



Australian Government

Wine Australia

Wine
Australia
for
Australian
Wine

30 April 2021

Levant Section
Middle East Branch
Department of Foreign Affairs and Trade
RG Casey Building, John McEwen Crescent
Barton ACT 0221
israeltrade@dfat.gov.au

BY EMAIL

Dear Sir/Madam

Attached is a submission from Wine Australia providing some information about the economic and market access considerations that ought to be considered in the feasibility study into strengthening trade and investment with Israel.

For information about this submission, please contact Rachel Triggs, General Manager Corporate Affairs and Regulation, Wine Australia (rachel.triggs@wineaustralia.com).

Yours sincerely

Andreas Clark
Chief Executive Officer
Wine Australia

Cc: Tony Battaglione, CEO, Australian Grape and Wine Incorporated



Wine Australia for Australian Wine

Submission to inform feasibility study on trade and investment with Israel

About Wine Australia

Wine Australia is a Corporate Commonwealth entity that operates in accordance with the *Wine Australia Act 2013* (Act). In accordance with section 3 of the Act, Wine Australia's objects include:

- to support grape or wine research and development activities
- to support the growth of the wine industry, and other industries that make wine
- to support the growth of international wine tourism, and services, products and experiences that complement international wine tourism
- to control the export of grape products from Australia
- to promote the consumption and sale of grape products, both in Australia and overseas, and
- to enable Australia to fulfil its obligations under prescribed wine-trading agreements and other international agreements.

Wine Australia is funded by grape growers and winemakers through levies and user-pays charges and the Australian Government, which provides matching funding for research, development and adoption investments.

Wine Australia welcomes the opportunity to make a submission to inform the Department of Foreign Affairs and Trade's feasibility study on strengthening trade and investment with Israel.

Market overview

The most recent report of IWSW¹ indicates that Israel's population consumes approximately 41.7 million litres of wine per year, 95 per cent of which is Kosha certified. The market is dominated by the domestic category which accounts for 79 per cent of the domestic consumption. With just 0.1 per cent of market share, Australia ranks 14th by volume against other importing countries.

Australian wine is subject to import duty at the general tariff rate of 12.0 per cent plus ILS² 1.35 – 4.87 per litre (approx. AUD \$0.53 - \$1.91) which puts

¹ IWSR Drinks Market Analysis Ltd compile and collate global data pertaining to the global alcoholic beverage market.

² Israeli Shekel (AUD \$1.00 = 2.53 Israeli Shekels (xe.com) (April 2021)).



Wine Australia for Australian Wine

Australia at a competitive disadvantage to countries that have negotiated preferential tariff treatment for wine.³

Of Australia's major competitors, Israel has Free Trade Agreements with the European Union, the United States, Canada and Mercosur under which duty-free arrangements have been negotiated for wine.

In 2019, the top five import countries by volume were Italy (2.0 million litres), Germany (1.9 million litres), France (1.5 million litres), Spain (1.2 million litres) and Chile (0.5 million litres).

Consumption has grown at an average rate of 1.2 per cent per annum over the last five years and is predicted to be flat over the next five.

IRSW commentary indicates that education and appreciation of wine is gradually increasing and notes that solid economic prospects, faster population growth, competitive prices, and the continued development of Israeli drinking culture are expected to underline growth across beer, wine and spirits in the coming years.

Israel is currently a minor export market for Australian wine.

In 2020, 33,786 litres of Australian wine was exported to Israel with a value of A\$236,199.

Over the past five years, nine Australian exporters have exported wine to Israel.

An extract from Wine Australia's online [Market Explorer Tool](#)⁴ containing data relating to Australian wine exported to Israel is included as Attachment A.

Technical barriers to trade

Most additives and processing aids used by Australian winemakers are authorised for use in Israel, albeit with some restrictions and limitations.

A small number of additives and processing aids are not approved including metatartaric acid, potassium polyaspartate, carrageenan, dimethylpolysiloxane and Polyvinylimidazole-polyvinylpyrrolidone co-polymers. Wine Australia would welcome the opportunity to provide further information in relation to the technical barriers to trade faced by Australian wine exporters in Israel.

³ Other internal taxes imposed on wine in Israel include a 17 per cent value added tax which is applied equally on imported goods and those produced in Israel.

⁴ Accessible to the public via the Wine Australia website.



Australian Government

Wine Australia

Wine Australia for Australian Wine

We have included a copy of the Market Access Guide Wine Australia maintains for Israel to assist Australia exporters.

It would be beneficial for the Australia grape and wine sector for Free Trade Agreement negotiations with Israel to either contemplate:

