 1 August 2023).



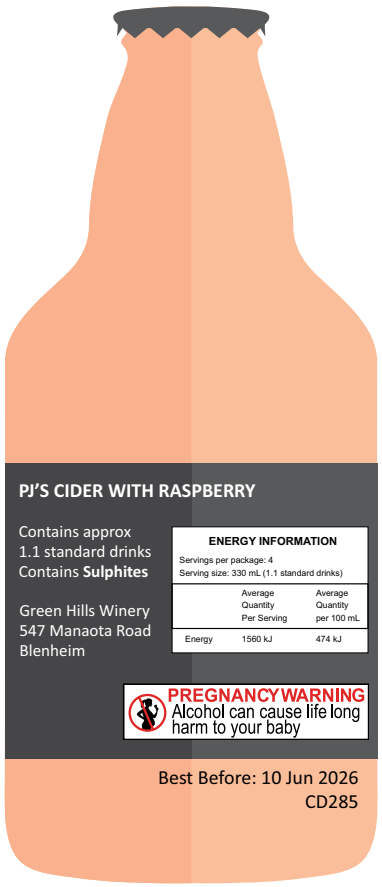
A **Best Before date** for alcoholic drinks with a shelf life of less than 2 years. You need to write this as: **Best Before [Date] or Best Before [location of date]**.

Your label must clearly have:

The approximate number of **standard drinks**, if your drink contains more than 0.5% Alc/Vol.

The calculation for standard drinks is **0.789 x the alcohol content x the volume of the container (in litres).** Rounding for less than 10 standards drinks must be declared to 1 decimal place. Rounding for more than 10 standard drinks must be declared to the nearest whole number.

If the intent is for the drink to be sold in a multipack (e.g. case) each individual bottle and the outer packaging must be fully labelled to reflect the package size.
E.g. the outer packaging of a multipack of beer containing 4 x 330 mL cans with approximately 1.3 standard drinks per can, must state:
- 4 x 1.3 approximate standard drinks or 5.2 approximate standard drinks, and
- 4 x 330 mL or 1.32 litres.



Genetically modified foods/irradiated food:

If your alcoholic drink has any ingredients that were irradiated or genetically modified you must put this on your label.

Energy statement (mandatory from 13 August 2028):

Energy content information must be declared as an energy statement on beverages containing 0.5% or more ABV or standardised alcoholic beverages or versions of these beverages that have less than 0.5% ABV (e.g. reduced alcohol wine, zero alcohol beer etc.).

You don't need an energy statement if your drink already displays a nutrition information panel, or is in a small package with a surface area of less than 100 cm² or does not have to bear a label (if a food for retail sale). An energy statement is not required on transportation outers that are intended to be removed before retail sale.

Where required, the energy statement must be in the prescribed format. To assist with the prescribed format and energy calculations, please see the links to the guidance on page 4.

The **name and physical address** of your New Zealand or Australian business*. A PO Box, website or email address by itself is not enough.

*this can be the packer, manufacturer, seller or importer.

A **lot/batch identification** which enables you to trace your drink if it needs to be recalled. Each batch needs its own identification.

Ingredients list:

You don't need an ingredient list on standardised alcoholic beverages.
If you've made a different type of drink (e.g. a gin and tonic drink with 5% Alc/Vol) you need to:
- list your ingredients (including food additives) in descending order from greatest to least amount of ingoing weight,
- follow the rules for listing food additives in section 1.2.4–7 of the Code.

Nutrition information panel (NIP)

You only need a NIP if you make a nutrition content claim.

You don't need to include a NIP on your label if you only make a 'gluten free' claim.

If you need a NIP it needs to meet the layout and content rules in the Code as shown in the example. It must include the amount per serving and amount per 100 mL.

NUTRITION INFORMATION

Servings per package: 4
Serving size: 330 mL (1.1 standard drinks)

	Average Quantity Per Serving	Average Quantity per 100 mL
Energy	1560 kJ	474 kJ
Protein	0 g	0 g
Fat, total - saturated	0 g 0 g	0 g 0 g
Carbohydrate - sugars	18.5 g 18.5 g	5.6 g 5.6 g
Sodium	23.1 mg	7 mg

Nutrition content claims are statements that describe the amount or level of a nutrient in a food.

