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Voluntary standards regarding labeling of specific items for low-alcohol liqueurs, etc.

Established April 23, 2002; Revised July 25, 2006; Revised November 16, 2006; Revised November 16, 2010; Revised October 10, 2014; Revised July 26, 2016; Revised September 19, 2017. Japan Western-Style Liquor Brewers Association

(the purpose)

Article 1 These voluntary standards (hereinafter referred to as "the standards") apply to the trading of low-alcohol liqueurs, etc.

Among the labeling requirements, the proportion of fruit juice used, product name, etc., are specified, thereby enabling general consumers to...

Low-alcohol liqueurs and other non-alcoholic beverages such as soft drinks (hereinafter referred to as "soft drinks, etc.")

This is to prevent misunderstandings (such as the misunderstanding that the product is a good product) and to protect the proper product selection of general consumers and prevent unfair customer practices.

The purpose is to prevent inducements and ensure fair competition. (Definition)

Article 2 In these standards, "low-alcohol liqueurs, etc." refers to the following:

Liqueurs as defined in Article 21 and spirits as defined in Article 20 of the same article,

This refers to temperatures less than 10 degrees per minute.

2. In these standards, "business operator" means the operator of the Act on the Preservation of Liquor Tax and Liquor Industry Associations, etc. (Law No. 7 of 1953)

(Item) Among the alcoholic beverage manufacturers specified in Article 2, Paragraph 2, those who manufacture and sell low-alcohol liqueurs, etc.

It refers to someone who does something.

3. In these standards, "representation" means Article 2 of the Act against Unjustifiable Premiums and Misleading Representations (Act No. 134 of 1962)

Article 22 of the Notification No. 3 of the Fair Trade Commission, specifying premiums and labels pursuant to the provisions of the Article (Showa 37)

This refers to the items specified in each paragraph.

(Indication of the percentage of fruit juice used)

Article 3. Businesses shall not include fruit juice (including vegetable juice) in products such as low-alcohol liqueurs.

The same applies below.) If it is indicated that it uses fruit juice, the proportion of fruit juice used should be low-alcohol liqueur.

The text representing the product name of the product, etc., and the total percentage of fruit juice (or the percentage of fruit juice) should be displayed in the same field of view.

The name of the original fruit (including vegetables; the same applies below) is added, such as "•• (fruit) juice ••%", or "•• (vegetable) juice ••%".

It should be labeled as "Juice XX%".

(Note 1) In this standard, "percentage of fruit juice used" refers to the percentage of low-alcohol products made using fruit juice.

The ratio of the weight of the fruit juice used in the production of a liqueur or similar product to the total weight of the product is...

In this case, the amount of fruit juice used as an ingredient is used in the production of low-alcohol liqueurs, etc.

The weight shall be determined based on the state in which the product is used for manufacturing, and if the degree of concentration is clear,

It can be determined by the weight before compression.

2. "Indication that fruit juice is used" means a written indication that fruit juice and fruit are used, as well as

This refers to the display of images, photographs, etc., of fruit (the same applies in the next section).

3. If multiple types of fruit juice are used, the total amount of fruit juice used will determine the amount of fruit juice used.

Display the usage ratio. In this case, it is also possible to display the usage ratio for each individual fruit juice.

4. The use of fruit juice as referred to in this article does not include the use of fruit-infused liquor. In addition

to indicating the percentage of fruit juice used, the fact that "fruit-infused liquor was used" must be indicated.

That's fine.

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2. When a business operator indicates that fruit juice is used in products such as low-alcohol liqueurs,
Products that do not contain fruit juice shall be labeled as "no fruit juice." However,
this shall not apply to products that contain 1 percent or more of fruit-infused liquor.
The label shall indicate that fruit-infused liquor is used. 3. The unit
of indication for the percentage of fruit juice used shall be percent, and shall be indicated as follows: (1) In
principle, it shall be indicated in percent, such as ••%. In this case, amounts less than a percent shall be rounded down.
dispose of.
(2) If the percentage of fruit juice used is less than 5 percent, indicate it to one decimal place, such as •.•%.
This is possible. In this case, the second decimal place is truncated. 4. The font size for indicating
the percentage of fruit juice used shall be as follows, depending on the container capacity. However, it shall not exceed the font
size for indicating the type of alcoholic beverage and the alcohol content. Less than 350 ml: 7.5 point type or larger 350 ml or
more: 10.5 point type or larger (Product name)

