

GENERAL AGREEMENT ON

RESTRICTED

TBT/Notif.91.281

16 October 1991

TARIFFS AND TRADE

Special Distribution

Committee on Technical Barriers to Trade

NOTIFICATION

The following notification is being circulated in accordance with Article 10.4.

1. Party to Agreement notifying: <u>UNITED STATES</u>
2. Agency responsible: Bureau of Alcohol, Tobacco and Firearms (354)
3. Notified under Article 2.5.2 [<input checked="" type="checkbox"/>], 2.6.1 [<input type="checkbox"/> , 7.3.2 [<input type="checkbox"/> , 7.4.1 [<input type="checkbox"/> , other:
4. Products covered (HS or CCCN where applicable, otherwise national tariff heading): Wine (HS Chapter 2204)
5. Title: Definitions of "Brand Label" for Wine, and; Standard Wine Containers (4 pages)
6. Description of content: The bureau is proposing, in part, to amend the definition of "Brand Label" in Title 27 of the Code of Federal Regulations, Part 4.10. The proposed definition would provide that the "Brand Label" on a wine container is the principal display panel that is most likely to be displayed, presented, shown, or examined under normal and customary conditions of display for retail sale, and any other label appearing on the same side of the container as the principal display panel. The brand label appearing on a cylindrical surface is that 40 per cent of the circumference which is most likely to be displayed, presented, shown, or examined under normal and customary conditions of display for retail sale. The bureau is also amending its earlier proposal regarding standard wine containers, as set forth in Notice No. 710.
7. Objective and rationale: To attain consistency with the principal display panel approach of the Fair Packaging and Labelling Act and to ensure that the mandatory information on wide labels is more conspicuous to consumers.
8. Relevant documents: 56 FR 46393, 12 September 1991; 27 CFR, Parts 4 and 5. Will be published in the Federal Register when adopted.
9. Proposed date of adoption and entry into force: To be determined
10. Final date for comments: 11 December 1991
11. Texts available from: National enquiry point [<input checked="" type="checkbox"/>] or address of other body: