

## PRESENTATION OF PILOT PRODUCTS

The U-LABEL platform is an online tool created to support wine and spirits companies in providing EU consumers with relevant, accurate and detailed information about their products by means of an e-label, accessible to consumers through a QR-code printed on the back-label of the bottle.





To make sure the U-LABEL platform serves as much as possible the true needs of today's wine and spirit companies, we have set up a pilot project gathering 16 wine and spirits companies who have devoted time and efforts to accompany, from early days, the conception of the platform and to test its features and functioning before the platform's official launch.

This successful collaboration with companies from various countries and sizes, producing different types of products, allowed us to identify accurately the needs of hands-on actors, and how to match them with consumers' expectations.

We proudly present here the first products that have created an e-label and apposed a QR-code on their labels.

*Brussels, 30 September 2021*

## ADDITIONAL RESOURCES

-  [Questions & Answers on the U-LABEL platform](#)
-  [Presentation of the pilot products](#)
-  [Video statements from pilot companies' CEOs](#)
-  [Dedicated pages on CEEV website and spiritsEUROPE website](#)

*We thank all our pilot companies for their support.*



# THE ABSOLUT COMPANY

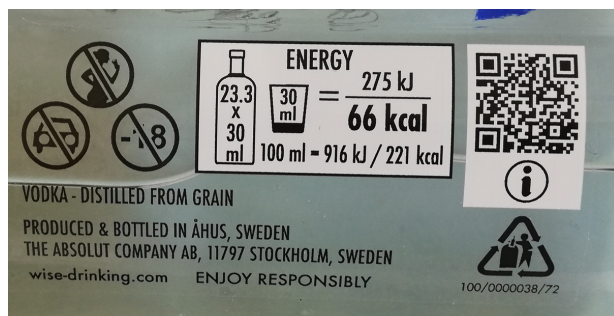
*Absolut Vodka*



## ABOUT THE COMPANY

The Absolut Company is part of Pernod Ricard and is based in Sweden. It has the worldwide responsibility for the production and marketing of Absolut Vodka – the sixth biggest spirits brand globally. Absolut Vodka is produced with the same continuous distillation as was introduced by its progressive founder LO Smith (1836 – 1913) at one source, the village of Åhus in southern Sweden. It prides itself with one of the most energy efficient distilleries in the industry and 98% less CO<sub>2</sub>-emissions than an average distillery. The goal is to have fossil free production by 2025, eliminating the little emissions that remain. The ultimate goal is to manufacture a carbon neutral product by 2030, including supply chain. It is Sweden's single largest food export.

## OUR PILOT E-LABEL



“ Digital information is becoming the new normal for consumers and for everyone. The U-label platform is a pioneering digital solution that will provide EU consumers with improved access to product information and facts anywhere, anytime, in their own language, empowering them to make more informed and responsible choices in a very easy way.

Paula Eriksson, VP Corporate Affairs & Communications, Sweden

## PILOT PROJECT



ENGLISH ▾



The Absolut  
Company AB

**ABSOLUT VODKA**

Swedish Vodka

 Sweden • Vodka

• 40% vol • 700 ml

RESPONSIBLE CONSUMPTION ▲

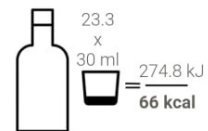


[responsibledrinking.eu](https://responsibledrinking.eu)

INGREDIENTS ▲

Vodka (Grain distillate and water)

NUTRITION DECLARATION ▲



100 ml = 916 kJ / 219 kcal

	100ml	30ml
Energy	916kJ	275kJ
	219kcal	66kcal
Fat	0g	0g
of which		
Saturates	0g	0g
Carbohydrate	0g	0g
of which		
Sugars	0g	0g
Protein	0g	0g
Salt	0g	0g

SUSTAINABILITY ▼

ABOUT THE COMPANY ▲

[More info](#)

**ABSOLUT.**

# RÉMY COINTREAU

Cointreau



## ABOUT THE COMPANY

Rémy Cointreau is a French, family-owned business group whose origins date back to 1724. The group has an international portfolio of spirits composed notably of cognacs, liqueurs, including the iconic Cointreau liqueur and champagne.

