

Wine Industry Display of Awards Code of Practice

The Code applies to all Australian Wine producers for wine produced or sold in Australia or for export.

1. Producers will not use medals, stickers, symbols or other devices on a wine container or on any promotional material in order to misleadingly convey the impression that the wine has received an award at an open, objective and independent competition.
2. Awards received by an individual wine will bear the name of the show and the year of award. The class number is recommended but not mandatory. As a general rule, awards shall only be applied to wines bearing the name under which the exhibit was entered;
 - However, in recognition that a wine could be entered in a show before a wine has been finally allocated to a Brand, portability of an award so that it can stay with the wine which won it shall be permitted providing the wine show regulations so allow.
3. Awards received by a class of wines (e.g. "Winemaker of the Year", "Most Successful Exhibitor") shall not be used to suggest the individual wine has received any particular distinction. These awards will not be presented on the consumer package of an award or non-award wine in the form of a medal.
4. The use of gold, silver and bronze discs or a combination of one or more of these colours with a black disc to promote anniversaries, events, sponsorship and the like is not acceptable. Stickers and symbols or other devices should be sufficiently differentiated from show medals in terms of shape and/or colour to ensure no confusion.
5. It is recognised that there are a number of circumstances in which metallic discs can be used which clearly do not convey the impression that the wine has won an award. These are restricted to:
 - The presence of disc shaped stickers embedded within brand crests and /or architecture ; and
 - Circular metallic devices which are decorative and clearly not medals; and
 - It is recognised that identification stickers attached to a bottle for wine not intended for resale, such as supplied to airlines, may fall outside the control of the producer.
6. Compliance by a producer (including by subsidiaries or by associated companies) with this Code of Practice is a condition for entry to Australian wine shows. Lack of compliance could result in the producer/exhibitor being disqualified from entering wines into specific shows.

Explanatory notes:

1. In general the Code of Practice for the Display of Awards is supported by industry. Small amendments have been made to the code to help interpretation and clarify the intent.
2. It is now intended to extend its scope internationally and obtain support from international wine shows for its contents. It is also intended to enter into discussion with the key retail chains to adopt the Code.
3. Although the Code is primarily aimed at consumer packaging and labelling, the intent of the code is that all promotional material used to describe or present a wine should also comply.
4. The Code recognises that the presence of metallic discs embedded within brand crests and/or architecture should not be interpreted as medals. The use of disc shaped stickers to communicate volumetric detail and wine critic review ratings etc. is permitted as long as the discs are not gold, silver or bronze in colour. However, the key test is whether the presentation is likely to mislead or deceive a consumer. For the absence of doubt, the use of bottle ornaments that can be misinterpreted as a wine show award are not recommended.
5. The code recognises that an award is portable with the blend that was awarded.
6. A contact point has been established within Winemakers Federation of Australia. This is tony@agw.org.au. This point is to clarify aspects of the code and to liaise with companies that may have inadvertently breached the Code. Failure to comply will result in notification to the Wine Shows.