



Unleashing the power of GS1 Digital Link in the Alcoholic Beverages Industry!
Alcoholic Beverages Webinar, 22 June 2023, from 11:00 to 12:00 CEST

Agenda:



Welcome!
Camille Dreyfuss, GS1 in Europe Secretary General

5'



Why the project is strategic for companies and GS1 Organisations
Bruno Aceto, CEO of GS1 Italy and GS1 in Europe Sponsor on Alcoholic Beverages project

5'



Upcoming regulation for wines, Self-commitments for spirits: where do we stand?
Dr Ignacio Sánchez Recarte, Secretary General Comité Vins - CEEV
Ulrich Adam, Director General spiritsEUROPE

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The power of GS1 Digital Link in the Alcoholic Beverages Industry
Phil Archer, Director Web Solutions, GS1 Global Office

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Outcomes and GS1 tools for companies and solution providers
Paul Bounaud, Community Engagement Director of GS1 France & Project Leader GS1 in Europe

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Conclusions & Next steps
Cihan Korucu, COO of GS1 Türkiye & Project Manager GS1 in Europe

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About you... and all of us today!



48 countries



268 registrations from Industry



67 registrations from Associations & Solutions providers



239 registrations from GS1 Member Organisations

And who is GS1 actually?

GS1 is a neutral, not-for-profit global standards organisation that develops and maintains the most widely used global standards for efficient business communication.

116 local Member Organisations

| | | | |
|---|--------------------------|---|---------------------------|
|  | Neutral & not-for-profit |  | User-driven & governed |
|  | Global & local |  | Inclusive & collaborative |

GS1 believes in the power of standards to transform the way we work and live.



6 billion
GS1 barcodes scanned daily



More than
250 million products
carry GS1 barcode



More than 2 million
companies use GS1 standards

Selling a product starts with a GS1 barcode number: the GS1 barcode launched a digital revolution enabling a product to be identified and connected to accurate information from the start.

About GS1 in Europe: 49 Member Organisations



Whom do GS1 member organizations serve?



Major companies

Some examples below



Small and medium-sized enterprises



Solution providers

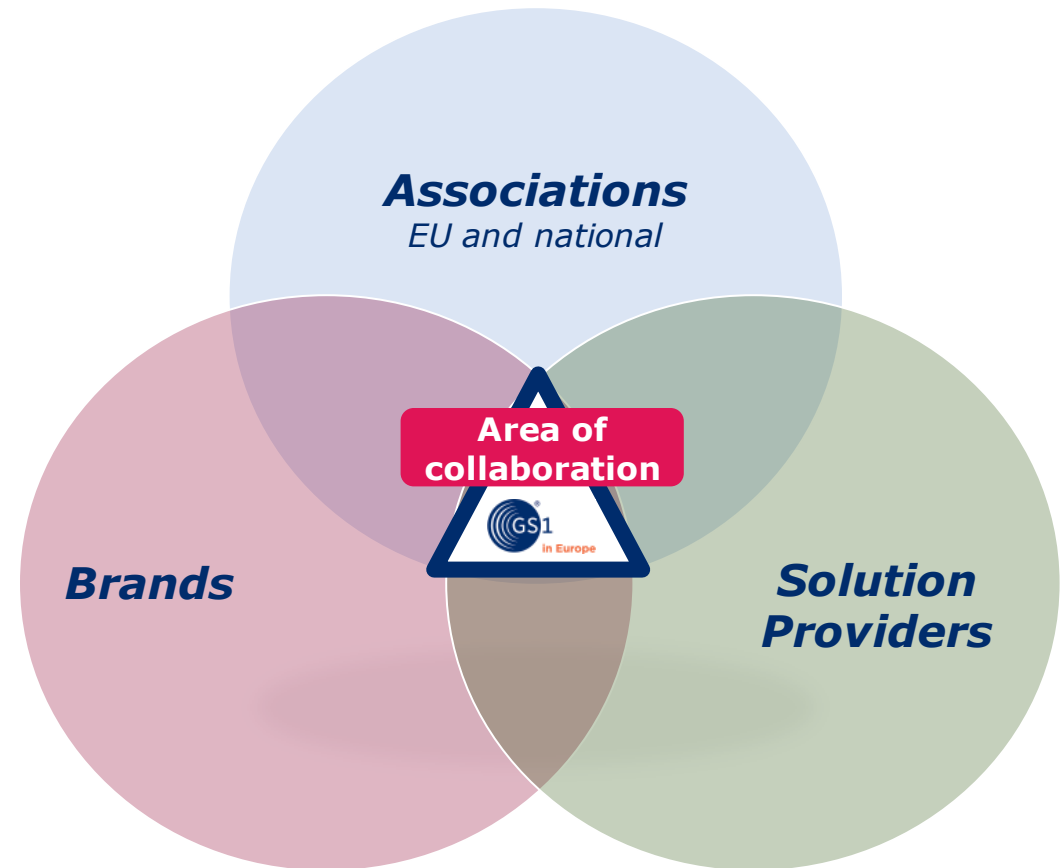


To support efficiently GS1 member companies, **a close collaboration** between Associations and GS1 member organisations **is essential** at the European and national levels

GS1 in Europe: an inclusive and neutral place to collaborate

GS1 in Europe has a role to play on the “HOW” to structure and share information on the nutrition and ingredients of all wines and spirits sold in the EU to consumers in a digital way since there is a consensus on the common interest. While the “WHAT”, “WHEN” and “WHY” of labelling are up to industry and sector associations.

GS1 in Europe enables wines and spirits companies to deliver on their commitments by leveraging the GS1 identification system already implemented combined with QR code and standardized data powered by GS1-standards based solutions.



