



THE WINE AND SPIRIT ASSOCIATION

Traceability and Barcoding



Voluntary Code of Practice for Traceability in the Wine Sector

- July 2001: Published by the European Federation of Wine and Spirit Importers and Distributors



Voluntary Code W/P: Participants

- Retailers:
 - Auchan; Waitrose; Safeway; Tesco
 - Carrefour/Prodis; Casino; Intermarché
- Suppliers:
 - Bacardi; Castel; Grands Chais de France;
 - Constellation; Kingsland; Waverley
- Others:



Voluntary Code W/P: some of the things we talked about

- Definitions
- Bulk tanks
- Use of product codes to identify bulk lots
- From vineyard to winery
- The winemaking process
- Bulk transport
- Sampling for traceability purposes
- Action in the event of a dispute



Linking the Voluntary Code to the EAN-128 barcode

- Trade Drivers:
 - Better Forecasting
 - Emerging issues (ECR; Security tagging; GCI; EMCS etc)
 - Demands for more product information
 - Dysfunctional data pools



Linking the Voluntary Code to the EAN-128 barcode

- EAN.UCC standards:
 - Global
 - Growing number of user-driven standards



Linking the Voluntary Code to the EAN-128 barcode

- Global Standards: Benefits for trade:
 - Easier business-to-business communication
 - Global registry of data pools
 - Failure to adopt global standards: loss of competitive advantage for some companies



Members: EAN.UCC – Trade W/G

- Waverley Group
- Constellation Europe
- EAN (France, South Africa, UK)
- Diageo
- Henkell
- Allied Domecq
- WSA (UK)
- AFED (France)
- Gallo
- Distell
- Les Grands Chais de France



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The Way Forward ?



User Group

- Educating traders
- Working with EAN.UCC and others to establish and work with global standards
(pallet labelling etc)
- Work in partnership with government, where practicable