This is complex so you may need to ask an expert for help. See the weblinks on page 4.

The only nutrition content claims you can make about alcoholic drinks, with more than 1.15% alcohol by volume, are about **energy** content, **carbohydrate** content, **sugar or sugars content*** or **gluten** content.

You need to include the dietary fibre content in your NIP if you choose to make a nutrition content claim about carbohydrate, sugar or sugars content.

Nutrition content claims that name or refer to individually named sugars or a component of carbohydrate (other than sugar or sugars) are not permitted. For example, you cannot make a claim that refers to fructose.

* Sugar means white sugar, caster sugar, icing sugar, loaf sugar, coffee sugar or raw sugar.

Sugars means monosaccharides (other than D-allulose) and disaccharides.

Low alcohol labelling

- The words **low alcohol** must not be used if a drink contains more than 1.15% Alc/Vol.
- The words **non-intoxicating** or words meaning the same thing must not be used if a drink contains more than 0.5% Alc/Vol.

Geographical indications (GI)

Protection can be granted to the names of a territory, region or location that spirits or wines are associated with. These are known as GI. Before using a GI you need to check to see if it is registered in NZ (see the weblink on page 4). If it is registered, there are rules you will need to meet before you use that name.

GI can't be used in relation to **spirits** unless the spirit has been made in the stated country, region or location, and where a characteristic is attributed to the origin.

Additionally for spirits, where a characteristic is attributed to the origin, this must be accurate on the label (e.g. Scotch Whisky must be made in Scotland).



PJ is now sure he knows what's in his drink, what type of drink it is (a fruit wine), that his label is right and that it could be sold in a NZ supermarket/grocery shop. The last thing PJ does is double check he's done all he needs to do by using the checklist on pages 13-15.

Additional rules that only apply to wine

New Zealand Wine

- The country of origin of wine must be clear on your label. If grapes, juice or wine from another country are in your wine, you must state all countries that grapes, juice or wine have come from.
- If you're making NZ grape wine that includes a statement about a single grape variety, vintage or area of origin, at least 85% of the wine must be from that grape variety, vintage or area.
- If your grape wine label includes a statement about a blend of grape varieties, vintages or areas of origin, at least 85% of the blend must come from the stated grape varieties, vintages or areas.*
- If your wine label lists more than one vintage, variety or area, it must list these in descending order from greatest to least amount in your blend.*
- Wine labels can use '%vol' for their alcohol volume statement.
- If you are making wine that is from a mixture of countries, you must not use a New Zealand registered geographical indication in the labelling of the wine.

*Cultures of microorganisms used to make wine may be excluded from these calculations (up to a maximum of 50 mL/L), as can brandy or other spirits used for fortifying wine.

Imported Wine

- If your imported wine label includes a statement about a single grape variety, at least 75% by volume of juice must be from that grape variety.
- If your imported wine label includes a statement about a blend of more than one variety, at least 75% by volume of juice must be from the stated grape varieties and it must list these in descending order from greatest to least amount in the blend.



Checklist

Complete one checklist per product

What goes in your alcoholic drink	Must do this	Might need to do this (depends on your drink)	Have you done this?	Comments If the item is not applicable for your product, write N/A in the comments box
Defined your alcoholic drink (see Appendix 1)	✓		☐	
Beer ☐ Brandy ☐ Cider ☐ Fruit or vegetbale wine ☐ Fruit wine or vegetable wine product ☐ Liqueur ☐ Mead ☐ Perry ☐ Spirit ☐ Wine ☐ Wine product ☐ None of the above ☐				
Used allowed ingredients and inputs from the Code	✓		☐	
Met rules that only apply to wine		✓	☐	
Determined if drink can be sold in a NZ supermarket/grocery shop		✓	☐	