Goals of the webinar

The industry must get ready for informing consumers on the ingredients, nutrition, and allergens of alcoholic beverages. The goals are:

- **Inform the industry** on the upcoming (self) regulation for wines & spirits
- **Inform how companies can use GS1 standards** (identifiers) and solutions (GS1 Digital Link) for sharing their data
- **Inform what data needs to be exchanged** in order to inform the Alcoholic Beverages value chain throughout Europe

...to strengthen the European and global GS1 collaboration platform for the alcoholic beverages sector

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(new) EU LABELLING REQUIREMENTS

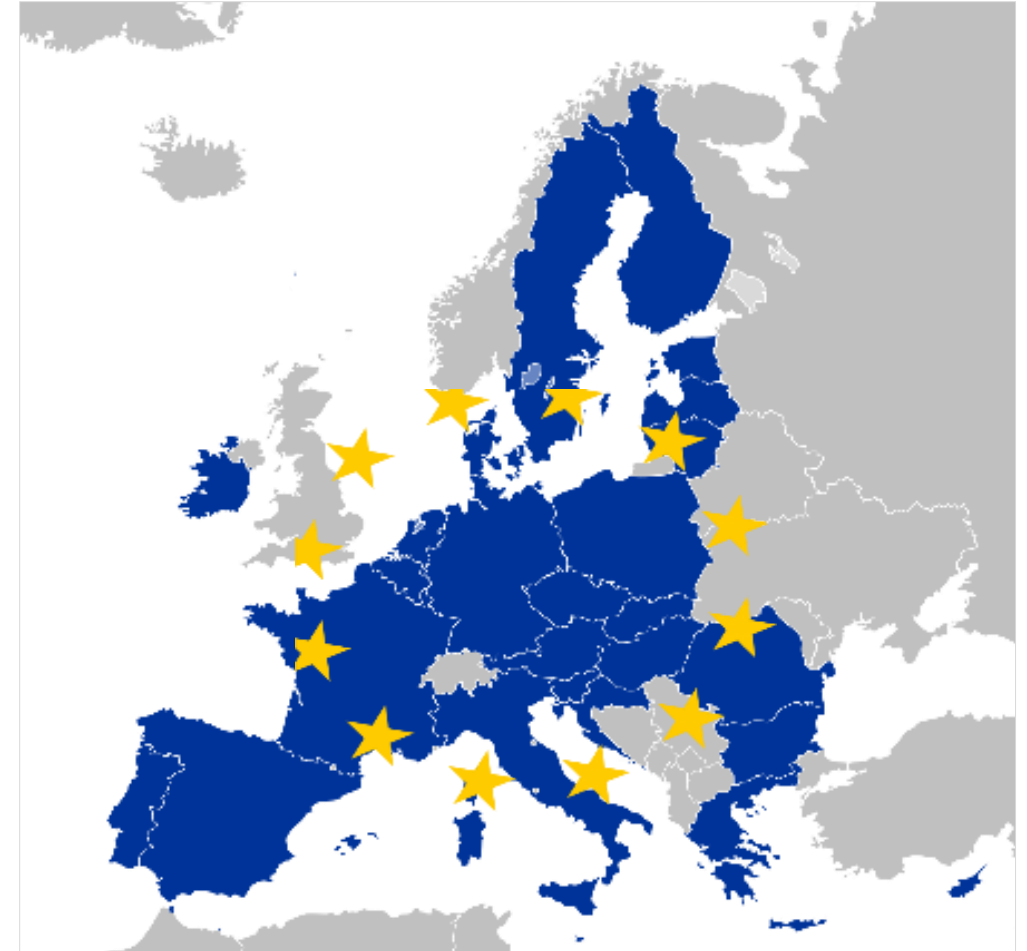
GS1 in Europe Webinar
22/06/2023

Dr Ignacio Sánchez Recarte
CEEV Secretary General



CEEV – European Committee of Wine Companies

- Represents EU producers and traders of wine and aromatised wine products
- 25 national associations from 12 EU countries + Switzerland, United Kingdom and Ukraine
- A consortium of 4 leading EU wine companies
- Our members produce and market the large majority of wines with and without GI



WHAT THE NEW EU LEGISLATION

2011

FIC regulation published: All alcoholic beverages get exempted for the indication of the list of ingredients and the nutrition declaration

2017

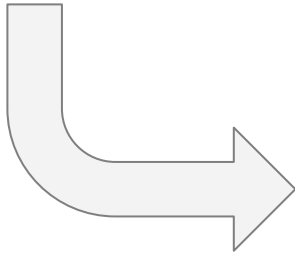
Commission report: No reasons were found for the maintenance of the exemptions. Commission requests the sector to propose a self-regulatory proposal

2018

Sector self-regulatory proposal: Presented to the Commission but wine sector requests in parallel the adoption of adequate rules for wines and aromatised wines to avoid legal uncertainty and protect single market

2018

Commission CAP reform presented: It does not include initially a proposal on ingredients and nutrition declaration, but...



WINE and AROMATISED WINE (AWP) LABELLING CHANGES

➤ What to declare

- Mandatory indication of the **nutrition information**
- Mandatory indication of the **list of ingredients**

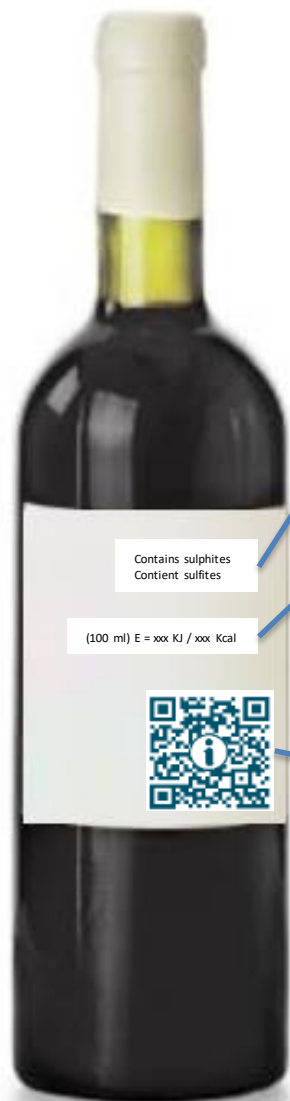
➤ Where to declare

- On the label
- **On an e-label**

➤ E-label specifications

- No marketing information
- No consumers tracking





Contains sulphites
Contient sulfites

→ Indication of substances causing intolerance or been allergenic (sulphites, Egg and egg products, Milk and milk products, wheat)

(100 ml) E = xxx KJ / xxx Kcal

→ Indication of the energy value on the basis of 100ml and with the term "E"



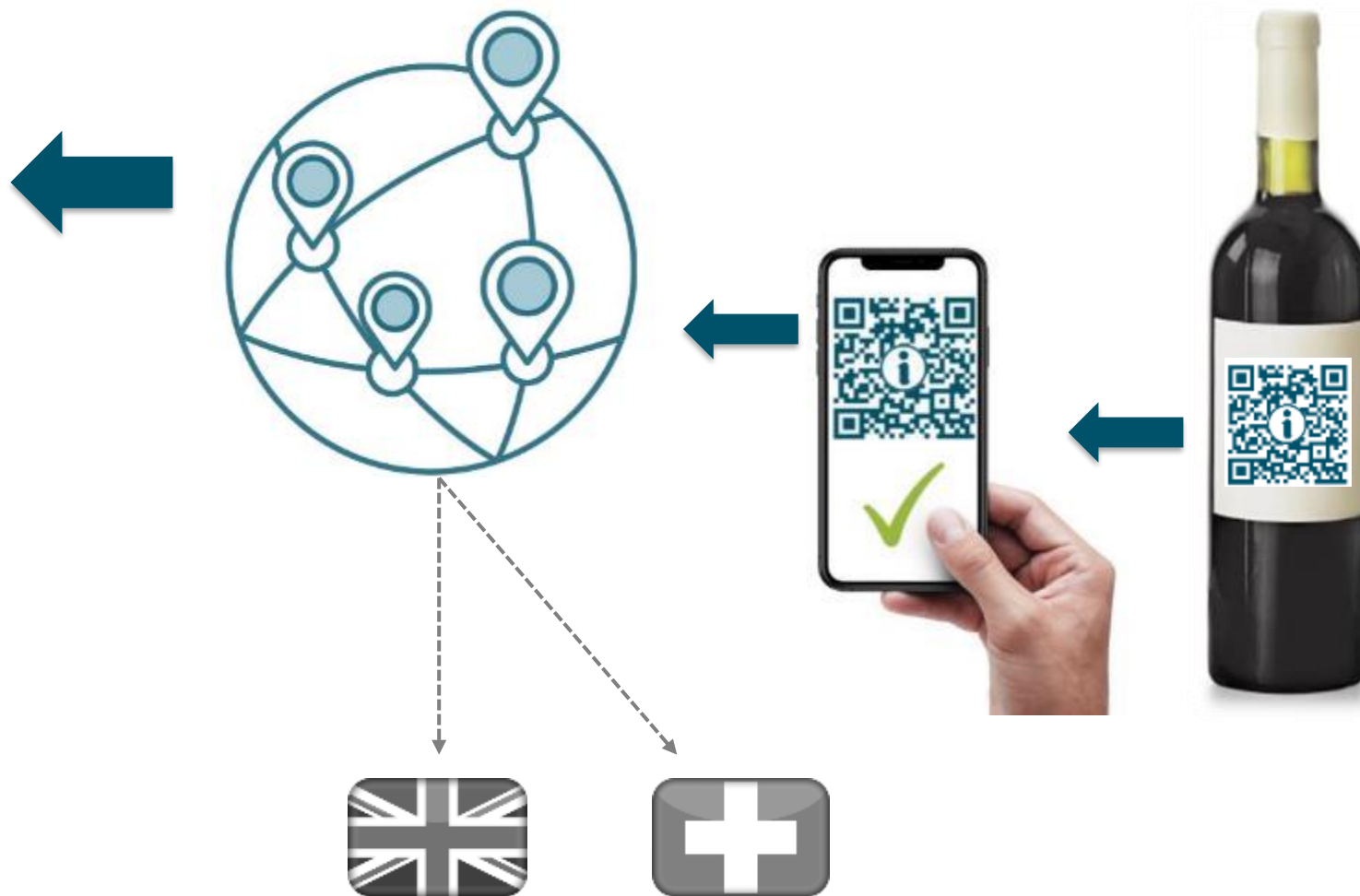
The full list of ingredients

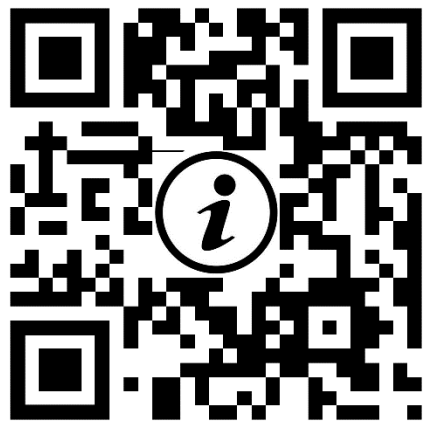
INGREDIENTS

grape, preservative (sulphites), acidity
regulator (tartaric acid)

