



TEQUILA LABELING REGULATIONS

Marking and labeling.

Each container must display a legible label that contains the following information in Spanish, which must be truthful and not mislead the consumer regarding the nature and characteristics of Tequila:

- a) The word “Tequila”, (in an ostentatious and legible way)
- b) Category and class to which it belongs, in accordance with Chapter 5 of this NOM.

Categories: - Tequila

- 100% agave, 100% puro agave, 100% agave, 100% puro de agave (you can add the word blue at the end. Translation into another language is not allowed).

Classes:

- Blanco
- Joven
- Reposado
- Añejo
- Extra Añejo

For the international market, the classification mentioned above can be replaced by the translation into the corresponding language, or by the following:

- “Silver” instead of Blanco.
- “Gold” instead of Joven.
- “Aged” instead of Reposado.
- “Extra aged” instead of Añejo.
- “Ultra aged” instead of Extra añejo.

- c) If applicable, the name of the added flavor or aroma;
- d) Net content expressed in liters or milliliters, in accordance with NOM-030-SCFI (see chapter 3, References);

Height of the quantitative data and the unit of magnitude based on the magnitude of the net content.	Minimum height of numbers and letters in millimeters (mm)
up to 50 g or mL	1,5
more than 50 g or mL up to 200 g or mL	2
more than 200 g or mL up to 750 g or 750mL	3
more than 750 g or mL up to 1 Kg or 1L	4,5
more than 1 Kg or mL up to 5 Kg or 5L	5
more than 5 Kg or 5mL	6

To the legends NET CONTENT or its abbreviations CONT. NET. and CONT. NET the specifications in the previous table do not apply to them and they can be written with uppercase and/or lowercase letters. They must go together with the quantitative data and the unit corresponding to the magnitude chosen according to the characteristics of the product in question.

The unit symbol will be “l” or “L” for liters and “ml” or “mL” for milliliters (without a period).

e) The alcoholic content expressed as a percentage of alcohol by volume at 20°C, which should be abbreviated “% Alc. Vol.”;

f) Name or company name of the Authorized Producer or the factory where the Tequila is produced and, where applicable, the approved bottler;

g) Address of the Authorized Producer or the factory where the Tequila is produced and, where applicable, the approved bottler;

The address must be complete: street, number, neighborhood, town, municipality, federal entity and postal code

If you do not present an exact address, refer to: road or path and the kilometer, number, neighborhood, town, municipality, state and postal code.

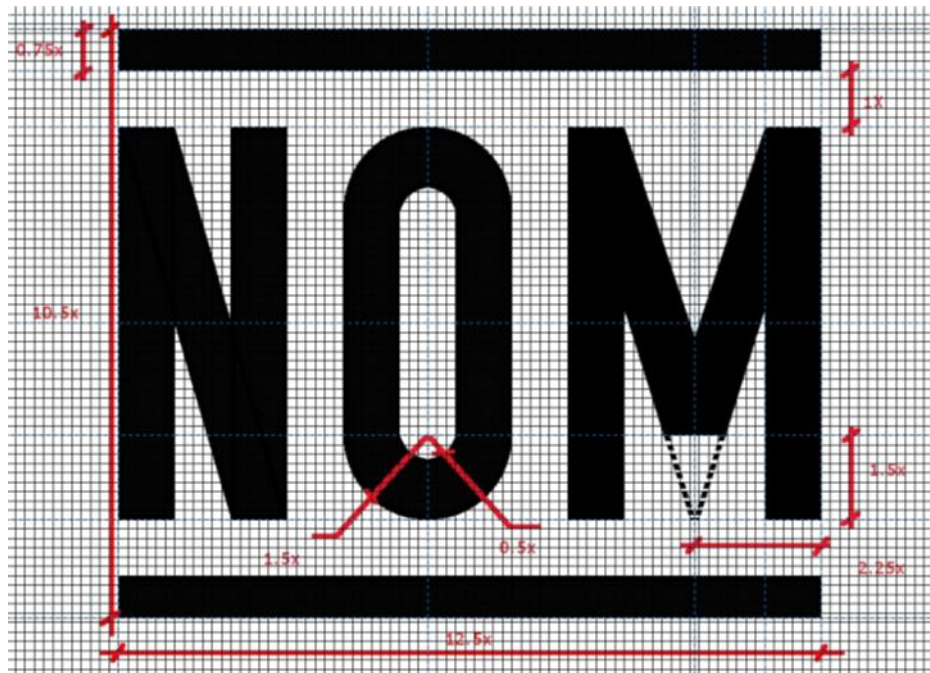
<http://www.economia.gob.mx/work/normas/Certificacion/criterios.pdf>

h) Name of the registered trademark or any other distinctive sign in accordance with the legislation, regulations or regulations applicable in the place of marketing, in accordance with the co-responsibility agreement registered at the Mexican Institute of Industrial Property (IMPI) (it is recommended to also display the ® symbol or the acronym “MR”);

i) The legend MADE IN MEXICO, PRODUCT OF MEXICO, PRODUCED IN MEXICO, or other analogues;

j) Official NOM desing, in accordance with NOM-106-SCFI (see chapter 3, References);

All Tequila must be identified with the Official NOM desing in the terms of the current NOM-106-SCFI and the registration of the Authorized Producer that accompanies the Official NOM desing.



