

## PRESS RELEASE

### U-Label partners with Giunko to provide digital packaging information in Italy

#### *Single QR code to serve as digital one-stop shop for nutrition & recycling information*

**Bruxelles, 12 December 2022 – U-Label, the European e-label platform for wines and spirits, has announced a partnership with the Italian-based Giunko to ensure consumers can access digital information about product packaging and recycling in Italy as of 1 January 2023.**

From 1 January 2023, wines and spirits placed on the Italian market will be obliged to inform consumers about the identification and classification of the product packaging, i.e., the nature of the packaging materials used and their disposal. Italian authorities allow producers to convey this information digitally via an e-label, accessible by scanning a QR code on the bottle with a smartphone.

Thanks to the collaboration between U-Label and Giunko a single QR code on the bottle will feature both the nutrition declaration and list of ingredients (as provided by the U-label Platform) and the disposal information of all packaging components (as provided by the Junker App developed by Giunko). Since rules on waste sorting change from city to city in Italy, the QR code will provide geo-localised information for each product in order to convey the correct –information everywhere to consumers who are in Italy. No doubts, no mistakes, no fines!

Commenting on the integrated e-label offer by U-Label & Giunko, Ignacio Sanchez Recarte, Secretary General of CEEV said:

*“This is an important step in expanding and scaling up our e-label offer. For the first time, consumers can benefit from an integrated digital labelling solution that provides both information on the nutritional content and ingredients of a product while also giving them tailored information about the recycled content, correct disposal and potential re-use of the packaging materials used.”*

Ulrich Adam – Director General of spiritsEUROPE – added:

*“EU digital labelling rules for wines and the Italian legislation on digital packaging information show that e-labels work and are here to stay. We call on the European Commission to allow and regulate digital labels for all food and drink products in the upcoming proposal for a Regulation on Food Information to Consumers. In addition, we call on EU Members States to follow the Italian example and allow for the use of digital labelling solutions to provide product-specific packaging and recycling information to consumers.”*

**NOTE TO EDITORS**

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Comité Européen des Entreprises Vins (CEEV – www.ceev.eu) represents the wine companies in the industry and trade in the European Union: still wines, aromatised wines, sparkling wines, liqueur wines and other vine products. It brings together 25 national organisations and its members produce and market the vast majority of quality European wines, with and without a geographical indication, and account for over 90% of European wine exports.

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spiritsEUROPE proudly represents the EU spirits sector, one of Europe’s most valuable agri-food export sectors and, with it, the interests of 31 associations of spirits producers as well as 11 leading multinational companies. More information can be found on our [website](#)

**The U-LABEL platform** (www.u-label.com) 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. With the U-label platform, any company, including small- or micro-ones, can benefit from the legal and technical expertise needed to generate e-labels in all EU official languages. The platform is open to any wine or spirits company wishing to commercialise their products in the EU.

**Guinko srl** developed the [Junker APP](#) to facilitate waste sorting for European citizens. To date, Junker successfully serves Italian municipalities for 10 million inhabitants all over Italy, standardizing the way of providing information and, at the same time, respecting the differences in local services.

