



# Labelling Integrity Factsheet:

## Key information when you suspect a wine is labelled or advertised in a way that is misleading or deceptive

The following information is to assist where a wine is labelled or advertised in a way that makes you think 'something isn't right'. New Zealand Winegrowers is dedicated to protecting the reputation of our unique brand through correct wine labelling and advertising practices both in New Zealand and abroad. How problems are addressed may differ depending on the market where a product is sold - in each market a different process may be required.

### IDENTIFY:

what type of issue does this label raise?

#### It's misleading:

- The label makes a claim that can't be substantiated.
- It says it possesses characteristics it doesn't have.
- It implies it is from somewhere it isn't.
- The design and/or wording of the label gives a false impression.

#### It doesn't meet labelling rules:

The label does not have all the information it should, or it presents incorrect information.

### COLLECT:

as much evidence as you can

The more information you collect, the easier it is for the relevant authority to follow up on your report. Try to include the following in any complaint:

- the brand name, product name, manufacturer and seller.
- product codes and dates if available.
- the address of the store or website link where you've found this product.
- pictures/screenshots of any evidence e.g. website screenshots with times and dates, store information.
- any correspondence you have had with the seller/manufacturer.

### REPORT:

Labelling of products sold

#### NEW ZEALAND

##### Misleading Claims

Email: [contact@comcom.govt.nz](mailto:contact@comcom.govt.nz)

Phone: 0800 943 600

[comcom.govt.nz/make-a-complaint](https://comcom.govt.nz/make-a-complaint)

##### Incorrect Food Labelling

Email: [Info@mpi.govt.nz](mailto:Info@mpi.govt.nz)

Phone: 0800 00 83 33

[mpi.govt.nz/food-recalls-and-complaints](https://mpi.govt.nz/food-recalls-and-complaints)

#### INTERNATIONALLY

##### UK:

**Label Misleads:** UK consumers can submit a [Citizens Advice Report](#) which is relayed to trading standards UK.

**Label breaches a law:** you can [report a food crime online](#) or via overseas call on **0207 276 8787**.

**Australia:** Report to the [Competition and Consumer Commission](#)

**Canada:** Report unsafe or misleading labelling with the [Canadian Food Inspection Agency](#)

**USA:** Report misleading/unsafe labelling practices to the [Alcohol and Tobacco Tax and Trade Bureau](#) or the [Federal Trade Commission Division of Advertising Practices](#).

For queries in other markets please contact [advocacy@nzwine.com](mailto:advocacy@nzwine.com) for assistance