What goes on your label	Must have this on your label	Might need to be on your label (depends on your drink)	Is it on your label?	Comments If the item is not applicable for your product, write N/A in the comments box
Your label is easy to read	✓		☐	
Your label is in English	✓		☐	
The information on your label is true	✓		☐	
Name or description of your alcoholic drink	✓		☐	
Pregnancy warning label	✓		☐	
On every container and outer layer of packaging	✓		☐	
Layout of the Code followed	✓		☐	
Amount of alcohol	✓		☐	
Net contents	✓		☐	
Energy statement		✓	☐	
Heading in statement is 'ENERGY INFORMATION' ☐				
Average energy content per serving ☐				
Average energy content per 100 mL ☐				
Energy content listed in kilojoules (kJ) or in both kilojoules (kJ) and kilocalories (Cal or kcal) ☐				
Energy statement outlines that values provided are average values ☐				
Information on the number of standard drinks equivalent to one serving provided next to serving size ☐				
Layout from the Code followed ☐				

Checklist continued

What goes on your label	Must have this on your label	Might need to be on your label (depends on your drink)	Is it on your label?	Comments If the item is not applicable for your product, write N/A in the comments box
Allergen declaration applies to alcoholic drinks containing (in any form):		✓	☐	
crustacean ☐	almonds ☐			
mollusc ☐	Brazil nuts ☐			
fish* ☐	cashews ☐			
egg ☐	hazelnuts ☐			
milk* ☐	macadamias ☐			
sesame seeds ☐	pecans ☐			
lupin ☐	pine nuts ☐			
barley* ☐	pistachios ☐			
oats* ☐	walnuts ☐			
rye* ☐	added sulphites ☐			
wheat* ☐	soybeans ☐			
peanuts ☐		*see page 9 for exemptions		
Complete the checklist in '*Allergen labelling – Knowing what's in your food and how to label it*' (www.mpi.govt.nz/dmsdocument/50725-Allergen-labelling-Knowingwhats-in-your-food-and-how-to-label-it) for full details on the rules for declaring allergens.				
Advisory statement applies to alcoholic drinks containing:		✓	☐	
Bee pollen and propolis ☐	Cola beverage ☐			
Unpasteurised egg products ☐	Caffeine added to cola ☐			
Quinine ☐	Food additives with a known laxative effect ☐			
Guarana or extracts of guarana ☐	Aspartame or aspartame - acesulphame salt ☐			
Best Before (for drink with a shelf life of less than 2 years)	✓		☐	
Storage instructions if needed to keep your drink until its Best Before date		✓	☐	
Number of standard drinks	✓		☐	
Name and physical address of your business	✓		☐	
Lot/batch identification	✓		☐	
Ingredient list:		✓	☐	
In descending order ☐				
Food additives declared ☐				

Checklist continued

What goes on your label	Must have this on your label	Might need to be on your label (depends on your drink)	Is it on your label?	Comments If the item is not applicable for your product, write N/A in the comments box
Nutrition information panel (NIP)		✓	☐	
Amount per serving ☐				
Amount per 100 mL ☐				
Listed the energy and 6 main nutrient components ☐				
Serving per package and serving size ☐				
Used the right NIP for your product ☐				
Layout from the Code followed ☐				
All of the rules about **making nutrition content claims** in the Code are followed (only applies if you have chosen to make a nutrition content claim).		✓	☐	
The guidance document "Getting your claims right" has a helpful checklist for making nutrition content claims.				
Followed 'low alcohol' labelling rules (if you choose to include this on your label).		✓	☐	
Followed Geographical Indications (GI) labelling rules (if you have used a GI on your label)		✓	☐	
Listed irradiated foods		✓	☐	
Listed genetically modified foods		✓	☐	

Appendix 1 – Ingredients allowed in standardised alcoholic beverages



Beer means a beverage made by fermenting the aqueous extract of malted or unmalted cereals (or both) with yeast and is characterised by the presence of hops or hop preparations.

You can use any of the following ingredients when making beer:

- cereal products or other sources of carbohydrate,*
- sugar,
- salt,
- herbs (e.g. kafir lime leaf) and spices (e.g. coriander).

