

How to export... rum to the European Union

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The Export Helpdesk is an online service providing information on how to export to the European Union.

This free, user-friendly service provides all the information you need about EU import requirements, tariffs, preferential trade agreements and statistics in a tailor-made way, *product by product, country by country.*

www.exporthelp.europa.eu



The European Union (EU) is the world's biggest single market, so many businesses around the world would like to export to it to meet consumer demand. Sometimes, potential exporters feel they need more information on how to meet EU standards. Help is at hand. With the Export Helpdesk, you can find all the facts and figures you need: information, forms and contacts. So, if you want to export rum to the European market, where do you start?

The Export Helpdesk can help you with your plans.

What requirements must you meet to export rum to Europe?

Health and safety standards for foodstuffs

Food and beverages, including rum, must meet certain health and safety requirements before entering the EU market. Rum can only be exported to the EU if it complies with EU food law or equivalent conditions. For instance, food businesses, including the final importer, should be able to trace the origin of their products and where they are going. They must be able to provide this information to the health and safety authorities if necessary. This is called 'traceability'. How can you achieve this?

Find out more about hygiene rules for food and beverages from the Export Helpdesk.

To ensure that drinks put on sale in the EU are safe, and do not contain contaminants that could threaten human health, imported beverages must comply with EU food safety standards. They must respect limits on contaminants in products. For instance, for spirits, there are limits on the amount of the antibiotic palutin they may contain. *Information about limits on levels of contaminants is available from the Export Helpdesk*

Food and beverages labelling rules

EU food labelling rules ensure that consumers receive the information they need to make an informed choice when purchasing food or drinks. To help them choose, labels must carry certain information, namely:

- The name under which the product is sold. The name should be a customary name or description of the food or beverage. A trademark, brand name or fancy name can be used, but the label must also give the generic name of the product, which describes its nature. The physical condition or specific treatment it has undergone must also be included if its omission could be misleading for consumers.
- The net quantity (weight, volume).
- Any special conditions for storage or use.
- The name or business name and address of the manufacturer, packager or importer established in the EU.
- Place of origin or provenance, where failure to give such particulars might mislead the consumer
- Presence of substances known for their ability to spark allergic reactions and intolerances should be always stated.
- Lot marking with the marking preceded by the letter 'L' to enable tracing. This information must appear on the bottle or on a label on the package.

Rum is a category of spirit, and there are specific EU rules on labelling of spirits, covering the description of the product and the way the information is presented.

In addition to the information that must appear on all foodstuffs, labels for rum must include the following information:

- **Actual alcoholic strength by volume:**

Like all beverages containing more than 1.2% by volume of alcohol, rum must have a label that states its alcoholic strength by volume – typically about 40% or more. This is shown in a figure calculated to not more than one decimal place. The figure can have the word 'alcohol' or the abbreviation 'alc' before the figure, and the symbol '% vol.' must follow it. A margin of error of 0.3% is allowed for the measurement of alcoholic strength.



- **Blending**

If a bottle contains two or more rums combined, the label can carry the term 'blend', 'blending' or 'blended'.

- **Specifying the age of rum**

If the age of the rum is stated on the label, this age may refer only to the youngest rum in the blend, provided that it was aged under revenue supervision.

- **No lead-based capsules or foil**

Rum cannot be exported to the EU or stored in containers with closing devices covered by lead-based capsules or foil.

- **Language:**

Rum must be labelled in at least one of the EU's official languages, so that consumers in the Member State in which the product will be sold can understand the information. However, the use of foreign terms or expressions easily understood by the purchaser may be allowed. The label must be easy to understand, visible, legible and indelible.



If you are interested in exporting drinks other than rum, the Export Helpdesk can help you too.

The information in this factsheet can in no way be regarded as a commitment on the part of the European Commission. For further information, please contact the National Authority of the EU country to which your product is to be exported

Now that you know the basic conditions for exporting your product to the EU, do you need further details, forms or statistics? Would you like to know whether your country has a special trade agreement with the EU that means import tariffs have been reduced, or even eliminated? Do you need further details on rules of origin?

Check with the Export Helpdesk! www.exporthelp.europa.eu