

# LAUNCH OF U-LABEL

THE WINE & SPIRITS E-LABEL DIGITAL PLATFORM

30 September 2021 | 5.00-6.00 pm (CEST)

CEEV and spiritsEUROPE proudly invite you to the launch of **U-LABEL**, the new platform allowing wine and spirit companies to easily create e-labels and provide their consumers with relevant and transparent information in their own language.

The e-labels will show, among others, the list of ingredients, the nutrition declaration and some information about the product's sustainability and responsible consumption.

Join us on 30 September to learn more about the U-label platform!

## PROGRAMME

- Welcome speech by CEEV and spiritsEUROPE
- Presentation of the U-Label digital platform
- Round table discussion with panellists
- Questions & Answers
- Closing remarks

## KEYNOTE SPEAKERS



**Janusz Wojciechowski**  
EU Commissioner for AGRI



**Claire Bury**  
Deputy DG at DG SANTE



**(name to be confirmed)**  
EU Presidency



**Irène Tolleret**  
MEP, Chair of Intergroup "Wine, Spirits & Other Quality foodstuffs"



**Juan Ignacio Zoido**  
MEP, co-Chair of Intergroup "Wine, Spirits & Other Quality foodstuffs"

## PARTICIPATION

Follow the event live on YouTube:



Join through Zoom and interact with the panel:



Due to COVID-19, only a limited number of participants will be welcome to join the event physically in the Press Club in Brussels. If you wish to do so, please submit a registration request and we will get back to you.

[REQUEST REGISTRATION](#)



All safety measures will be observed.  
Participation upon confirmed registration only.



For any question, please [email us!](#)