



**An Roinn Talmhaíochta,  
Bia agus Mara**  
Department of Agriculture,  
Food and the Marine

## TRADERS NOTICE

**To: All Irish Geographical Indication (GI) Spirit Drink Producers and Brand Owners.**

**Our Ref: FIDD 09/2020**

**Re: Revised Arrangements for the Pre-Approval of GI Spirit Drink Labels (Specifically Irish Cream, Irish Poitín & Irish Whiskey)**

A Chara,

With reference to the pre-approval of the GI Spirit drink labels referred to above, I wish to inform you that the Department of Agriculture, Food and the Marine (the Department) recently met with relevant agencies including the Food Safety Authority Ireland (FSAI), the Health Service Executive (HSE) and the Office of the Revenue Commissioners to discuss the current existing label approval system for Irish Whiskey and Irish Póitín.

It was agreed by those agencies that the current label approval procedures would be changed to provide for one portal for the pre-approval of labels for Irish Cream, Irish Poitín and Irish Whiskey.

Pursuant to Article 24 of Regulation (EC) No. 110/2008, which provides that “*Member States shall be responsible for the control of the spirit drinks. They shall take the measures necessary to ensure compliance with the provisions of this Regulation [...]*”, it was agreed that this Department’s Food Industry Development Division [FIDD], which currently pre-approves Irish Cream labels, will implement the revised pre-approval label arrangements for Irish Poitín and Irish Whiskey. Additionally, the Department will also, on behalf of the HSE, assess if the labels comply with the Food Information for the Consumer [FIC] requirements.

**Please be advised that this new arrangement will take immediate effect from 01 January 2021.** Any requests for the pre-approval of Irish Poitín, Irish Whiskey and Irish Cream labels should be submitted for approval to [spiritlabels@agriculture.gov.ie](mailto:spiritlabels@agriculture.gov.ie) from that date.

Please be advised that any application(s) for pre-approval of GI Spirit drink labels submitted before 01 January 2021 will be processed by the HSE.

We look forward to working with you in the future. Any queries concerning this notice should be sent by e-mail to [spiritlabels@agriculture.gov.ie](mailto:spiritlabels@agriculture.gov.ie).

**Department of Agriculture, Food and the Marine**

**18 December 2020**