

# WHAT DOES A WINE LABEL TELL YOU?

## 1 Type or Varietal Designation

Wine labels are not required to bear a varietal designation. Red wine, rosé wine and white wine are all acceptable designations. When a variety does appear on the label, such as Chardonnay or Merlot, this indicates the grape variety or type of fruit from which the wine was made. At least 75% of the grapes or other fruit used to make the wine must be of the variety designated. The remaining 25% can be a blend of other kinds of grapes and fruit. If the wine is a blend of grape varieties, the winery can use a proprietary name to identify the wine instead of using a varietal name, or it can also identify the varieties by percentage.

## 2 Vintage Date

A vintage date on a label indicates the year in which the grapes were harvested. If a vintage date is shown on the label with an American, Colorado or county origin, 85% of the grapes must be from that year. If an AVA appears on the label with a vintage date, 95% of the grapes must be from that year.

## 3 Appellation of Origin

Where the grapes used in the wine were grown. It can be the name of a country, state, county or geographic region called an American Viticultural Area (AVA). A country, state or county designation means that at least 75% of the wine is produced from grapes grown in the place named. An AVA is a federally defined grape-growing region with geographic features that set it apart from the surrounding area. Colorado has two AVAs, the Grand Valley AVA and the West Elks AVA. An AVA on the label indicates 85% or more of the wine was produced from grapes grown in the named region. All Colorado wines must have an appellation of origin on the label. The country appellation "American" is required when grapes cross more than one state line on the way to the winery. When Colorado wineries use California or Washington State grapes, or blend less than 75% of Colorado grapes with another state, this is the appellation you will see. Fruit wine and mead do not require an appellation.

## 4 Declaration of Sulfites

Required on any wine intended for interstate commerce which contains more than 10 parts per million sulfur dioxide. Sulfites are a naturally occurring byproduct of grape fermentation and are also used to control spoilage prior to the completion of fermentation, after which alcohol prevents spoilage. Keep in mind that even "organic wine" or "wine made from organic grapes" (designations requiring certification from a recognized agency such as the USDA or the CO Dept. of Agriculture) can contain low levels of naturally occurring sulfites.



Cabernet Franc

2016

GRAND VALLEY AVA

Colorado Grown

Produced and bottled by  
COLORADO WINERY  
305 Interlocken Pkwy  
Broomfield, Colorado 80021

Alcohol  
14.5% by Volume

750ML

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS. **CONTAINS SULFITES**

## 5 COLORADO GROWN

Colorado law requires that 100% of the grapes or other produce used to make the wine come from Colorado when this phrase appears on a wine label. All of the fruit used to make the wine must be from Colorado whether "100%" is included or not. This is not the appellation, which can be Delta County or Grand Valley. It is, however, your assurance that all the produce used in making the wine come from local vineyards, orchards or farms.

[www.coloradowine.com](http://www.coloradowine.com)



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