

Definitions of Eco product information for importers and customers

Alko's products will have new Eco product information visible for customers as of October 3, 2017. This includes four new product attributes: 1) suitability for vegans; 2) natural wine; 3) local eco/sustainability certifications; 4) packed in a lighter glass bottle (wines category).

Suppliers can add the new information for products in each case when the below definitions apply. The information thus becomes updated for products in Alko stores and Alko Online shop.

1 Suitable for vegans

- Product is suitable for vegans based on producer's declaration.
- There is no international, coherent and controlled standard for vegan products but the information is solely based on producer's own declaration.
- Suitability for vegans must be displayed on the product packaging.

2 Natural wine

- Natural wines are produced using natural methods without synthetic chemicals. Wines are grown without synthetic pesticides and in general no chemicals are used in the production process. Natural wines are not clarified, filtered or stabilized. Therefore there may be some sediment in the natural wines. Note also that natural wines taint more easily and they generally mature faster. Due to these production methods natural wines should not be compared with other wines but be considered as a product type of their own.
- The objective of natural wine producers is to produce wine that is as natural as possible, that reminds of the origin and natural taste of the grape without the end result being affected by modern vinification methods.
- Natural wines do not have legislation or standards in Europe. Alko classifies as natural wine such wines that the producer declares as natural wines.
- Natural wine status must be displayed on the product packaging.



3 Local eco/sustainability certification

- The certification is geographically applicable in an entire country or state (in the USA) and it is open for any producer to apply for. Area or region specific certifications are thus excluded.
- Fulfillment of criteria is verified by audits conducted by a third party verification body.
- 50 % or more of certification content (aspects) is environmental.
- Producer and product certifications are clearly separate, each with their own set of requirements.
- Product eco certificate symbol is displayed on the product packaging.
- Alko recognizes the below local certifications that are given as options in Alko Partner Network:
 - Certified California Sustainable Winegrowing (California, USA)
 - Certified Sustainable Austria (Zertifiziert Nachhaltig Austria)
 - Certified Sustainable Wine of Chile (Chile)
 - Fair'n'Green (Germany)
 - Integrity and Sustainability Certified (South Africa)
 - Sustainability In Practice SIP Certified (California, USA)
 - Sustainable Winegrowing New Zealand (New Zealand)
 - Terra Vitis (France)
 - VIVA Sustainability and Culture (Italy)

The supplier has a possibility to add some other certification that fulfills Alko's criteria by writing the official name of the certification to the text field.

4 Lighter glass bottle

- Alko's criteria for a lighter glass bottle is a 0.75 liter glass wine bottle that weights maximum 420 grams.