Specs:

- 1) The NOM desing must be black, gray or white; except for non-printed engraving methods such as embossing, laser cutting or engraving, stenciling, high or low relief engraving, electronic media, among others.
- 2) It must be displayed in contrast against the background.
- 3) The proportions of the figures must be preserved, with the minimum vertical dimension being 2.5 mm.
- 4) A free space must be respected around it, maintaining a distance of at least 1x (note: the same distance between the letters).

Additionally, our CRT certification mark must be displayed as follows:



NOTE: Number 1119 is just an example. Each company has its own authorized producer number.

k) Lot: each container must be engraved or marked with the identification of the lot to which it belongs, with a code indication. The identification of the lot incorporated by the Authorized Producer or approved packer must not be altered or hidden in any way;

l) The precautionary legends established in health legislation; and

Article 218 (LGS).- All alcoholic beverages must display on the containers the legend:

"EL ABUSO EN EL CONSUMO DE ESTE PRODUCTO ES NOCIVO PARA LA SALUD"

"ABUSE IN THE CONSUMPTION OF THIS PRODUCT IS HARMFUL TO HEALTH", written in easily legible font, in contrasting colors and without being invoked. or reference is made to any legal provision.

The labeling of the products referred to in this section must display the precautionary legend in accordance with the provisions of the Law, in a contrasting color with the background, in condensed Swiss capital letters, in clear and easily legible characters, in accordance with the following table:

VOLUME	MINIMUM LETTER HEIGHT
From 0 up to 50 ml	1,5mm
From 50,1 up to 190 ml	2,0mm
From 190,1 up to 500 ml	2,5mm
From 500,1 up to 1000 ml	3,0mm
From 1000,1 up to 4000 ml	5,0mm
More than 4000 ml	7,0mm

There must be a free space of at least 3 mm around the legend.

m) Any other information required by other legal provisions applicable to alcoholic beverages.

Requirement 1:

The symbols must be included in accordance with the provisions of Regulatory Appendix A of NOM-142-SSA1/SCFI, which refer to the prohibition of consumption by minors under 18 years of age, pregnant women and driving under the influence of alcohol.



They should display a contrasting color in the background.

When the three symbols are included simultaneously, they must: have a minimum diameter of 7mm.

If only one symbol is included, it must have a minimum diameter of 10mm and alternate every four months, starting with any of them.

For those alcoholic beverages whose volume is from 0 to 500mL, if only one symbol is included, it must have a minimum diameter of 5mm and alternate every four months, starting with any of them; When the three symbols are included simultaneously, they must have a minimum diameter of 3.5mm.

Requirement 2:

The authorized user will be obliged to use the designation of origin as it appears in the corresponding declaration, as well as to apply the legend "Denominación de Origen Protegida" or the acronym "D.O.P" to the products covered by them.

Presentation of information.

Mexican market.

At least the information indicated in paragraphs a), b), c), d), e) and h) of section 11.1 must appear on the main exhibition surface. The rest of the information referred to in that subsection must appear and may be incorporated in any other part of the label or container.

Export market or packaging abroad.

At least the information indicated in paragraphs a), b), c) and h) of section 11.1 must appear on the main exhibition surface. The information contained in paragraphs i), j) and k) of section 11.1 must appear and may be incorporated in any other part of the label or container. The information contained in paragraphs b) only regarding the class, c) and i) of section 11.1, may be translated into another language.

Inaccuracies

Commercial information must be free of text or images or other descriptions that mislead or confuse the consumer due to their inaccuracy, such as "100% natural", "100% Mexican", "100% natural product", "100% rested", or other analogues. Notwithstanding the above, in accordance with the Law, when the data or information contained in the labels, containers or packaging of the products is inaccurate; The National Standards Directorate (DGN) may order that the necessary modifications be carried out, granting the authorized producer or the approved packager the term strictly necessary for this purpose, with the understanding that during said term those products that the Authorized Producer keeps in inventory or are in the supply chain distribution or point of sale, can continue to be marketed.

For the purposes of the previous paragraph, it is understood that the data or information contained in the labels, containers or packaging of the products are inaccurate when they include the commercial information required by this NOM in an imprecise or erroneous manner, without expressing data or legends that may lead to deceiving the consumer regarding the characteristics of the product they purchase.

COMMERCIAL INFORMATION – USA

A Practical Guide
Basic Mandatory Labeling Information for DISTILLED SPIRITS

<https://www.ttb.gov/spirits/bam.shtml>