The Rémy Cointreau Group brings together a range of exceptional spirits that draw their strength from their authenticity and originality. The companies have the good fortune to be heirs to these terroirs and this expertise that has been handed down from generation to generation.

## OUR PILOT E-LABEL



At Rémy Cointreau, we are very proud to be part of the e-Label platform project initiated by the wine and spirit industries in response to the EU call for more consumer information on our products.

With this project, we demonstrate the capacity and responsibility of our sector in responding to consumer and regulatory expectations.

*Eric Vallat, CEO of Rémy Cointreau Group*

## PILOT PROJECT



ENGLISH ▼



Cointreau

L'UNIQUE

France • Liqueur

• 40% vol

produced and bottled by: Cointreau •  
49124, Saint Barthelemy d'Anjou, France

RESPONSIBLE CONSUMPTION ▲



[responsibledrinking.eu](https://responsibledrinking.eu)

INGREDIENTS ▲

Water, orange peel distillate, sugar, alcohol

NUTRITION DECLARATION ▲



30 ml = 392.1 kJ  
94 kcal

100 ml = 1307 kJ / 312 kcal

	100ml	30ml
Energy	1307kJ 312kcal	392kJ 94kcal
Fat	0g	0g
of which		
Saturates	0g	0g
Carbohydrate	23g	6.9g
of which		
Sugars	23g	6.9g
Protein	0g	0g
Salt	0g	0g

SUSTAINABILITY ▼

ABOUT THE COMPANY ▲

**COINTREAU**  
THE ART OF THE MIX

[More info](#)

## EDRINGTON

*The Famous Grouse*



### ABOUT THE COMPANY

Founded in Scotland in 1861, Edrington is the home of exceptional spirits. Our portfolio includes some of the world's best-loved Scotch whiskies.

The Macallan is our central focus, supported by Highland Park and The Glenrothes in the single malt category and Naked Malt in the blended malt category. Our portfolio is completed with The Famous Grouse Blended Scotch Whisky and Brugal premium rum from the Dominican Republic. Edrington also has strategic partnerships with No.3 London Dry Gin, and Noble Oak and Wyoming Whiskey in the American Whiskey categories.

Our business is underpinned by the Edrington values of giving, respect, integrity, and excellence.

### OUR PILOT E-LABEL



Our rich, smooth blend contains exceptional grain whiskies and malts that have been selectively matured in hand-picked sherry casks. We have been making The Famous Grouse since 1896 and one thing we have learnt in all that time is that reading labels is not nearly as good as discovering our famous blend. To learn more, scan the QR code.



[www.thefamousgrouse.com](http://www.thefamousgrouse.com)  
Please enjoy responsibly  
[responsibledrinking.eu](http://responsibledrinking.eu)



MIT FARBSTOFF (ZUCKERKÖRPER) ZUR EINHEITLICHEN FÄRBUNG FARVEN JUSTIERT MED E150

alc. 40% vol. 700ml e

E150a

5 010314 700003 >

E150a

Edrington contact address: Edrington Sweden AB, Lantmakargatan, 46, Box 531A, 102 47 Stockholm, Sweden  
Matthew Grogan & Son Limited, 2500 Great Western Road, Glasgow, G15 6RW, Scotland FGR1539T



## PILOT PROJECT



ENGLISH



**Edrington Distillers Ltd**  
**THE FAMOUS GROUSE**

Scotch Whisky



United Kingdom

• Whisky • 40% vol • 700 ml

*produced and bottled by:* Edrington

Distillers Ltd • 2500 Great Western Road,  
Glasgow, G15 6RW

RESPONSIBLE CONSUMPTION

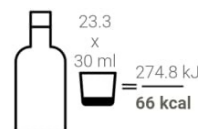


[responsibledrinking.eu](http://responsibledrinking.eu)

INGREDIENTS

Whisky (Cereal distillate and water), colour  
(E150a)

NUTRITION DECLARATION



100 ml = 916 kJ / 219 kcal

	100ml	30ml
Energy	916kJ 219kcal	275kJ 66kcal
Fat	0g	0g
of which		
Saturates	0g	0g
Carbohydrate	0g	0g
of which		
Sugars	0g	0g
Protein	0g	0g
Salt	0g	0g

SUSTAINABILITY

ABOUT THE COMPANY

[More info](#)



Edrington is committed to promoting responsible consumption of our ultra-premium spirits. So, we are pleased to be part of the e-label pilot through The Famous Grouse as we believe it is an effective way for us to provide our consumers with important information on nutrition, ingredients, and responsibility to help people make positive choices about alcohol.

