

As a result of the new EU Common Agriculture Policy regulations, wine and aromatized wine products will be required to communicate, as from December 2023, nutrition information and the list of ingredients either on the physical label or through a digital support. In parallel, the European spirits sector has committed to offering easy-to-access nutrition and ingredients facts for spirits products sold in the EU.

Using the QR-code technology, U-Label provides a simple solution for companies to convey the newly required information digitally and for consumers to access information in their own language about the products they are purchasing.

Instead of adding nutrition and ingredients information on a traditional label, U-Label suggests using dynamic QR codes placed on bottles, that customers can easily scan with their smartphones to access a digital e-label containing nutrition facts, the list of ingredients and other useful information in their own language.

KEY FEATURES OF THE U-LABEL PLATFORM

EXPERT LEGAL ADVICE

In addition to creating the e-labels as such, the U-Label platform also provides companies with expert legal advice on labelling, including an integrated wizard to help them create the list of ingredients for their products, sparing them the hassle of finding relevant regulatory requirements and updates.

AUTOMATIC TRANSLATION

The U-Label system automatically translates e-labels into any of the EU's 24 official languages. Thanks to the programme's geolocation technology, the e-label is automatically displayed in the customer's language by pinpointing their location – without recording it.

AFFORDABLE COST

U-Label offers several annual subscription plans, ranging from €250 to €2.500 depending on the number of e-label to be generated and maintained each year.

REAL-TIME UPDATING

Information included in e-labels can be edited by companies at any time, and is instantly updated on all products, even those already on the shelves.

INTERCONNECTIONS

U-Label collaborates with different actors in the digital world to facilitate the inter-connection between different platforms and simplify the life of companies.

SUBSCRIPTION PLANS

(Annual, VAT excl.)

BASIC 250 € **150 €***

20 new e-labels
60 e-labels maintained

PLUS 600 € **400 €***

100 new e-labels
200 e-labels maintained

PREMIUM 2500 € **1500 €***

Unlimited new e-labels
Unlimited e-labels maintained

SUBSCRIBE

** Discounted prices available for CEEV and spiritsEUROPE members. Ask your national federation for more info.*



Fully compliant with EU regulations, the U-Label solution is currently available throughout the EU and is likely to be extended soon to non-EU markets (Norway, United Kingdom, Switzerland, and others), taking on board those countries' regulatory requirements.

Thanks to U-Label's geolocation technology, one QR code can be used for the same product sold in many different countries.