The full nutrition declaration table

| DECLARATION | VALUE /100ml |
|--------------------|------------------|
| Energy | xxx KJ /xxx Kcal |
| Fat | g |
| of which saturates | g |
| Carbohydrate | g |
| of which sugar | g |
| Protein | g |
| Salt | g |





FIELD OF VISION

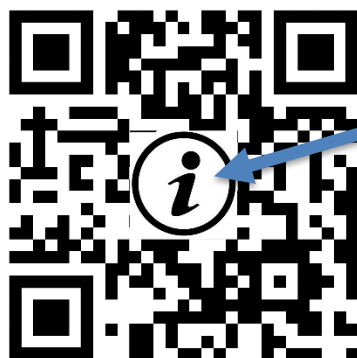
- The list of ingredients and nutritional information in the same visual field as the other mandatory information
- If given on an e-label then the QR-code on the same visual field as the other mandatory information

THE TECHNOLOGY

- The legislation does not refer to QR-code technology, but... de facto it is the technology to be used because of the constraints
- Direct link, no intermediate platforms, no specific apps, no further consumer actions...

IDENTIFICATION OF THE QR-CODE

- We are strongly opposed to having to identify the content of the QR-code with a sentence (contrary to the spirit of digital and non-translation)



The (i) symbol should be acknowledged and promoted as sufficient to inform consumers about the fact that regulated information can be found if scanned

Ingredients,
Nutrition declaration,
Recycling info,
...

Identifying, in wording, the information that can be found when scanning kill the power of digital communication

1

Grape (term)

2

Concentrated
grape must (term)

3

Allergenic
substances

4

Substitutive
additives

5

Packaging gases

6

Expedition liqueur
– tirage liqueur

Extra-rules that will simplify and provide legal certainty on how to communicate the list of ingredients of wines and aromatised wine products

Products covered

- Wine and aromatised wine products (vermouth...)
- Wine « produced and labelled » after 08/12/2023
- EU wines and non-EU wines commercialised in the EU
- EU wines when exported

“The electronic means/platform on which the information is placed should provide comparable guarantees to the physical label, in terms of readability of the information, stability, reliability, durability and integrity of the information during the whole life of the product.”

QR-code vs webpage

Lot management

Identification of the
product

2 QR-codes

Durability of QR-codes

Marketing info

THE FUTURE

WHY CEEV HAS BEEN WORKING ON DIGITAL COMMUNICATION?



Digital information is under challenge by WHO, certain Member States, DG SANTE and NGOs

A serious and controlled environment is needed to:

- support adequately wine companies and avoid penalty fees (not compliant e-labels)
- confirm the validity of the digital tool (risk of “game over” in case of inadequate e-labels)

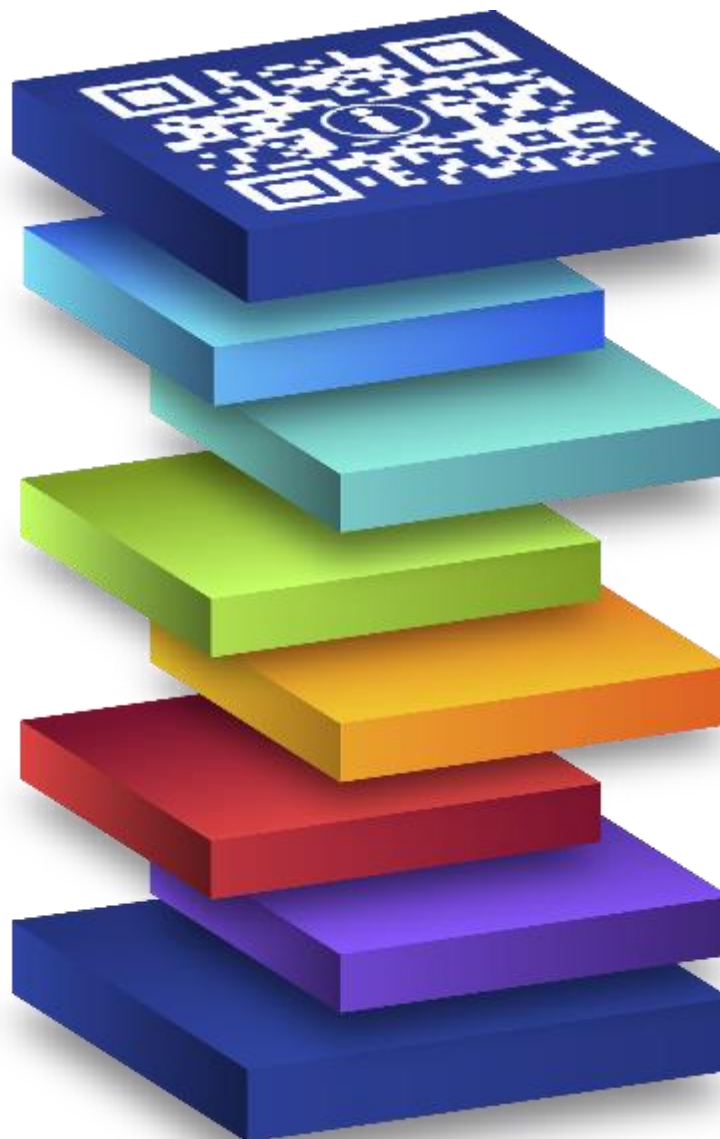
Digital is a tool for strategic solutions – to be used in advocacy:

- Environmental information
- Health warnings

B2C – LEGAL
REQUIREMENTS

RECYCLING INFO

TRACEABILITY



B2C – MARKETING

GTIN

EXPORT CERTIFICATES

ceev

Comité Européen
des Entreprises Vins

Thank you for your attention!