Herbs are made from either fresh or naturally dried leaves, flowers, stems or roots from a range of herbaceous plants. They can be used in small amounts to add flavour to beer. Herbs are not food additive flavourings.

Flavourings are intense preparations which are added to drinks to add flavour or aroma. As per Standard 1.1.2—2 of the Code, flavourings can also be obtained from other foods/ingredients (e.g. coffee or cocoa). Flavourings are allowed in beer.

Spices are made from the aromatic seeds, roots, berries or other fruits from a variety of plants. They can be used in small quantities to flavour beer. Spices are not food additive flavourings.

Sugar is any of the following:

- white sugar, caster sugar, icing sugar, loaf sugar, coffee sugar, raw sugar.

Beer that meets the rules above and has 15% Alc/Vol or less **could be sold** in a NZ supermarket/ grocery shop.

Example:

✓ **this is beer**	**Name of product:** Lager **Ingredients:** Malted barley, hops, water, sugar, yeast
✗ **this isn't beer**	**Name of product:** Smokey BBQ Bacon Ale **Ingredients:** Malted barley, hops, water, BBQ flavour, bacon, yeast **Why this isn't beer** Bacon isn't allowed in beer as it isn't in the list of ingredients you can use, and isn't an other source of carbohydrate. **What is my drink?** In this example the drink doesn't meet the definition of 'beer'. It can be categorised as an 'other alcoholic drink'.

* the ingredients must be mainly carbohydrate e.g. fruit, vegetables etc. It doesn't include ingredients such as semen, oysters, seafood, meat etc.



Cider is a **fruit wine** that is made from the juice or must of apples, or apples and pears. It can only have a maximum of 25% of the juice or must of pears.
You can't add flavourings (e.g. aroma) to cider. If you add flavourings to your drink it's no longer cider.

Flavourings are intense preparations which are added to drinks to add flavour or aroma. They are used in small amounts and aren't intended to be consumed alone. Apple juice concentrate is considered to be an apple juice in a pre-reconstituted form. This is not a flavouring and can be added to cider. Herbs and spices are not flavourings. Flavourings are food additives and can't be added to cider, fruit wine, perry, vegetable wine and wine. Natural extracts and aromas that come from fruit/ juice that meet the definition of flavouring substance are considered to be food additives and not ingredients.

Spices are made from the aromatic seeds, roots, berries or other fruits from a variety of plants. They can be used to flavour cider. Spices are not food additive flavourings.

Cider that meets the rules above, and has 15% Alc/Vol or less, **could be sold** in a NZ supermarket/grocery shop.

Example:

✓ **this is cider**	**Name of product:** Cider **Ingredients:** apple, sugar, cinnamon, water, yeast
✗ **this isn't cider**	**Name of product:** Cider **Ingredients:** Cider (apple, water, sugar, cinnamon, yeast), apple aroma **Why this isn't cider** Apple aroma (a flavouring) can't be added to cider. **What is my drink?** This drink can be categorised as a fruit wine product as it contains more than 70% cider, and flavourings are allowed in fruit wine products.
✗ **this isn't cider**	**Name of product:** Cider **Ingredients:** Cider (apple, water, sugar, yeast, sodium metabisulphite), hops, concentrated raspberry juice, raspberry aroma **Why this isn't cider or a fruit wine** Concentrated raspberry juice, hops and aroma aren't allowed in cider as cider must be made using apples and pears only. Hops and aroma aren't allowed in fruit juice. **What is my drink?** This drink can be categorised as an 'other alcoholic drink'.



Fruit wine or vegetable wine is a drink that's made from either the full or partial fermentation of fruit, vegetable, grains and/or cereals. It's different from a wine or a wine product.

You can add any of the following ingredients when making fruit wine or vegetable wine:

- fruit juice and fruit juice products,
- vegetable juice and vegetable juice products,
- sugars,
- honey,
- spices,
- alcohol (e.g. ethanol),
- water.