Article 4 When a business operator names a product name for low-alcohol liqueurs, etc., and when determining the method of displaying it,
The following
applies: (1) Pay attention to the usage and arrangement of terms used in product names, the balance of font size, etc., for soft drinks, etc.
We will strive to prevent such misunderstandings.
(2) To prevent confusion with soft drinks, etc., when using the term "fruit juice", for example, "•• fruit
Products that clearly indicate they are alcoholic beverages, such as "liquor made with juice" or "•• fruit juice chuhai."
This is only permitted if the name includes the term "fruit juice."
In this case, the display of the product name must be integrated and not separated.
Furthermore, product names that end with the term "fruit juice" shall not be used. (Display of
fruit illustrations, photographs, etc.)
Article 5 When a business operator displays fruit illustrations, photographs, etc. in connection with the trading of low-alcohol liqueurs, etc.
To prevent confusion with soft drinks, etc., the size of the fruit illustrations, photographs, etc., is balanced with other labeling information.
The design should be free of imperfections, and attention should be paid to the display methods, including colors and patterns.
Furthermore, the size of the fruit illustrations, photographs, etc. on the can container depends on where in the displayable area (side view) it can be placed.
Even if it reaches 180°, the alcohol content must be 1/4 (25%) or less. (Display of
alcohol mark, etc.) Article 6
Businesses shall comply with the "Low Alcohol Mark" separately stipulated by the Japan Western Liquor Brewers Association (hereinafter referred to as the "Association").
Based on the "Voluntary Standards Regarding the Display of Alcohol Marks on Liqueurs, etc.," low-alcohol liqueurs, etc. will be marked with an alcohol mark.
Display the mark.
Furthermore, in the following cases, regardless of the "display location" specified in Article 4(3) of the voluntary standards, the product name (for example,
On the label, the largest font size generally recognized as the product name is used (hereinafter the same applies).
The "alcohol mark" is clearly displayed in close proximity to the character. Furthermore, the text of the "alcohol" in the alcohol mark at that time
The "size of the characters" is as defined in Article 4 (2) of the same voluntary standards, "Size of the characters for 'Osake' in the liquor mark."
Displaying in a size exceeding the normal size. ÿ
When using a name indicating a soft drink (such as cider or cola) as a product name for an alcoholic beverage. ÿ When using a product
name for a soft drink as a product name for an alcoholic beverage. (To prevent misleading labeling
for consumers)
Article 7 Businesses shall not make any of the following representations in relation to the trading of low-alcohol liqueurs, etc.
(1) Labels such as natural, organic, raw, fresh, etc. However, the following
labels are permitted:

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ÿ Warning labels such as "Natural ingredients may settle" ÿ Labels such as "Made with natural water"

when natural water is used (except when displayed in the product name) ÿ Labels such as "genuine," "pure," etc. ÿ Labels that indicate efficacy similar to that of a pharmaceutical product ÿ Labels that mean the highest level in the industry, such as "best," "highest quality," "best" ÿ Statements that are not based on objective evidence, such as "number one in Japan," "first place," "only our company," etc.

Expressions that imply uniqueness, such as "unrivaled," "representative," or "number one"

(Precautions regarding display)

Article 8 Businesses shall not make the following expressions: (1) Expressions that encourage excessive drinking (2) Expressions that encourage drinking large amounts of alcohol in a short period of time, such as binge drinking (3) Expressions that may cause people to mistakenly believe that the product is not an alcoholic beverage (4) Expressions that describe the contents of low-alcohol liqueurs etc. that the business manufactures and sells, whether they are the actual contents or the business's own There is a risk that it may be mistakenly perceived as being significantly superior to that of other competing businesses.

Display

(Notes on display of color tone and design) Article 9 In the case of proviso ÿ of Article 6, when displaying on containers and packaging, businesses shall take into consideration the color tone and design We will take into consideration the design and other factors to prevent misidentification and accidental ingestion of soft drinks, etc. (Regulation of standards)

Article 10. In order to achieve the purpose of these standards, the association shall endeavor to ensure that these standards are thoroughly understood, and to provide consultation and guidance. Regarding the labeling of low-alcohol liqueurs, etc., manufactured by union members, any issues that arise in light of these standards. If a problem arises, we will use the name of our union to draw the attention of the member concerned to correcting the issue. This is possible. In this case, consultation with the relevant government agencies will be conducted as needed.

Supplementary Provision 1 This standard shall come into effect on May 1, 2002.

However, the provisions of Articles 3 to 7 shall not apply to products that have already been packaged on the effective date. It will not be used, and due to the inventory levels and preparation requirements of existing containers, labels, etc., it will be implemented after the effective date. It is also possible to do so. In that case, it should be implemented as soon as possible after the effective date. 2. It is permissible to label alcoholic beverages other than low-alcohol liqueurs according to these standards.

Furthermore, alcoholic beverages other than low-alcohol liqueurs that are similar to low-alcohol liqueurs We will endeavor to display products in accordance with these standards.

3. Low-alcohol liqueurs manufactured overseas by members of this association (as defined in Article 2 of the Supplementary Provisions above) If you import (including) and sell them under your own trademark, you must label them in accordance with these standards. I will strive.

Supplementary Provisions: These standards shall come into effect on November 1, 2006. If implementation is not possible by the effective date, efforts shall be made to implement them as soon as possible after the effective date.

Supplementary provisions

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These standards will come into effect on December 7, 2006.

Supplementary provisions

These standards will come into effect on November 16, 2010. If implementation is not possible by the effective date, efforts should be made to implement them as soon as possible after the effective date.

Supplementary provisions

1. These standards shall come into effect on July 26, 2016.

Furthermore, if it is not possible to implement by the effective date, efforts should be made to implement it as soon as possible after the effective date. 2. There is no problem with labeling alcoholic beverages other than low-alcohol liqueurs, etc., according to these standards.

No.

However, there are alcoholic beverages other than low-alcohol liqueurs that are similar to low-alcohol liqueurs.

The following will be displayed in accordance with these standards: 3. Low-alcohol liqueurs, etc. (as defined in Article 2 of the Supplementary Provisions above) manufactured overseas by members of our association.

If you import (including) and sell them under your own trademark, you must label them in accordance with these standards.

I will strive.

Supplementary Provisions: These standards shall come into effect on September 19, 2017. If implementation is not possible by the effective date, efforts shall be made to implement them as soon as possible after the effective date.