✓ ceev@ceev.eu
✓ www.ceev.eu



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A SPIRIT OF
Tradition
Growth
Sustainability
Innovation

Unleashing the power of GS1 Digital Link in the Alcoholic Beverages Industry

Ulrich Adam, Director General spiritsEUROPE

WEBINAR - 22 JUNE 2023



Agenda for the day

1. Political climate & context
2. EU legal framework for spirits drinks
3. The spiritsEUROPE Memorandum of Understanding on Consumer Information
4. Upcoming legislation on consumer information – getting ready for the FIC

Polical climate and context

- Consumers in the EU demand an increasing amount of information on the products they buy
- NGOs demand consumer empowerment via consumer information
- Nanny state tendencies



Each serving (150g) contains

| | | | | |
|-----------------------------|--------------------|--------------------------|-----------------------|---------------------|
| Energy 1046kJ 250kcal | Fat 3.0g LOW | Saturates 1.3g LOW | Sugars 34g HIGH | Salt 0.9g MED |
| 13% | 4% | 7% | 38% | 15% |

of an adult's reference intake

values (as sold) per 100g: 697kJ/



The EU legal framework for spirits drinks

- ◆ Spirits Drinks have their own EU Regulation: Reg 2019/787
- ◆ Spirit drinks and other alcoholic beverages are excluded from the rules applicable to other foodstuffs
 - No on label energy (kJ/kcal)
 - No list of ingredient
- ◆ Growing demand for information by consumers and NGOs
- ◆ spiritsEUROPE and members decided to provide this information in co-regulation with the EU COM and developed the Memorandum of Understanding



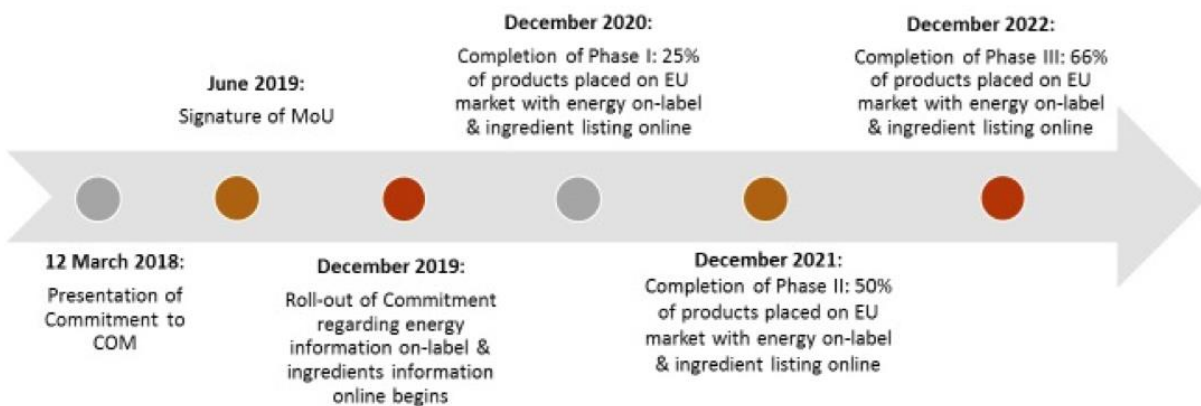
The spiritsEUROPE Memorandum of Understanding on Consumer Information



MEMORANDUM OF UNDERSTANDING

ON THE PROVISION OF NUTRITION INFORMATION & INGREDIENTS LISTING
OF SPIRIT DRINKS SOLD IN THE EU

4 JUNE 2019
PARIS



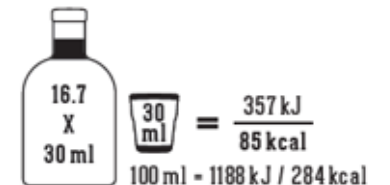
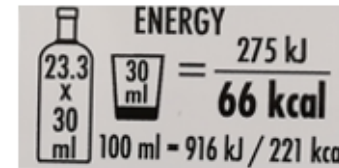
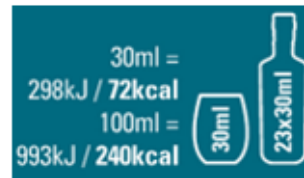


The spiritsEUROPE Memorandum of Understanding on Consumer Information

- ◆ The objective is to ensure that the collective total EU market share (by volume) of products placed on the EU market providing:
 - energy information on-label
 - list of ingredients online

Illustrative examples of how on-label energy information could be provided for spirits

- The illustrations below are for indicative purposes only; in terms of display, colour, and shape the provision of the information may be adapted to the shape and colours of the bottle, labels and/or the brand image.
- The font must be easily legible.
- Minimum font size for lowercase written text is 1.2mm. Calories information per kcal can be emphasized.





The MoU in practice





Way ahead

- ◆ We need to speed-up delivery on the MoU to anticipate the revision of the FIC regulation in line with the wine solution... :
- **spiritsEUROPE strongly recommends GS1-compliant solutions based on GTIN and GS1 Digital Link**
- **GS1 organisations provide local support to companies to help them adopt QR Code powered by GS1**
- **For companies member of GS1, using GS1 standards already implemented such as the GTIN is an asset to deliver our commitments**



Success on-label, but work in progress for digital information





Upcoming legislation on consumer information – getting ready for the FIC

The more the merrier!

The objective is to go to 100% of labels containing QR codes offering nutritional, health and sustainability information to consumers... marketing free



A SPIRIT OF
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Thank you very much for your attention!