You can't add flavourings (e.g. aroma) to fruit wine or vegetable wine. If you add flavourings to your drink it's no longer a fruit wine or vegetable wine.

Flavourings are intense preparations which are added to drinks to add flavour or aroma. They are used in small amounts and aren't intended to be consumed alone. Fruit juice concentrate is considered to be a fruit juice in a pre-reconstituted form. This is not a flavouring and can be added to fruit wine or vegetable wine. Herbs and spices are not flavourings. Flavourings are food additives and can't be added to cider, fruit wine, perry, vegetable wine and wine. Natural extracts and aroma that come from fruit/juice that meet the definition of flavouring substance are considered to be food additives and not ingredients.

Spices are made from the aromatic seeds, roots, berries or other fruits from a variety of plants. They can be used to flavour fruit wine or vegetable wine. Spices are not food additive flavourings.

Fruit wine or vegetable wine that meets the rules above, and has 15% Alc/Vol or less, **could be sold** in a NZ supermarket/grocery shop.

Example:

✓ **this is a fruit wine**	**Name of product:** Kiwifruit Wine **Ingredients:** Kiwifruit, sugar, water, yeast
✗ **this is a vegetable wine**	**Name of product:** Spicy kombucha (4% Alc/vol) **Ingredients:** Kombucha (Water, sugar, kombucha culture, black tea, green tea), spices **Note:** Tea is a vegetable and can be used as an ingredient if added during the fermentation process .
✗ **this isn't a fruit wine**	**Name of product:** Apple and peach wine **Ingredients:** Apple, peach, water, sugar, yeast, peach aroma **Why this isn't fruit wine?** Peach aroma (a flavouring) can't be added to fruit wine. **What is my drink?** This drink can be categorised as a fruit wine product as it contains more than 70% fruit wine, and flavourings are allowed in fruit wine products.



Fruit wine product or vegetable wine product is a drink that is made by processing, changing or mixing other food with at least 70% fruit wine or vegetable wine, or a mixture of fruit or vegetable wine so it's no longer a fruit wine or vegetable wine.

Fruit wine product or vegetable wine product **can't be sold** in a NZ supermarket/ grocery shop.

Example:

✓ **this is a fruit wine product**	**Name of product:** Apple and Peach Wine Drink **Ingredients:** Apple, peach, water, sugar, yeast



Mead is made from the complete or partial fermentation of honey. You can add any of the following ingredients when making mead:

- fruit juice and fruit juice products,
- vegetable juice and vegetable juice products,
- sugars,
- honey,
- spices,
- alcohol,
- water.

You can't add flavouring (e.g. aroma) to mead.

Flavourings are intense preparations which are added to drinks to add flavour or aroma. They are used in small amounts and aren't intended to be consumed alone. Herbs and spices are not flavourings. Flavourings are food additives and can't be added to cider, fruit wine, perry, vegetable wine and wine. Natural extracts that come from fruit/juice that meet the definition of flavouring substance are considered to be food additives and not ingredients.

Spices are made from the aromatic seeds, roots, berries or other fruits from a variety of plants. They can be used to flavour mead. Spices are not food additive flavourings.

Mead that meets the rules above and has 15% Alc/Vol or less **could be sold** in a NZ supermarket/grocery shop.

Example:

✓ **this is mead**	**Name of product:** Mead **Ingredients:** Honey, water, yeast
✗ **this isn't mead**	**Name of product:** Spiced Cider Mead **Ingredients:** Mead (honey, water, yeast), cider (apple juice, apple must, water, sugar, yeast, cinnamon) **Why this isn't mead?** 'Apple must' is not allowed in mead. **What is my drink?** This drink can be categorised as a 'fruit wine'.



Perry (or pear cider) is a fruit wine that is made from the juice, or must of pears or pears and apples. It can only have a maximum of 25% of the juice or must of apples. You can't add flavourings (e.g. aromas) to perry (pear cider). If you add flavourings to your drink it is no longer perry (pear cider).