Huw Pennell, Europe Managing Director, Edrington



# LATVIJAS BALZAMS JSC

## RIGA BLACK BALSAM



### ABOUT THE COMPANY

Latvijas balzams is the leading producer of alcoholic beverages in the Baltic States. As of 2006, it had a market share of about 50% in Latvia and nowadays more than 70% of production is made exclusively for export markets. The company has a long history with the beginnings of it being traced back to 1900 when the Riga State Spirits Warehouse No.1 started operation as it later changed its name to Latvijas balzams in 1970. Now it is part of Amber Beverage Group, the rapidly-growing global spirits producer and distributor. Its flagship product is the legendary and probably the oldest herbal bitter in the world: Riga Black Balsam.

### OUR PILOT E-LABEL

**RIGA BLACK BALSAM. SPIRIT DRINK.**  
 Producer: Latvijas balzams AS,  
 A. Čaka iela 160, Rīga, LV-1012, Latvija.  
 Riga Black Balsam can trace its roots back to 1752. The existing original recipe was developed by the master distillers of Latvian balzams in the middle of the 20th century. It is an amazing blend of 24 all-natural ingredients including extracts of carefully selected grasses, roots, berries and buds. Riga Black Balsam is an exciting and breathtaking experience, with a versatile, authentic bittersweet taste that makes it an indispensable component for different drinks. Enjoy this pitch black drink neat as a digestive or in a cocktail of your choice!

**45% vol. 0.5L**

**RĪGAS MELNAIS BALZAMS.**  
 STIPRAIS ALKOHOLISKAIS DZĒRIENS.  
 Ražotājs: Latvijas balzams AS, A. Čaka iela 160, Rīga, LV-1012, Latvija.  
 Rīgas Melnā Balzama pirmsākumi meklējami 18. gs. otrajā pusē. Patlaban Rīgas Melnā Balzama recepti izstrādāja Latvijas balzama meistari 20. gs. vidū, apvienojot 24 pilnībā dabiskās izejvielas, tostarp rūšiņi, atlasīti augi, ogu un pumpuru ekstraktus. Rīgas Melnais Balzams ir alžraujoša un autentiska garša buķete, sniedzot neatkārtojamu saldās un rūgtās garšu harmoniju, kā arī ieteiktu karamēles aromātu, padarot to par neaizstājamu sastāvdaļu dažādos dzērienos. Izbaudiet tradīciju un meistartības neatkārtojamo garšu kotteļos vai ērā veidā, jūka draugu kompānijā!

**45% tilp. 0.5L**

www.RigaBlack.com  
 STORE ONLY IN A VERTICAL POSITION.  
 UZGLABĀT VERTIKĀLĀ STĀVOKLĒ.

responsible drinking.eu

**Enerģētiskā vērtība/Energy**  
 18 x 28 ml = 322 kJ  
 77 kcal  
 100 ml = 1151 kJ / 275 kcal



Latvijas balzams team is happy to participate in the e-label initiative. We believe this is the best way to make product information available for any consumer on request in a compliant, efficient and sustainable manner. Easy access, no additional packaging, no waste, and always up-to-date information. Great!

*Intars Geidāns, CEO of Latvijas balzams*

## PILOT PROJECT

**Latvijas balzams JSC**

**RIGA BLACK BALSAM**

 Latvia • Spirit drink

• 45% vol • 500 ml

RESPONSIBLE CONSUMPTION



[responsibledrinking.eu](https://responsibledrinking.eu)

INGREDIENTS

Ethyl alcohol, water, burned sugar, herbal extract (ethyl alcohol, water, burch buds, gentian roots, wormwood, peppermint leaves, ginger roots, valerian roots, sweet flag, calamus, melissa, linden flowers, oak bark, St. John's wort, black pepper, pomegranate peel, bogbean, nutmegs), brandy, sugar syrup (sugar, water), dried blueberries extract (ethyl alcohol, water, dried blueberries), concentrated raspberry juice, natural honey flavouring, natural Peru balsam flavouring)

NUTRITION DECLARATION



100 ml = 1151 kJ / 275 kcal

	100ml	28ml
Energy	1151kJ	322kJ
	275kcal	77kcal
Fat	0g	0g
of which		
Saturates	0g	0g
Carbohydrate	5.5g	2g
of which		
Sugars	5.5g	2g
Protein	0g	0g
Salt	0g	0g

SUSTAINABILITY

ABOUT THE COMPANY



[More info](#)

## LOUGH REE DISTILLERY

*Bart's Irish Whiskey*



### ABOUT THE COMPANY

Lough Ree Distillery sits in the very heart of Ireland, on the banks of the River Shannon in Lanesborough, Co. Longford.

It's a family business, established by Clancy siblings Peter, Sheila and Michael in their hometown. Bart's Irish Whiskey is a brand new core product joining an award-winning portfolio of Irish Gins, Vodka and rare Irish Whiskies and is the first Irish Whiskey to carry this e-label.

### OUR PILOT E-LABEL

#### BART'S™

**BART CLANCY**, a teacher and family man, indulged his passion for mending clocks in his free time. He understood that every cog and wheel, no matter how small, is integral to how the clock works. The same ethos applies to this complex blended whiskey, created by his children in his honour. Each component must work in harmony with the others to create the final result, an intricate flavour-driven whiskey. Savour the time spent drinking it and find joy in life's details.

##### OUR COMPLEX BLEND COMPONENTS

- A 79% GRAIN WHISKEY FROM MAIZE *Bourbon Cask*
- B 11% TRIPLE DISTILLED POT STILL *Bourbon Cask*
- C 5% TRIPLE DISTILLED MALT *Rye Cask*
- D 3% TRIPLE DISTILLED MALT *Oloroso Cask*
- E 2% TRIPLE DISTILLED PEATED MALT *Bourbon Cask*

**NOSE:** Toasted marshmallow, sliced pear and cinnamon.

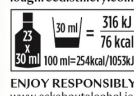
**TASTE:** Red summer fruits, dry spice and caramelised sugar.

**FINISH:** Long, spicy and oily, with wisps of smoke.

DISTILLED, MATURED, BLENDED AND BOTTLED ON BEHALF OF AND TO THE PRECISE SPECIFICATION OF LOUGH REE DISTILLERY, LANESBOROUGH, CO. LONGFORD, IRELAND.



[loughreedistillery.com](http://loughreedistillery.com)

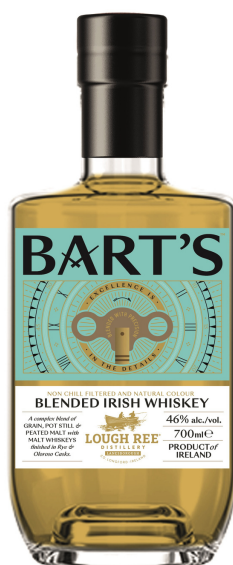


VARNISH FREE



ENJOY RESPONSIBLY  
[www.askaboutalcohol.ie](http://www.askaboutalcohol.ie)

5 060641 390286 >



#### Lough Ree Distillery **BART'S IRISH WHISKEY**

Blended Irish Whiskey. Non Chill Filtered and Natural Colour.

Irish Whiskey



Ireland • 46% vol  
• 700 ml

**bottled for:** Lough Ree Distillery • Main Street, Lanesborough, Co Longford, N39 P229, Ireland

RESPONSIBLE CONSUMPTION



[responsibledrinking.eu](http://responsibledrinking.eu)

[askaboutalcohol.ie](http://askaboutalcohol.ie)

INGREDIENTS

Whiskey (Cereal distillate and water)

NUTRITION DECLARATION



100 ml = 1053 kJ / 252 kcal

	100ml	30ml
Energy	1053kJ 252kcal	316kJ 76kcal
Fat	0g	0g
of which		
Saturates	0g	0g
Carbohydrate	0g	0g
of which		
Sugars	0g	0g
Protein	0g	0g
Salt	0g	0g

SUSTAINABILITY

ABOUT THE COMPANY

[More info](#)



“At Lough Ree Distillery, we are very proud to be part of the e-Label platform project, enabling us to provide more consumer information on our products.

As we launch a new brand, this easy-to-use platform gives us the opportunity to share information in a consistent and best practice way with our customers across the EU.”

Michael Clancy, Co-Founder of Lough Ree Distillery

## O BENEFÍCIO EXISTE, LDA

### Hemp Flower Gin Benefício - Delicado



### ABOUT THE COMPANY

O Benefício exists since 2016.

We defend a limited production model, placing on the market a limited series of 100 units. Our products are the result of a manufacturing process that uses artisanal and sustainable methods.

We are a talent-oriented company that operates as an engine of local economic development. Our co-creation model is a differentiating factor which we use as an engine to provide fair remuneration for those who create and produce.

We want to put out in the market products that are, in fact, a benefit for everyone.

### OUR PILOT E-LABEL

**GIN DE FLOR DE CÂNHAMO DELICADO - SUAVE**  
ESTA RECEITA DO GIN DE FLOR DE CÂNHAMO BENEFÍCIO PRODUZIDA ATRAVÉS DO MÉTODO LONDON DRY, CONTEM UMA SELEÇÃO DE NOVE BOTÂNICOS QUE A TORNAM NUMA ABORDAGEM MAIS DELICADA. OS NOSSOS BOTÂNICOS SÃO O ZOMBO, A SEMENTE COENTRO, A ANGÉLICA, A CÁSSIA, O CÂNHAMO, A LARANJA, O GENGIBRE, O CHÁ PRETO E O CHÁ VERDE.

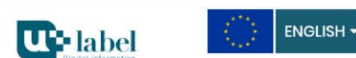
**HEMP FLOWER DELICATE GIN - SMOOTH**  
BENEFÍCIO'S HEMP FLOWER GIN RECIPE, PRODUCED USING THE LONDON DRY METHOD. THIS HEMP FLOWER GIN RECIPE CONTAINS A WIDE SELECTION OF NINE BOTANICALS THAT MAKE THIS GIN EXTREMELY DELICATE. OUR BOTANICS: JUNIPER, CORIANDER SEED, ANGELICA, CASSIA, HEMP, ORANGE, GINGER, GREEN TEA AND BLACK TEA.

INGREDIENTES: BOTÂNICOS, ALCOL BASE CEREAL E ÁGUA.  
CÂNHAMO INDUSTRIAL DE AGRICULTURA ORGÂNICA, MENOS DE 0,2% THC (ES-ECO-019-CY)  
INGREDIENTS: BOTANICALS, NEUTRAL GRAIN SPIRIT AND WATER.  
INDUSTRIAL HEMP FROM ORGANIC FARMING, LESS THAN 0,2% THC (ES-ECO-019-CY)  
PRODUZIDO E ENGARRAFADO POR: • PRODUCED AND BOTTLED BY: BOTA GLACIAR, LDA.  
PLANO PARQUE EMPRESARIAL, 2208-3 RUA DO RATIL, 1094 - 4485-253 GUILHARDES  
DISTRIBUÍDO E COMERCIALIZADO POR: • SOLD AND DISTRIBUTED BY: O BENEFÍCIO  
WWW.OBENEFICIO.COM

SN - 4/100

16,7 x 30 ml = 357 kJ  
85 kcal  
100 ml = 1188 kJ / 284 kcal

5 600706 663094



**O Benefício Existe, Lda.**  
**HEMP FLOWER GIN**  
**BENEFÍCIO - DELICATE**

Portugal • Gin  
• 43% vol • 500 ml

RESPONSIBLE CONSUMPTION



[responsibledrinking.eu](https://responsibledrinking.eu)

INGREDIENTS

Gin, Neutral Grain Spirit and Water,  
Botanics: Juniper - Coriander Seed -  
Angelica - Cassia - Hemp - Orange -  
Ginger - Green Tea and Black Tea.