Any questions or comments?

adam@spirits.eu

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GS1 Ambition 2027



An example GS1 Digital Link URI



(01)09506000151533

<https://id.dalgiardino.com/01/09506000151533>



Brand domain name



Product identifier
(GTIN)





GS1 Digital Link

Best practices for creating your QR Code powered by GS1



https://ref.gs1.org/docs/2023/QR-Code_powered-by-GS1-best-practices.pdf

Puma outlet field trip 21 April 2023:

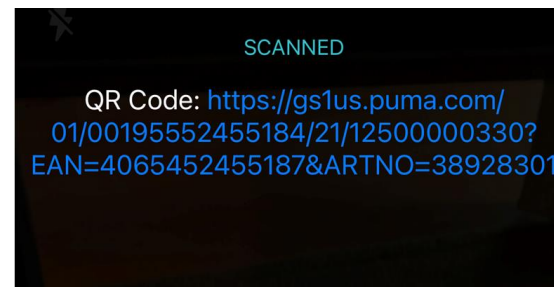
Product #1 – pair of shoes



Picture of stack of shoe boxes

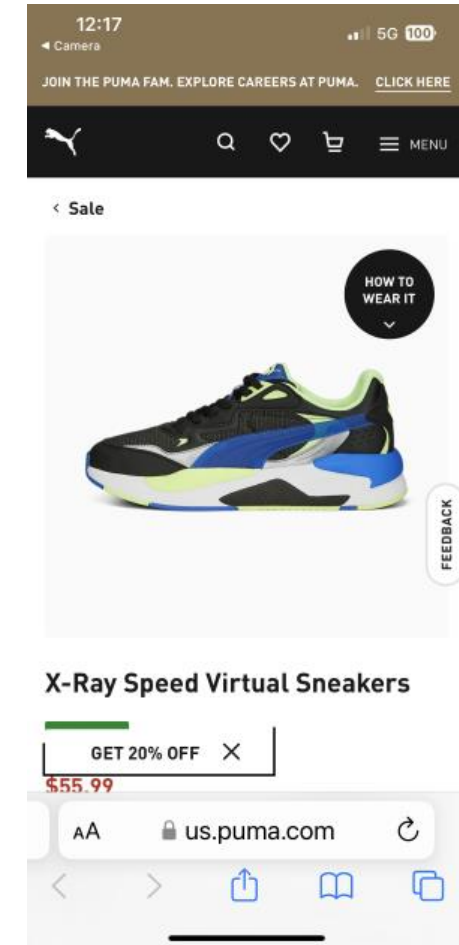


Closeup of 1 shoe box



Scandit app decoding the QR Code

<https://gs1us.puma.com/01/00195552455184/21/12500000330?EAN=4065452455187&ARTNO=38928301>



Where the link takes you*

<https://us.puma.com/us/en/pd/qr-code/389283?swatch=01>

*If and only if you answer that you are in a Puma store...if you say "no" then you get a "Sorry we couldn't find what you are looking for"

Integrated Consumer Experience



<https://scan.pg.com/01/047400683051>

Integrated Consumer Experience



<https://scan.pg.com/01/047400683051>





By Orderinchaos - Own work, CC BY-SA 4.0,
<https://commons.wikimedia.org/w/index.php?curid=127843063>

GS1 identification to better serve trusted data to consumers

➤ First priority: implementation thanks to GS1-compliant solutions

WITHOUT GS1 STANDARDS

Owned & controlled by the solution provider

Only works on xxxxyyyy.com with the solution provider branding

Identifies the solution record

Vendor-locked and no data portability

Will never work in the supply chain or at PoS

Not a GS1 standard



WITH GS1 STANDARDS

GTIN, licensed to, and controlled by brand

Global unique identifier for the product

Can be used on any Web site/service with any branding to consumers

GS1 IDs work in the supply chain and expect GS1 Digital Link syntax at PoS by 2027

GS1 standard in action!





The Global Language of Business



GS1 Digital Link

**Best practices
for creating
your QR Code
powered by GS1**

phil.archer@gs1.org
[@philarcher1](https://twitter.com/philarcher1)

https://ref.gs1.org/docs/2023/QR-Code_powered-by-GS1-best-practices.pdf

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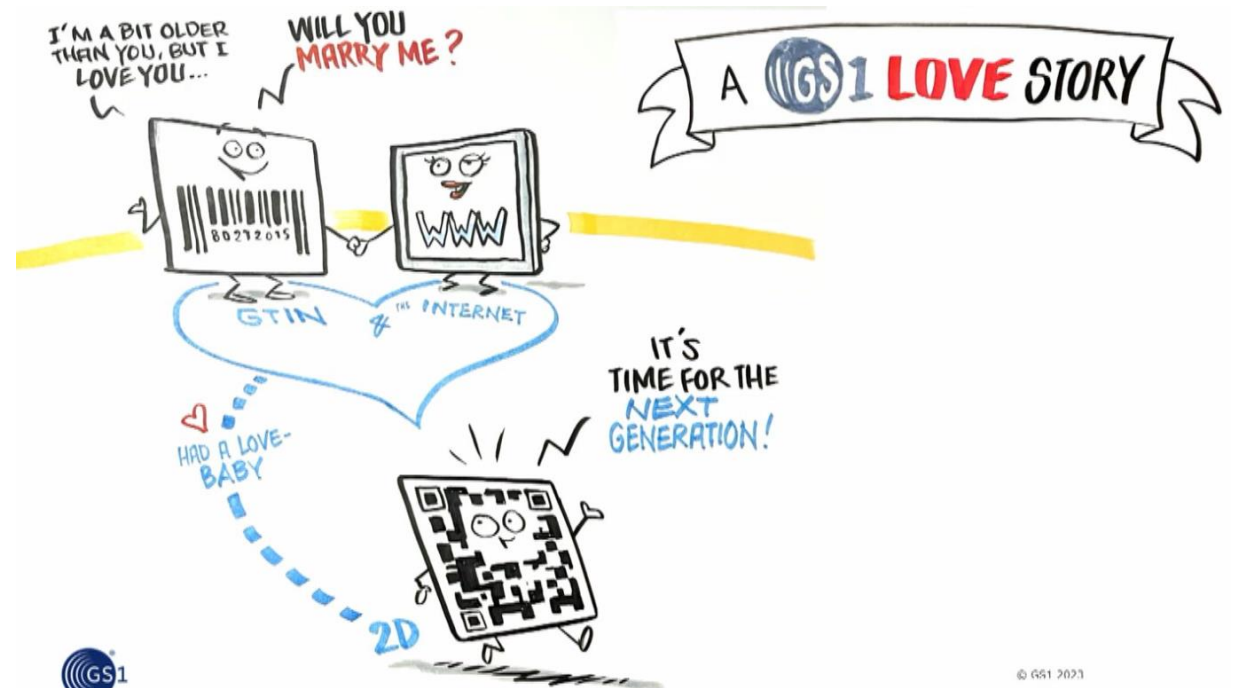
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Consumer information goes digital