Flavourings are intense preparations which are added to drinks to add flavour or aroma. They are used in small amounts and aren't intended to be consumed alone. Herbs and spices are not flavourings. Flavourings are food additives and can't be added to cider, fruit wine, perry, vegetable wine and wine. Natural extracts and aromas that come from fruit/juice that meet the definition of flavouring substance are considered to be food additives and not ingredients.

Spices are made from the aromatic seeds, roots, berries or other fruits from a variety of plants. They can be used to flavour perry. Spices are not food additive flavourings.

Perry (or pear cider) that meets the rules above has 15% Alc/Vol or less **could be sold** in a NZ supermarket/grocery shop.

Example:

✓ **this is perry**	**Name of product:** Perry **Ingredients:** pear, apple (20%), sugar, water, yeast
X **this isn't perry**	**Name of product:** Perry **Ingredients:** Perry (pear, apple (20%), water, sugar, yeast), peach aroma **Why this isn't Perry** Peach aroma (a flavouring) can't be added to Perry. **What is my drink?** This drink can be categorised as a 'fruit wine product' as it contains more than 70% Perry, and flavourings are allowed in fruit wine products.



Spirit is made from fermenting a food source (e.g. sugar cane, potato, cereal) which is distilled to make potable alcohol. Tequila must contain at least 35% Alc/Vol. All other spirits must contain at least 37% Alc/Vol.
You can add any of the following when making a spirit:

- water,
- sugars,
- honey,
- spices (e.g. juniper berry).

Spices are made from the aromatic seeds, roots, berries or other fruits from a variety of plants. They can be used to flavour spirits. Spices are not food additive flavourings.

Whisky, brandy, rum, gin, vodka and tequila are considered to be spirits. Your spirit must have the taste, aroma and traits associated with the spirit you're making.

Spirits **can't be sold** in a NZ supermarket/grocery shop.



Brandy is a spirit made from distilled wine, or fermented grapes or grape product. You can add the following ingredients when making brandy:

- water,
- sugars,
- honey,
- spices,
- grape juice,
- grape juice concentrates,
- wine,
- prune juice.

Spices are made from the aromatic seed, roots, berries or other fruits from a variety of plants. They can be used to flavour brandy. Spices are not food additives flavouring.

Brandy **can't be sold** in a NZ supermarket/grocery shop.



Liqueur is a spirit that contains more than 15% Alc/Vol and is flavoured by or mixed with other foods (e.g. cream).

Liqueur **can't be sold** in a NZ supermarket/grocery shop.



Wine is made from the complete or partial fermentation of fresh grapes, or a mixture of fermented fresh grapes and products that come solely from grapes (e.g. grape skin).

You can add any of the following ingredients when making wine:

- grape juice and grape juice products,
- sugars,
- brandy or other spirit,
- water (only if it's needed to add any permitted food additives or processing aids).

Wine that meets the rules above, and has 15% Alc/Vol or less, **could be sold** in a NZ supermarket/grocery shop.

✓ **this is wine**	**Name of product:** White Wine **Ingredients:** Grapes, sugar, water, metabisulphite
✗ **this isn't wine**	**Name of product:** Rosé Spritzer **Ingredients:** White wine (grapes, sugar, water, metabisulphite), soda water, colour (163) **Why this isn't wine** You can't add soda water or colour to wine. **What is my drink?** This drink can be categorised as an 'other alcoholic drink'.



Wine product is a drink that is made by processing, changing or mixing other food (e.g. apple juice) with at least 70% of wine so it's no longer a wine.

Wine products **can't be sold** in a NZ supermarket/grocery shop.

Example:

✓ **this is a wine product**	**Name of product:** Mulled Wine **Ingredients:** Grape wine (85%), water, spices (cinnamon, clove, nutmeg), herbs (bayleaf)
✗ **this isn't a wine product**	**Name of product:** Grape and Apple Mulled Wine **Ingredients:** Grape wine (60%), apple juice (35%), spices (cinnamon, clove, nutmeg), herbs (bayleaf) **Why this isn't wine** This drink doesn't contain at least 70% wine. **What is my drink?** This drink can be categorised as an 'other alcoholic drink'.