NUTRITION DECLARATION

$$\begin{array}{r} 16,7 \\ \times 30 \text{ ml} \\ \hline 356,4 \text{ kJ} \\ 85 \text{ kcal} \end{array}$$

100 ml = 1188 kJ / 284 kcal

	100ml	30ml
Energy	1188kJ	356kJ
	284kcal	85kcal
Fat	0g	0g
of which		
Saturates	0g	0g
Carbohydrate	0g	0g
of which		
Sugars	0g	0g
Protein	0g	0g
Salt	0g	0g

SUSTAINABILITY



ABOUT THE COMPANY

**+ BENEFÍCIO +**

[More info](#)

*No one knows what it is, but it's going to be amazing!*

“We are proud to be the first craft distiller in Portugal to provide detailed consumer information on our products both on label and online from a simple click on a QR code”

Paulo Fernandes, CEO of O Benefício Distillery, Portugal



## SKELLIG SIX18 DISTILLERY

### SKELLIG SIX18 GIN



#### ABOUT THE COMPANY

Skellig Six18 Distillery is an independently owned Irish Distillery & Visitor Experience, located on the edge of the Atlantic Ocean on the rugged Skellig Coastline in Cahersiveen, Co. Kerry, at the Southwest corner of Ireland.

Every drop of Skellig Six18 Gin is distilled at the distillery and plans to build a state-of-the-art whiskey distillery plant are in progress.

Skellig Six18 came to be after a group of people with deep connections to Cahersiveen were inspired by the grit, resilience and muinín of both the 6th century monks of Skellig Michael and the people of this place, decided to return home and pursue a vision of opening a distillery and establishing a global premium spirits brand.

#### OUR PILOT E-LABEL

Skellig Six18 Gin is distilled, slowly blended and bottled in small batches at our distillery in Cahersiveen, Co. Kerry, Ireland. Inspired by our Atlantic coastal landscape, we developed a unique recipe including local botanicals.

**TASTING NOTES – LOCAL BOTANICALS**  
Yarrow: bitter-sweet with tones of citrus and anise.  
Fresh Douglas Fir Needles: notes of citrus with pink grapefruit, herbaceous finish.  
Natural Birch Sap: mineral qualities.

**BOTANICALS:**  
Juniper Berries, Coriander Seed, Angelica Root, Orris Root, Licorice Root, Citrus, Yarrow, Douglas Fir Needles, Birch Sap, Dillisk Leaf.

SKELLIGSIX18DISTILLERY.IE

Landscape painting is "Headland" by Cormac O'Leary ©

Product of Ireland. Distilled and Bottled by Skellig Six18 Distillery, Cahersiveen, Co. Kerry, Ireland.

30ml = 298kJ / 72kcal  
100ml = 993kJ / 240kcal

43.4% ALC. VOL. 700ml e

5 591536 650001



**Skellig Distillers**

**SKELLIG SIX 18 GIN**

 Ireland • Gin

• 43.4% vol • 70 cl

*produced and bottled by:* Skellig Distillers  
• Valentia Road, Cahersiveen, Co Kerry  
Ireland V23 YD89

RESPONSIBLE CONSUMPTION

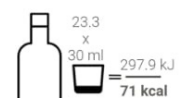


[responsibledrinking.eu](https://responsibledrinking.eu)

INGREDIENTS

Gin (Distilled alcohol from agricultural origin and water), Natural Flavouring

NUTRITION DECLARATION



100 ml = 993 kJ / 237 kcal

	100ml	30ml
Energy	993kJ 237kcal	298kJ 71kcal
Fat	0g	0g
of which		
Saturates	0g	0g
Carbohydrate	0g	0g
of which		
Sugars	0g	0g
Protein	0g	0g
Salt	0g	0g

SUSTAINABILITY

ABOUT THE COMPANY

[More info](#)



“Located here at the very edge of Europe by the Atlantic Coast, we at Skellig Six18 Distillery are proud to be working with spiritsEUROPE and be part of this e-label initiative – which is relevant to all spirits consumers right throughout the EU.”

*Patrick Sugrue, Founder & Director of Skellig Six18 Distillery*