For the **first time** ever in the food sector in EU...
...the communication of mandatory information **through e-labels** to consumers is possible.



A common journey with GS1 started in 2019

Umbrella commitment

01 • A common voluntary commitment was presented on 12 March 2018 to the European Health Commissioner.

12 March 2018



02 • **First discussions with GS1**

Q4 2018

spiritsEUROPE together with Comité Vin started discussions with GS1 in Europe to facilitate a collaboration between companies and associations on GS1 standards to be designed and deployed.



Start of the collaboration

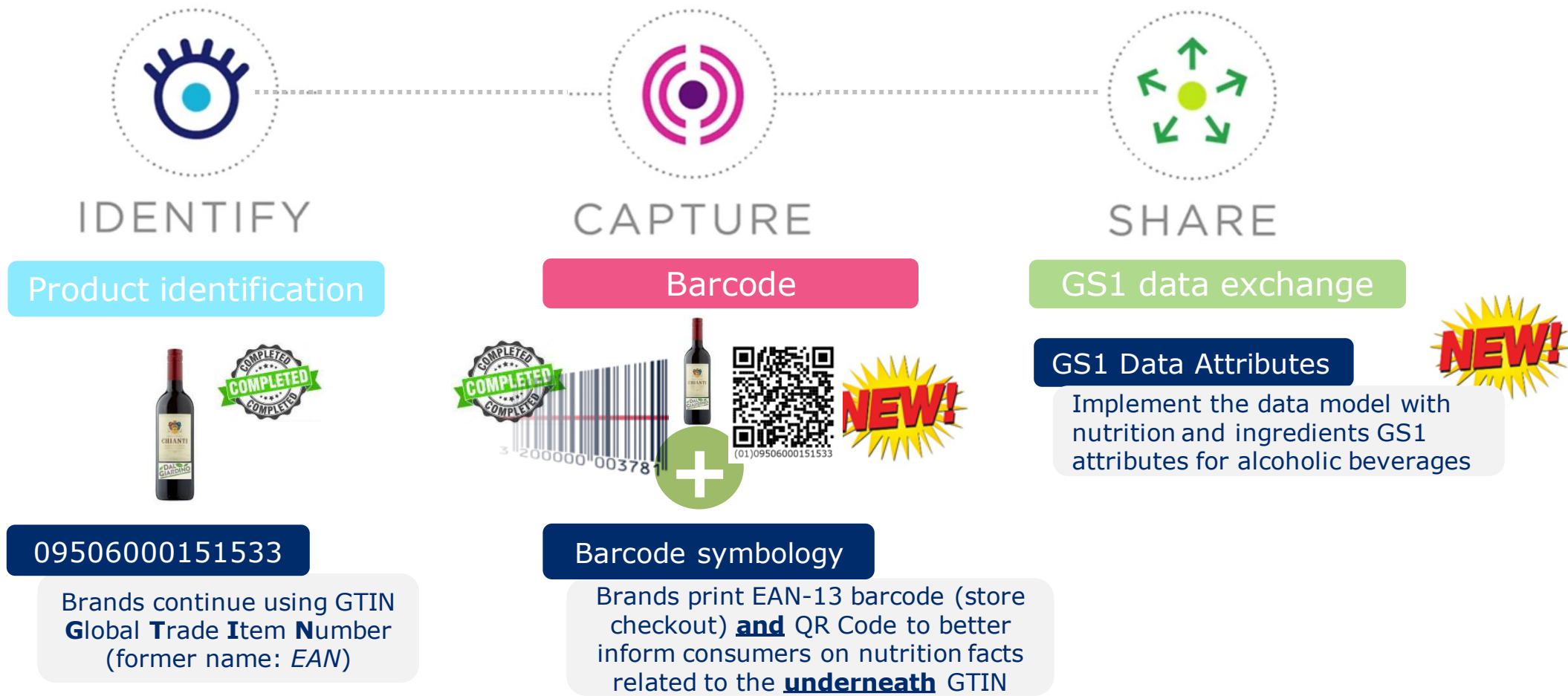
03 • Kick off meeting with companies, associations and GS1 organisations to share the sectors commitments and agree on the objectives of the collaboration within the GS1 in Europe organization

8 February 2019

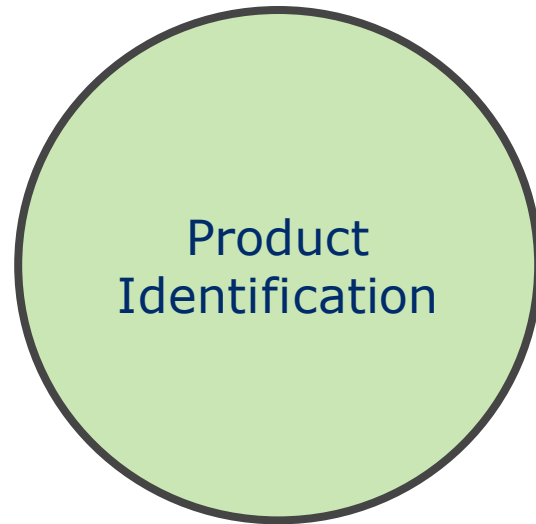


Collaboration 2019-2023

Outcome: GS1 standards to better inform consumers



GS1 Data Model in a nutshell



GS1 Data Model for Alcoholic Beverages for the e-label

| Alcoholic beverages GS1 data model for e-label | | |
|---|-----------------------------------|------|
| Label information | Status | Type |
| Product identification | | |
| GTIN | Mandatory for GS1 system | Both |
| Product description | Mandatory for GS1 system | Both |
| Brand | Mandatory for GS1 system | Both |
| Sub brand | Preferred by working group | Both |
| Product image | Preferred by working group | Both |
| GPC (GS1 Global Product Classification) | Mandatory for GS1 system | Both |
| Net content | Mandatory for GS1 system | Both |
| Ingredients | | |
| Ingredients | Mandatory according to regulation | Both |

| Nutritions for 100ml | | |
|---|---|---------|
| Energy (kJ) Energy (kcal) Fats - saturated fats Carbohydrates - sugars Fibre Protein Salt | Per 100ml: Mandatory according to regulation Per portion: Preferred by working group | Both |
| Allergens | | |
| Allergens | Mandatory according to regulation | Both |
| Additional product information | | |
| Alcohol percentage | Preferred by working group | Both |
| Alcohol Beverage Type | Preferred by working group | Both |
| Vintage | Preferred by working group | Wines |
| Alcoholic beverage colour | Preferred by working group | Wines |
| Sweetness level | Preferred by working group | Wines |
| Origin of wine code | Preferred by working group | Wines |
| Grape variety code | Preferred by working group | Wines |
| Alcoholic beverage age | Preferred by working group | Spirits |
| Certification marks / logos | Preferred by working group | Both |

The GS1 value proposition: Make it easier for your companies from now



1 Your brand continues using GTIN to identify products



09506000151533

Product identification



2 Your brand implements:

- **GS1 Data Model** to structure data in IT systems
- **and the GS1 Digital Link** to connect consumers



(01)09506000151533

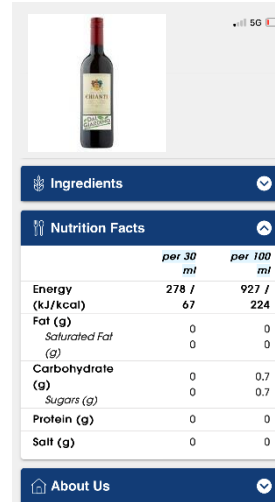


<https://www.domainname.com/01/09506000151533>

GS1 data structure



3 Consumers are taken to a neutral landing page without marketing or commercial data featuring consumer information linked to the right GTIN



And the future is bright

QR code powered by GS1 Digital Link is multipurpose



**Ingredients
& nutritional
information**

**Identity
information**

Net content
Brand
Image
Category
...

**Responsible
drinking
guidelines**

Packaging



The objective is to go to 100% of labels containing QR codes offering nutritional, health and sustainability information to consumers... marketing free



Ambition 2027: the global transition to QR Codes with GS1 identification system

The companies of the GS1 Board have agreed to align on the ambitious goal of transitioning from legacy linear 1D barcodes to new, more capable 2D barcodes on pack with **an initial goal of Retail POS scanners globally capable of reading and processing both old and new barcodes by the end of 2027**



Tools to help with implementation



| Nutrition Facts | | |
|-------------------|-----------|------------|
| | per 30 ml | per 100 ml |
| Energy (kJ/kcal) | 278 / 67 | 927 / 224 |
| Fat (g) | 0 | 0 |
| Saturated Fat (g) | 0 | 0 |
| Carbohydrate (g) | 0 | 0.7 |
| Sugars (g) | 0 | 0.7 |
| Protein (g) | 0 | 0 |
| Salt (g) | 0 | 0 |

GS1 Data Model
for Alcoholic
Beverages



Best practices for
creating your QR
Code powered by
GS1 Digital Link

https://ref.gs1.org/docs/2023/QR-Code_powered-by-GS1-best-practices.pdf



Local support from
GS1 Member
Organisations and
GS1-compliant
solution providers

<https://www.gs1.org/standards/get-barcodes>



- Use cases
- Monitoring of the QR code powered by GS1 Digital Link roll-out
- Implementation guide for alcoholic beverages

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Conclusions



Support your companies is the priority
for GS1 and GS1 in Europe ...

Regulation is coming soon ...
Self commitment is already there ...

GS1 standards are the right answer:

Use GTIN for product identification
Use GS1 data model for alcoholic beverages
Use a QR code powered by GS1 Digital Link!



GS1 in Europe Implementation Guide

Implementation guide

- Regulation for (aromatized) wines
- Self-Regulation for spirits
- GS1 data model for alcoholic beverages
- GTIN and QR code
- GS1 Digital Link
- Useful links

QR code powered by GS1 Digital Link!



Next steps to onboard companies and speed up together



1

Connect with your local GS1 office

<https://www.gs1.org/standards/get-barcodes>

2

- Get your data ready and implement the GS1 data model
- Get ready to create QR codes powered by GS1 Digital Link

3

Share your progress with us!

**You are now part of the GS1
Alcoholic Beverages Community.**

We are on this journey together!





The Global Language of Business

THANK YOU!



Paul Bounaud

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GS1 in Europe Project Leader

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