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GAIN Report

Global Agricultural Information Network

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Canada

Post: Ottawa

Canada Revises Vodka Standards to Promote Innovation

Report Categories:

Agriculture in the News

Beverages

Approved By:

Evan Mangino, Agricultural Attaché

Prepared By:

Mihai Lupescu, Sr. Agricultural Specialist

Report Highlights:

Canada revised prescriptive vodka compositional standards to promote competition and growth in the vodka industry. All imported and domestic vodka will have until December 2022 to comply with new regulatory and labeling changes.

Keywords: Canada, CA19025, Vodka, Labeling

General Information:

On June 26, 2019, the Canadian Food Inspection Agency (CFIA) issued a [news release](#) and a [notice to industry](#) announcing new [compositional standards for vodka](#). Domestic and imported products will need to comply with new regulatory requirements and labeling changes by December 14, 2022.

The revised vodka compositional standard includes the following changes:

- allows vodka to be produced from agricultural products other than potato and cereal grains (for instance from fruits, dairy or honey);
- requires the use of the statement “Produced from” in close proximity to the common name of “vodka” on the label to inform consumers when products other than just potatoes or cereal grains were used to produce the vodka. For example, if a vodka is produced entirely from apples, the label should include the statement, “Produced from apples,” and if a vodka is made from both potatoes and apples, then the product label must say, “Produced from potatoes and apples.” All this additional information must be placed in close proximity to the common product name, “vodka”;
- permits vodka to be rendered neutral (i.e., without distinctive character, aroma, or taste) by material or processes other than just charcoal.

For additional information related to labeling of alcoholic beverages, please refer to the [CFIA website](#).

According to CFIA, there are 112 distilleries across Canada, with the majority located in British Columbia, Ontario, and Quebec. Vodka sales in Canada reached \$1.4 billion CAD in 2018, with volume topping 46 million liters. Of the total volume of vodka sold in Canada in 2018, about 40 percent was imported – over 18 million liters. The United States was the largest supplier of imported vodka, shipping approximately 5.3 million liters for a 29-percent share of total imports. Sweden, with a nearly 28 percent share of the import market, followed closely as the second-largest supplier of imported vodka in 2018. France was the number three supplier, with just over 11 percent of the imported vodka market.