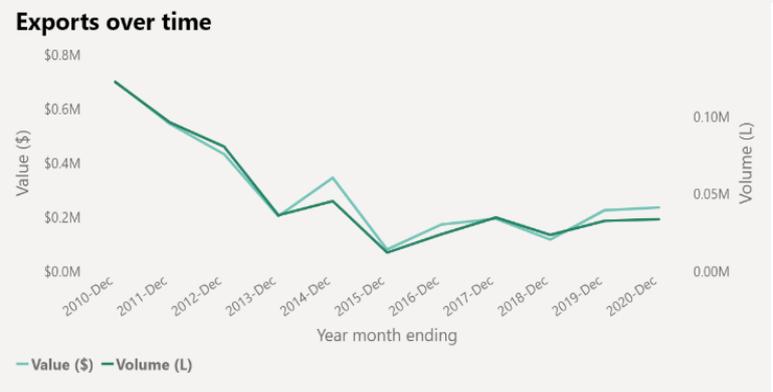
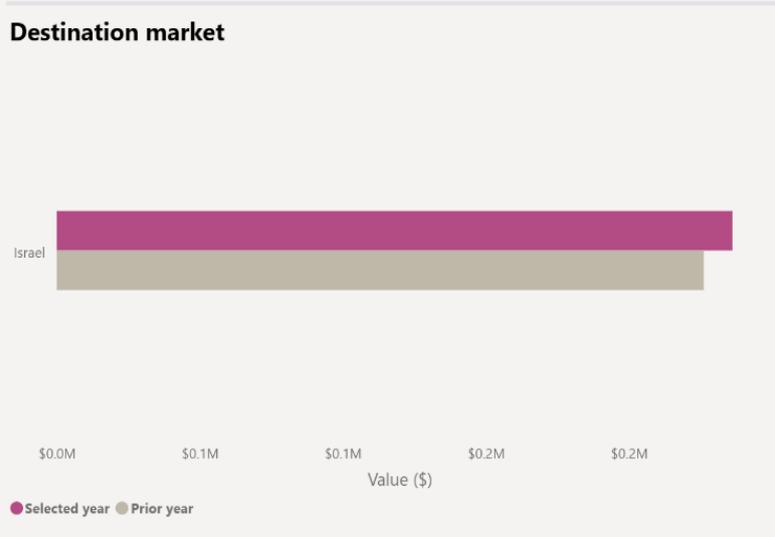
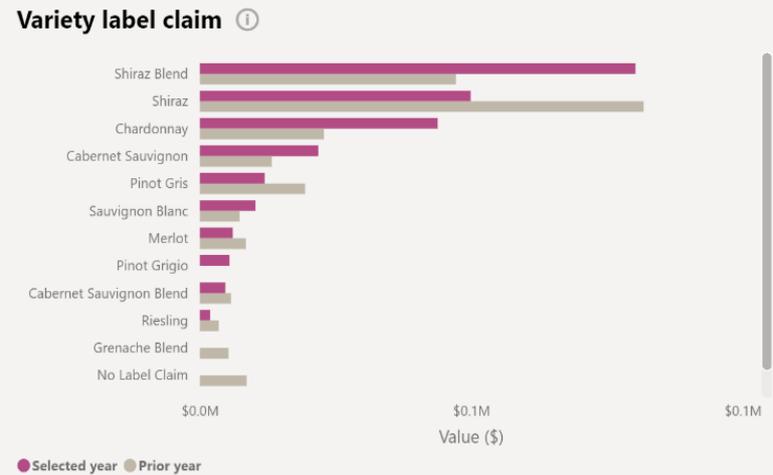
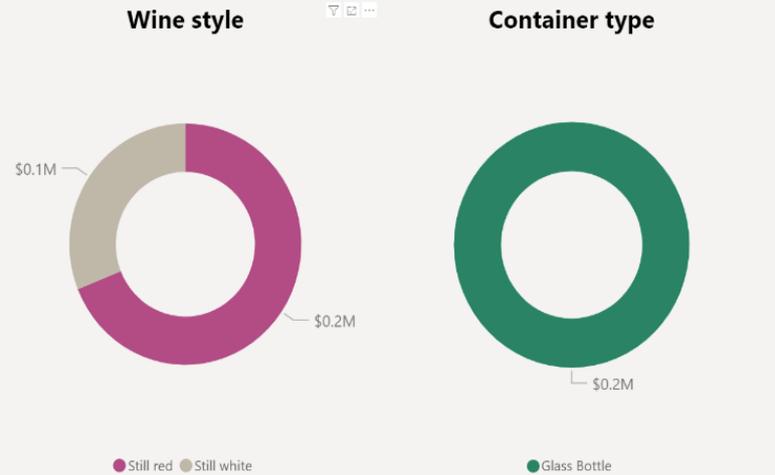
- mutual acceptance of winemaking practices for Australian wine, or
- the inclusion of an Annex akin to that included in Chapter 8 of the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (Technical Barriers to Trade) that is specific to wine and spirits.

In addition, Wine Australia would be supportive of Israel becoming a member of the World Wine Trade Group. This would result in it acceding to the Agreement on Mutual Acceptance of Oenological Practices, which would enliven an obligation on Israel to ensure that wine made in accordance with Australian law can lawfully be sold in Israel (and vice-versa).

Please do not hesitate to contact us if you require any further information from us to inform the feasibility study.

ATTACHMENT A

Destination market: **Israel** | Destination region: **All** | Month ending: **December** | Year: **2020** | View report by: **Value** | Volume | [How to print?](#) | [Print](#) | [Reset filters](#)



Wine Australia for Australian Wine

Export Market Guide

Israel

May 2020



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Updates

May 2020 updates:

- New May 2020

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Israel overview

Israel's economy has been growing continuously for the past 15 years, averaging 3.6 per cent GDP growth annually. During this time, Israel's GDP per capita has risen steadily.

Israel is made up of a large variety of ethnic groups and religions include a large Jewish majority with significant Muslim and Christian minorities, and as such, is a multi-cultural society with a wide range of behaviours.

The official languages are Hebrew and Arabic, however most Israelis speak English. Israeli business culture can be characterised as Mediterranean and sophisticated. The majority of local business people are quite knowledgeable in regard to international business trends, technologies and practices.

Driven by deliberate government policy, Israel's innovation eco-system is one of the most developed in the world, shaped by a sophisticated system of major global investors, start-ups and universities engaged in proactive commercialisation of research. The Compass Global Startup Ecosystem, which ranks startup ecosystems around the world, ranked Tel Aviv in 2015 as the best startup centre outside the United States (US).¹ There are more than 350 multinational R&D centres in Israel.

Israel's Mediterranean climate with long, hot and dry summers is conducive to wine grape growing. It is thought Canaan was one of the earliest countries to make wine over 2,000 years before vines reached Europe.

Approximately 5,500 hectares are planted to grapes which produce around 55,000 metric tonnes. There are about 350 wineries in Israel. Around 55% of the wineries are Kosher, however, up to 95% of Israeli wines are certified Kosher. Wine is grown predominately in the Galilee, Samson, Shomron, Judean hills and Negev wine regions.

It is estimated Israelis consume round 6 – 6.5 litres of wine per annum. The imported wine market is made up of wines from France, Italy, Australia, United States, Chile and Argentina. Imported wine competes with the growing Israeli wine category. Red wine is the preferred drink in Israel although white and rosé wines have experienced strong recent growth. Israel has free trade agreements with the United States, the EU, Canada and MERCOSUR meaning wines from those countries enter Israel with lower or no tariffs compared with Australian wines.

The information in this guide has mostly been obtained from secondary sources and unofficial translations. Caution should be taken when using this guide and it is advisable to seek further information.

¹ Austrade Israel Profile

Demographics

(2020 est.)

Population	8,675,475 (includes populations of the Golan Heights or Golan Sub-District and also East Jerusalem, which was annexed by Israel after 1967) (July 2020 est.)
Capital city	Jerusalem (proclaimed capital 2018)
Language	Hebrew (official), Arabic (special status under Israeli law), English (most commonly used foreign language)
Population growth rate	1.46%
Ethnic Groups	Jewish 74.4% (of which Israel-born 76.9%, Europe/America/Oceania-born 15.9%, Africa-born 4.6%, Asia-born 2.6%), Arab 20.9%, other 4.7% (2018 est.)
Religions	Jewish 74.3%, Muslim 17.8%, Christian 1.9%, Druze 1.6%, other 4.4% (2018 est.)
Major cities	4.181 million Tel Aviv-Yafo, 1.147 million Haifa, 932,000 Jerusalem (capital) (2020)

Source: CIA World Factbook

Economics

(2017 est.)

Currency	Israeli shekel (ISL) ₪
Exchange rates	(April 2020 AUD \$1 = 2.280 ISL) www.xe.com
GDP per capita (PPP)	US \$36,400 (# 55 in world comparison)
Inflation	0.2%
Unemployment rate	4.2%
Government type	Parliamentary democracy
Ports and harbours	Ashdod, Elat (Eilat), Hadera, Haifa

Source: CIA World Factbook

Regulatory Environment

The National Food Control Service (FCS), which is part of the Ministry of Health, is the regulatory agency responsible for the development of food standards and regulations for food sold in Israel. The agency is also in charge of imported food licensing. The Standards Institute of Israel (SII) is the national standardisation body of Israel.

There are numerous laws applicable to wine. The principal food law is the *Public Health Protection Law, (Food) 2015* and various regulations including the *Public Health Regulations (Food) (Food Additives)*, *Public Health Regulations (Food) (Pesticide Residues)* and the *Public Health Regulations (Food) (Nutritional Labelling) 2017*. Labelling is regulated by the *Consumer Protection Order (Marking and Packaging of Food Products) 1998* and Israeli Standard *SI 1145*.

Wine is governed by Israeli Standard *SI 1318 Part 1 Definitions and Processes* and *Part 2 Requirements and Test Methods*. The Israeli Standards are based on the OIV International Code of Oenological Practices as well as EU and US wine regulations. Israel has notified the WTO of a new law titled '*Protection of Public Health Regulations (Food) (Food that is an Intoxicating Beverage)*' with no proposed date of entry into force.

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Duties and Taxes

The Israeli government levies a number of taxes on wine imports including:

- Import duty
- Value-Added Tax (VAT)
- Purchase Tax

Import Duty

The basis for valuation is the transaction value. In most cases the cost, insurance, and freight (CIF) price are included. Israel has Free Trade Agreements in place with the USA and the EU meaning wines from those countries enter the market tariff free.

Tariff Number	Description	Unit	EU/USA Tariff %	General Tariff
22.04	Wine of fresh grapes, including fortified wines; grape must other than that of heading 20.09.			
2204.1000	Sparkling Wine	L	0	12.00% + ILS 3.49 per litre
2204.2000	Other wine; grape must with fermentation prevented or arrested by the addition of alcohol			
2204.21.00	In containers holding 2 litres or less	L	0	12.00% + ILS 1.35 – 4.87 per litre

2204.22	In containers holding more than 2 litres but not exceeding 10 litres			
2204.2200	Wines	L	0	12.00% + ILS 1.35 – 4.87 per litre
2204.29	Others			
2204.2900	Other wines	L	0	12.00% + ILS 1.35 – 4.87 per litre
2204.3000	Other grape must	L	0	12.00% + ILS 1.16 – 2.43 per litre
22.05	Vermouth and other wine of fresh grapes flavoured with plants or aromatic substances			
2205.1000	In containers holding 2 litres or less	L	0	12.00% + ILS 2.01 per litre
2205.9000	Others	L	0	12.00% + ILS 2.01 per litre
22.08	Undenatured ethyl alcohol of an alcoholic strength by volume of less than 80% vol., spirits, liqueurs and other spirituous beverages			
2208.2000	Brandy-wine or grape marc	L	0	exemption

Source: Israel Tax Authority

VAT

Value added tax (VAT) is imposed on any transaction executed in Israel, on import of goods and on provision of services, in a single rate from the sum of the transaction or the price of the goods.

The value added tax (VAT) is 17 percent.

Purchase Tax

Purchase tax is imposed both on imports and domestic goods and applies mainly to imports of vehicles, cigarettes, fuel, cell phones and alcohol.

Wine and sparkling wine are exempt from Purchase Tax. Brandy is charged at the rate of ILS 85.51 per litre of alcohol.

Wine Standards

The Standards Institution of Israel publishes the official wine standard (*SI 1318 Part 1 Definitions and Processes and Part 2 Requirements and Test Methods*) which covers oenological practices, processing aids and composition for the production of wine. The *Public Health Regulations (Food) (Food Additives)* administers the permissible additives in wine. Refer to [AWRI's database](#) for MRL limits.

The information in this guide has mostly been obtained from secondary sources and unofficial translations. Caution should be taken when using this guide and it is advisable to seek further information.

Table 1: Wine Composition (SI 1318)

Wine Composition	Specification Minimum	Specification Maximum
Actual Alcohol Content (% vol at 20 ° C)		
• Wine with enrichment	8.5%	13.5%
• Wine with no enrichment	8.5%	No limit
• Fortified wine/liqueur wine	14.0%	22.0%
• Sweet wine*	4.5%	-
• Low alcohol wine	4.5%	8.5%
• Sweetened wine	8.5%	14.0%
• Sweetened wine with low alcohol	-	8.5%
• Fortified sweet wine	8.5%	14.0%
Total minimum alcoholic strength (% by vol)	No defined limits	
Minimum acid content (expressed as tartaric acid)	3.5 g/L	-
Minimum sugars content (total glucose + fructose)		
• Sweet wine*	45 g/L	-
• Sweetened wine**	45 g/L	-
• Sweetened wine with low alcohol**	45 g/L	-
• Fortified sweet wine	45 g/L	-
• All other wines	No defined limits	-
Volatile acidity (expressed as acetic acid)		
• Red wine	-	20 meq/L (1.2 g/L)
• White and rosé wine	-	18 meq/L (1.08 g/L)
• Special wines	-	See note ¹
• Grape must in fermentation	-	20 meq/L (1.2 g/L)
Carbon dioxide		
• Still wines	-	4 g/L
• Sparkling or carbonated wines	4 g/L	-
Arsenic	-	0.2 mg/L
Ascorbic acid	-	300 mg/L
Boron	-	80 mg/L (expressed as boric acid)
Bromide	-	1 mg/L
Cadmium	-	0.01 mg/L
Citric acid	-	1 g/L

Copper

- Wine 1 mg/L
- Liquor wines produced from must that is not fermented or slightly fermented 2 mg/L

Diethylene glycol	≥ 10 mg/L up to the limit of quantity (quantification)
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Ethanediol/Ethylene glycol	≥ 10 mg/L
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Fluoride	1 mg/L
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Malvidin diglucoside	15 mg/L
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Lead	0.15 mg/L
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Methanol

- Red wine 400 mg/L
- White and rosé wine 250 mg/L

Natamycin	5 mg/L
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Propane-1,2-diol (Propylene glycol)

- Still wine 150 mg/L
- Sparkling wine 300 mg/L

Silver Chloride***	> 0.1 mg/L (silver)
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Sodium in excess	80 mg/L
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Sulphates (expressed as potassium sulphate)

- Wine 1 g/L
- Wines modified in annual barrels and sweetened wines and wines manufactured by adding alcohol to must or wine 1.5 g/L

Zinc	5 mg/L
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Potassium ferrocyanide	None allowed in final product
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Calcium phytate	None allowed in final product
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Table notes

* Sweet wine is a wine with the residual sugar resulting from the grapes themselves.

** Sweetened wine is calculated by adding the glucose, fructose and sucrose content together.

*** Silver chloride is not a permitted additive in Australian wines.

¹ Special wines as listed in European Directive in Annex XVI of EC Reg 423/2008. The volatile acidity shall be as specified in the Directive.

Table 2: Authorised Manufacturing Processes (SI 1318)

Oenological Processes	Limits of Use	For use in:	
		Post fermentation before bottling	Grapes or wine in fermentation
Micro/ultra-filtration (membrane techniques)	-	Y	Y
Electro-dialysis (membrane techniques)	-	Y	Y
Reverse Osmosis (membrane techniques)	-	Y	Y
Partial Concentration: <ul style="list-style-type: none"> Reverse osmosis Reverse osmosis cryoconcentration Freezing concentration 	Up to 20% or to increase potential alcohol strength by no more than 2%	Y	Y
Sulfur dioxide reduction	-	Y	Y
Thermal treatments	-	Y	Y
Ion exchange by resins ¹	-	Y	Y

Table Note:

¹ (Authorised oenological practices) under EU Regulation EC 606/2009, Annex I.

Table 3: Additives (Public Health Food Additives Regulations)

E No.	Food additive	Function	For use in:	Limits of Use
E242	Dimethyl dicarbonate	Additive	Wine from grapes	200 mg/L (no residue in final product)
E220	Sulphur dioxide ¹	Additive	Red wine with sugar content < 5 g/L	150 mg/kg
E221	Sodium sulphite ^{1*}	Additive	White or rosé wine with sugar content < 5 g/L	200 mg/kg
E222	Sodium hydrogen sulphite ^{1*}			
E223	Sodium metabisulphite ^{1*}	Additive	Red wine with sugar content > 5 g/L	200 mg/kg
E224	Potassium metabisulphite ¹			
E226	Calcium sulphite ^{1*}	Additive	White or rosé wine with sugar content > 5 g/L	250 mg/kg
E227	Calcium hydrogen sulphite ^{1*}			
E228	Potassium hydrogen sulphite ¹	Additive	Wine from late harvest grapes ²	350 mg/kg
E1105	Lysozyme	Additive	Wine from grapes	500 mg/L
E200	Sorbic acid	Additive	Wine from grapes	200 mg/L ³
E202	Potassium sorbate			
E203	Calcium sorbate [*]			

Table notes:

¹ The maximum levels are expressed as SO₂ in mg/kg or mg/L and they refer to the total amount available from all sources. SO₂ less than 10 mg/kg or 10 mg/L is not considered to be present in the product.

² Late harvest wines are wines in which the minimum level of sugars is 45 g/l. The strength of the actual alcohol is greater than 4.5% volume. The potential alcohol strength in the grapes before fermentation is greater than 15% volume.

³ The maximum amount is expressed as free acid.

* Not permitted in Australian wines.

Table 4: Processing Aids (SI 1318)

E No.	Processing Aid or Treatment	Function	For use in:		Limits of Use
			Post fermentation before bottling	Grapes or wine in fermentation	
E948	-	Aeration or addition of oxygen	Y	Y	-
E404	Calcium alginate	Clarification	Sparkling and carbonated wines only	N	-
E402	Potassium alginate	Clarification	Sparkling and carbonated wines only	N	-
-	Casein	Clarification	Y	Y	
-	Potassium caseinate	Clarification	Y	Y	-
-	Isinglass	Clarification	Y	Y	-
E551	Silicon dioxide	Clarification and foam reduction	Y	Y	10 ppm (10 mg/l) remaining in final product ¹
-	Gelatin	Clarification	Y	Y	-
E414	Gum Arabic	Clarification	Y	N	0.3 g/L
-	Protein of plant origin	Clarification	Y	Y	0.5 g/L
-	Ovalbumin	Clarification	Y ²	Y	-
-	Aluminium silicate*	Clarification	Y	Y	-
E559	Kaolin*				
E558	Bentonite				
-	Chitosan Chitin-Glucan	-	Y	Y	1 g/L
E1202	Polyvinylpolypyrrolidone (PVPP)	Decolourising compounds	Y	Y	0.8 g/L
-	Malolactic Bacteria ³ plus Schizosaccharomyces	Deacidification	Y	Y	-
E336	Neutral Potassium Tartrate	Calcium reduction	Y	Y	-
E170	Calcium Carbonate	Deacidification ⁴	Y	Y	-

E519	Copper Sulphate	Deodorant	Y	N	0.01 g/L
-	Copper Citrate	Deodorant	Y	N	0.01 g/L
E153	Activated Charcoal	Deodorant Decolorizer	Y	Y	1 g/L
-	Oak chips ⁵	Elaboration	Y	Y	-
-	Cellulase ^{1 6}	Enzymes	Y	Y	-
-	Beta glucagonase ⁷	Enzymes	Y	Y	0.03 g/L ⁸
-	Pectolytic enzymes	Enzymes	Y	Y	-
-	Glycosidases	Enzymes for flavour and aroma- enrichment	Y	Y	-
-	Urease	Urea reduction - enzymes	Y	N	75 mg/L ⁸
-	Wine yeast	Fermentation	Y	Y	-
-	Thiamine Hydrochloride ⁹	Fermentation aids	Sparkling and carbonated wines only	Y	0.6/L
-	Diammonium Phosphate	Fermentation aids	Sparkling and carbonated wines only	Y	0.3 g / L
E517	Ammonium Sulfate*	Fermentation aids	Sparkling and carbonated wines only	Y	0.3 g / L
-	Yeast cell walls	Fermentation aids	N	Y	0.4 g / L
E536	Potassium ferrocyanide ¹⁰	{chelate}	White and rosé wines	N	no limit
E391	Calcium Phytate ¹¹	{chelate}	Red wines	N	80 mg/L
E330	Citric acid	{chelate}	Y	N	1 g/L
E354	Calcium tartrate ⁴	Stabilization	Y	Y	no limit
E336	Potassium bitartrate ⁴	Stabilization	Y	Y	no limit
-	Mixture of mono and di-glycerides of oleic acid*	Defoaming agents	Y	Y	0.018 g/L (a)
E297	Fumaric Acid ^{1*}	Stabilization and Acidification	Y	N	3 g/L
E270	Lactic Acid ⁴	Acidification	Y	Y	4 g/L (54 meq/l)
E334	Tartaric acid ⁴	Acidification	Y	Y	4 g/L (54 meq/l)
E296	Malic acid ⁴	Acidification	Y	Y	4 g/L (54 meq/l)
E501	Potassium carbonate and Potassium bicarbonate ⁴	Deacidification ⁴	Y	Y	-
-	Concentrated grape must	Enrichment	Y	Y	-

-	Sucrose ^{13 **}	Sweetening	Y	N	-
E224	Potassium bisulfite or Potassium metabisulfite	Preservatives	Y	Y	See Public Health Regulations (Food) (Supplements Food)
E290	Carbon dioxide ¹⁴	Preservatives	Y	Y	-
E938	Argon	Inert gas	Y	Y	-
E941	Nitrogen	Inert gas	Y	Y	-
E300	Ascorbic acid	Antioxidant	Y	Y	250 mg/L
-	Mannoproteins from yeast	Stabilization	White and rosé wines	N	-
E466	Carboxy-methylcellulose (CMC)	Stabilization	Y	N	0.1 g / L
E414	Gum Arabic	Stabilization	Y	Y	0.3 g / L
-	Tannins	Stabilization	Y	Y	-

Table Notes:

- As permitted in 24.246 Part 24 of CFR 27 – Materials authorized for the treatment of wine and juice.
- The final product must contain no more than 25 mg per litre. If more remains it must be marked as a supplement.
- Use of lactic acid bacteria shall be made under the restrictive conditions set out in EU Regulation 1622/2000, Annex VIII.
- Wine after the deacidification process will contain at least 1 g/L of tartaric acid (OIV – International Code of Oenological Practices). See the OIV Codex – International Oenological Codex for specific requirements.
- Requirements for pieces of oak wood as set out in EU Regulation 606/2009, Appendix 9B.
- Assisting in the clarification process.
- Requirements for beta-glucanase as set out in EU Regulation 1622/2000, Annex VII.
- Authorised oenological practices as set out in EU Regulation 606/2009, Annex I.
- Expressed as thiamine.
- The handling of these materials will be done under the supervision of a person with a professional and academic background appropriate for understanding the nature of the care and steps needed to ensure product safety (OIV – International Code of Oenological Practices).
- The quantities of material for use are the minimum quantities to lower the iron content and other metals in the wine to stability levels. Use of these materials will be approved only after laboratory testing to determine the appropriate levels. Ensure that there is no residue of procyanide or its derivatives in the final product, or alternatively, ensure that there is minimal iron residue in the wine. EC 606/2009, Appendix 5.
- Complies with Israeli Standard 356.
- May be added to sweetened wines, sparkling wines, sparkling wines, aromatised wines and liqueurs for the sweet and sparkling wines in the second ferment.
- That meets the requirements of Israeli Standard 388.

* Not permitted in Australian wines.

** Sucrose is not a permitted additive in Australian wines (with the exception of sparkling wine and brandy).

Enrichment processes

The increase in the total natural alcohol strength may be done as follows:

- in fresh grapes, in grape must in fermentation, or in new wine still in fermentation: by the addition of concentrated grape juice or of concentrated grape must;
- in grape must: by the addition of concentrated grape must or of purified concentrated grape must, or by partial concentration, including by reverse osmosis;
- in wine: by concentrating through freezing, or other physical process specified in the OIV's International code of oenological practices.

Adding concentrated grape must or concentrated grape juice must not increase by more than 6.5% of the initial volume from the following products: fresh grapes crushed, grape must, grape must in fermentation, or new wine still in fermentation.

When grape juice or wine undergoes enrichment, the concentration process must not cause reduction in the initial volume of the products by more than 20% and also must not increase the strength of the total alcohol by more than 2.0% in volume. The enrichment processes must not increase the total alcoholic strength of any of the products specified by a value greater than 13.5% by volume.

Wine must not be concentrated if the products from which they are obtained have undergone their own enrichment processes (as specified above).

In the case of over-ripening, the sugar level can be corrected to allow proper fermentation to terminate, provided that the total amount of the must or wine does not increase by more than 6.5% of the initial volume and the sugar level should not be less than 13.5% in total alcohol.

Acidification and Deacidification

It is permitted to add wine and fresh grapes, for must or wine in fermentation, in a total quantity not greater than 4 g/L, expressed as tartaric acid (weighing 54 meq/L). It is permitted to extract acid, provided that the amount of tartaric acid in the wine is not less than 1 g/L. Partial acid extraction from grape must intended to produce concentrated grape must is permitted.

It is not permitted to perform both acidification and enrichment on the same product (except for exceptions approved for each case separately by the competent body). It is not permitted to perform both acidification and deacidification on the same product.

Sweetening

Wine sweetening is only permitted in a country where the wine is fermented, and under the following conditions:

- a. The sweetening shall be done by grape must with a potential alcoholic strength greater than 8.5% by volume from grape varieties listed in [U.S 27 CFR § 4.91](#), in grape must in fermentation mode, in concentrated grape must, in wine mistelle or wine.
- b. The sweetening shall be done with grape must or with rectified concentrated grape must or with concentrated grape must; provided that the total alcoholic strength of the wine after sweetening does not increase by more than 2% in volume.

If the wine has been enriched, the total increase in total alcoholic strength due to enrichment and sweetening shall not exceed 2.0% in volume.

Notes:

1. Kosher wine cannot contain any non-kosher ingredients or fining agents such as isinglass, gelatin or casein.
2. All materials including gases must comply with the requirements of EU Regulation 231/2012 for specifications for food supplements (Food Grade) and must be suitable for food use. In addition, materials must meet the OIV International Oenological Codex (OIV) requirements of oenological practices.
3. Any processes and treatments approved for use by the OIV and which do not appear in this Standard are acceptable for use in Israel.

Labelling

Reference	Mandatory Items	Height	Position
A1	Name of Product	3.0 mm	Single field of vision
A2	Country of Origin	-	Single field of vision
A3	Alcohol Content	-	Single field of vision
A4	Volume Statement	-	Single field of vision
A5	Name and Address	2.0 mm	Anywhere on container
A6	Lot Number	-	Anywhere on container
A7	Nutrition Labelling	-	Front of package
A8	Health Warning	15% of label	Anywhere on container
A9	Preservatives Statement	-	Anywhere on container
A10	Date Marking	2.0 mm	Anywhere on container
A11	Sugar Content	-	Anywhere on container
A12	Deposit on Beverage Containers	-	Not defined
A13	Kosher Marking	-	Anywhere on container
Reference	Optional Items	Height	Position
A14	Vintage, Variety and Geographical Indication	-	-
Reference	Prohibited Items	Height	Position
A15	European Regions and Traditional Expressions	-	-

The principle laws governing labelling include the *Consumer Protection Order (Marking and Packaging of Food Products) 1998* and Israeli Standards *SI 1318* and *SI 1145*. The *Protection of Public Health (Food) (Nutritional Labelling) 2017* came into force for all products on 1 January 2020 and mandates nutrition labelling information to appear on the front label of pre-packaged food products.

The information in this guide has mostly been obtained from secondary sources. Caution should be taken when using this guide and it is advisable to seek further information.

Language

The law requires all labelling information to be presented in Hebrew. English may be additionally labelled provided the printed letters are no larger than those in Hebrew. Any information in English must also be provided in Hebrew.

Labels should be clear, legible, distinguishable and in a different colour from the background. Labels must be accurate and not misleading and statements should be verifiable. Information that may create uncertainty about the origin or character of the wine must not be marked. No description or designation or picture that indicates wine age other than the year of vintage and traditional quality designation (which may include reference to wine age) may be marked on the label. Any quality terms must comply with the rules in the country of production.

Label Item Position

Israeli Standard SI 1318 defines 'Single field of vision' as: all parts of the packaging (container) except the bottom, which can be seen at the same time without rotating the package. The single field of vision applies to the product name, alcohol content, country of origin and volume statement.

References to labelling requirements

A1 Name of Product

Israel classifies wine according to wine type, colour and sugar content (for sugar content see A11). The label must identify the wine type as specified in Israeli Standard 1318. The wine types are outlined in the table below.

The wine type must be additionally supplemented with the colour indication i.e. 'red', 'white' or 'rosé'. All the indications must appear in the single field of vision.

Colour

Colour (English and Hebrew)		
Red – אדום	White – לבן או	Rosé/Pink – רוזה

Wine Type

Wine Type	Characteristics
Wine יין	<ul style="list-style-type: none"> A drink produced exclusively by alcoholic (whole or partial) fermentation of wine grapes (crushed or not crushed) or of grape must with <i>Vitis vinifera</i> or a hybrid of <i>Vitis vinifera</i>. The grapes from which the beverage is produced are from the variety or any of the strains listed in U.S 27 CFR § 4.91. The actual alcohol content of wine is not less than 8.5% to not greater than 13.5% vol for wines that have undergone enrichment. If the wine has not undergone enrichment there is no limit to the maximum strength of the alcohol. Still wines may have a carbon dioxide content of no greater than 4 g/L.
Sparkling wine יין מבעבע	<ul style="list-style-type: none"> Wine obtained from the first or second alcoholic fermentation of one or more of the following starting materials including fresh grapes; grape must; or wine. The excess pressure is not less than 3.0 bars at 20° C. The carbon dioxide released from the sparkling wine is entirely the result of the fermentation. Sparkling wines must contain a carbon dioxide content greater than 4 g/L. Is made from the following starting materials: <ul style="list-style-type: none"> Cuvee: grape must or wine or their mixtures, made from vine varieties listed in U.S 27 CFR § 4.91. Tirage liqueur: base wine that has added material to allow second fermentation. The material can be sucrose, grape sugar, wine, grape juice, grape must and concentrated grape must. Expedition liqueur: a product that is added to the sparkling wine to give it flavour properties and its characteristic scent. The product may include brandy, wine alcohol, sucrose, grape sugar, wine, grape juice and concentrated grape must. The added product does not increase the alcoholic strength of the wine by more than 0.5% by vol.

Traditional sparkling wine יין מבעבע בשיטה מסורתית	<ul style="list-style-type: none"> • A sparkling wine whose secondary fermentation is made in the same glass bottle in which it is sold.
Semi-sparkling wine יין מבעבע בלחץ מופחת	<ul style="list-style-type: none"> • A wine made similarly to a sparkling wine, where the excess pressure in the container is between 1.0 and 3.0 bars at 20° C.
Carbonated wine יין מוגז	<ul style="list-style-type: none"> • A wine whose carbon dioxide content is greater than 3.0 bars and where the carbon dioxide source is partly or fully supplemented by gas which does not result from the fermentation in the same container. • In carbonated wine with carbon dioxide added in quantities greater than 4g/L, the label must contain the words 'Carbon dioxide' in the single field of vision.
Carbonated semi-sparkling wine יין מוגז בלחץ מופחת	<ul style="list-style-type: none"> • A carbonated wine where the excess pressure in the container is between 1.0 and 3.0 bars at 20° C. • In carbonated wine with carbon dioxide added in quantities greater than 4g/L, the label must contain the words 'Carbon dioxide' in the single field of vision.
Liqueur wine יין-ליקר	<ul style="list-style-type: none"> • Wine with an actual alcohol strength between 14.0% and 22.0% by vol. • Made from vine varieties listed in U.S 27 CFR § 4.91. • Base materials are grape must (including partially fermented) and/or wine. May contain added wine, grape and/or neutral alcohol from agricultural sources, concentrated grape must, mistelle and caramel.
Fortified wine יין מחוזק	<ul style="list-style-type: none"> • Wine with an actual alcohol strength between 14.0% and 22.0% by vol. • Made from vine varieties listed in U.S 27 CFR § 4.91. • Base materials are fresh grapes, grape juice or wine which strengthens the potential alcohol. May contain added wine and/or neutral alcohol from agricultural source. • At least 4.0% of the final strength of the finished product is due to partial or complete fermentation of the sugar found in the base materials.
Sweet fortified wine יין מתוק מחוזק	<ul style="list-style-type: none"> • Wine produced as fortified wine, with at least 4.0% vol of the actual alcohol originating in fermentation. • Has an actual alcohol content between 8.5% and 14.0% by vol.
Aromatised wine יין מתובל	<ul style="list-style-type: none"> • Wine that has been seasoned. At least 75% by vol is wine made from vine varieties listed in U.S 27 CFR § 4.91. • Has an actual alcohol strength between 14.5% and 22.0% by vol. • May include the following added materials: <ul style="list-style-type: none"> ○ Neutral alcohol of agricultural origin or wine alcohol; ○ Sweeteners including sucrose, grape must, concentrated grape must, sugar syrup, mistelle; ○ Edible colours permitted for use by the <i>Public Health Food Supplements Regulations</i>; ○ Caramel; ○ Flavours and scents as specified in an OIV document.
Late vintage wine יין בציר מאוחר	<ul style="list-style-type: none"> • Sweet wine with a residual sugar resulting from the grapes themselves where the following conditions are met: <ul style="list-style-type: none"> ○ The minimum sugar level is 45 g/L; ○ The actual alcohol strength is greater than 4.5% by vol; ○ Potential alcohol strength in grapes before fermentation is greater than 15.0% by vol; • Examples include 'Noble rot' and 'Late Harvest wines'.
Wine with low alcoholic strength יין בעל חוזק כוהל נמוך	<ul style="list-style-type: none"> • Wine made from vine varieties listed in U.S 27 CFR § 4.91. • Has an actual alcohol strength between 4.5% and 8.5% by vol. The potential alcoholic strength of the grapes at harvest is not less than 8.5% by vol.

	<ul style="list-style-type: none"> The fermentation was stopped by a physical process (cooling, filtration or concentration), or by one of the processes listed in Table 2: Authorised Manufacturing Processes (in Wine Standards above).
Sweetened wine/Kiddush wine יין ממותק / יין קידוש	<ul style="list-style-type: none"> Wine product that contains at least 65% wine. At least 65% is fortified with alcohol obtained from alcoholic fermentation. Contains only one of the following: sugar, sugar syrup, molasses alcohol, caramel. Has an actual alcohol strength between 8.5% and 14.0% by vol. Sweetened wines may not refer to vintage, geographical indication or variety on the label.
Low alcohol sweetened wine/low alcohol Kiddush wine יין ממותק בעל תכולת כוהל נמוכה / יין קידוש בעל תכולת כוהל נמוכה	<ul style="list-style-type: none"> Wine product containing at least 65% wine. At least 65% is fortified with alcohol obtained from alcoholic fermentation. Contains only one of the following: sugar, sugar syrup, molasses alcohol, caramel. Has an actual alcohol strength of less than 8.5% by vol. Sweetened wines may not refer to vintage, geographical indication or variety on the label.
Wine based beverage משקאות המבוססים על יין	<ul style="list-style-type: none"> Product containing at least 50% volume of wine and/or must and/or special wine. The product can be sweetened by the addition of sucrose, grape must, concentrated grape must, sugar syrup, mistelle or wine containing only grape-derived alcohol. The product may contain added colours permitted under the <i>Public Health (Food) (Food Supplements) Regulations</i> and added flavours and odorants as specified in an OIV document. It may contain added food ingredients or non-alcohol products or drinks that include water. The source of the alcoholic component is from the wine except for the portions used for the aroma or colour. Has an actual alcohol strength between 3.5% and 14.5% by vol. The label must indicate a list of components including the percentage of wine in the drink.

A2 Country of Origin

A country of origin statement is mandatory. The country of wine production is the country where the wine grapes were harvested and fermented. The country of origin must appear in the single field of vision.

If the grapes are harvested in one country and fermented in another, or the must is fermented in another country, the country of origin will be the place where the grapes or must are fermented. In addition, the words 'imported grapes' or 'imported grape must', as appropriate, with the country of origin identified should be marked on the label.

A Certificate of Origin may be requested to substantiate any claims. Certificates of Origin can be obtained from Wine Australia or Australian State Chambers of Commerce.

A3 Alcohol Content

The label must include a statement of the alcohol content. The statement must be expressed as a percentage in whole or half units in intervals of 0.5%. It is recommended to comply with EU alcohol labelling requirements which specify the format of the statement as 'alc xx.x% vol' or 'xx.x% vol'. Israel allows an alcohol tolerance of $\pm 0.5\%$ (or $\pm 0.8\%$ for sparkling wines). The alcohol statement must appear in the single field of vision.

A4 Volume Statement

The volume statement must appear on the label in the single field of vision. Israel uses the metric system. The statement must be marked as follows:

- Products less than 1000 mL: in units of millilitres (mL);
- Product containing 1000 mL or more: in units of litres (L).

A5 Name and Address

The label must include a clear indication of the name and address of the manufacturer. Bottlers are not considered to be a manufacturer, however, if the wine has not been bottled by the manufacturer, both the bottler's name and the manufacturer's name must be labelled.

The manufacturer's details may be replaced by the name and address of some other person if that other person has taken all necessary measures to ensure compliance with all regulations relating to the manufacture of the product, including constant control of the production, packaging, weighing, labelling, marketing, transport and storage of the product. If the name of a person other than the manufacturer is indicated, the name of the manufacturer must be noted in words or code.

In addition, imported products must indicate the name and address of the importer.

A6 Lot Number

The lot number (or batch number) must identify a batch of wine produced and packaged under the same conditions. The lot number can be freely chosen by the manufacturer and need only have meaning to the manufacturer.

A7 Nutrition Labelling

The new nutritional labelling regulation requires that red labels be affixed or printed on the front of retail packaging of specific products larger than 25 square centimetres. Impacted products are those that contain levels of sodium, sugar and saturated fats in excess of the prescribed limits.

Intoxicating beverages are not required to include a label denoting sugar content. The new labelling requirements will enter into force in two phases. The first phase is a transition period lasting 12 months from 1 January 2020. During the first phase, any products containing greater than 500 milligrams of sodium or 5.0 grams of saturated fats per 100 grams of product are required to be labelled with the red labels. The second phase, which enters into force on 1 January 2021, will decrease the thresholds to 400 milligrams of sodium and 4.0 grams of saturated fats per 100 grams of product.

The Israeli Ministry of Health has further guidance (in English) here:

www.health.gov.il/English/Topics/FoodAndNutrition/Nutrition/Adequate_nutrition/Pages/labeling.asp

The required red labels are as follows:



High Sodium Level High Saturated Fat Level

A8 Health Warning

Since 30 July 2013, alcoholic beverages require a health warning label. The wording of the warning differs for alcoholic beverages above and below 15.5% alcohol by volume.

Alcoholic beverages containing more than 15.5% alcohol by volume require a warning label displaying the following text:

'Warning: Excessive consumption of alcohol is life threatening and is detrimental to health!'

Alcoholic beverages with an alcohol content less than 15.5% require a warning label displaying the following text:

'Warning: Contains alcohol – it is recommended to refrain from excessive consumption.'

The warning must be marked prominently in letters that are black, legible, and of identical emphasis, against a white background. It must be surrounded by a black frame whose thickness and boldness are identical to the thickness of the letters in the Warning. The Warning must cover at least 15% of the label area.

A9 Preservatives Statement

Wine is exempt from the requirement to label food additives and supplements (with the exception of wine-based beverages and sweetened wines/kiddush wines – these wines must be labelled in accordance with Israeli Standard TA 1145).

Wine with added preservatives must be labelled 'Contains ...' (מכיל...) followed by the words, as appropriate, 'sulphur dioxide' (גופרית דו-חמצנית) or 'sorbic acid' (חומצה סורבית).

A10 Date Marking

Products with a shelf life less than a year are required to indicate either the date (day, month, year) or the production code of the date of manufacture.

Wines, including sparkling wines, aromatised wines and similar alcoholic beverages produced from non-grape fruits are exempt from the requirement to indicate the expiry date.

A11 Sugar Content

Wines must include a sugar content indication. The terms to be used are specified in the table below:

Still wines, sweet wines, fortified wines and sweetened wines			
Name in English	Name in Hebrew	Sugar content (total glucose + fructose)	The acid content (expressed as tartaric acid)
Dry	יין יבש ¹	4 g/L	-
Dry	יין יבש ¹	9 g/L	Up to 2 g/L less from the sugar content
Half-dry; or Medium-dry; or Semi-dry	יין חצי יבש ¹	From 4 – 18 g/L	Up to 10 g/L less from the sugar content
Semi-sweet	יין חצי מתוק	From 12 – 45 g/L	-
Sweet	יין מתוק	Minimum 45 g/L	-
Syrupy	יין מתוק מחוזק, יין מחוזק	Minimum 45 g/L	-
Specially sweetened	יין ממותק ("יין קידוש")	Minimum 45 g/L ²	-

Table notes:

¹ Dry wine contains up to 4 g/L of sugar, or up to 9 g/L of sugar provided the total acid content is not less than 2 g of sugar per litre. For example, to mark a wine containing 9 g/L of sugar as a 'dry' wine, it must contain at least 7 g/L of total acid. To mark a wine containing 18 g/L of sugar as 'semi-dry', it must contain at least 8 g/L of total acid.

² By testing the fructose, glucose and sucrose content together.

Sparkling and carbonated wines		
Name in English	Name in Hebrew	Maximum sugar content (glucose + sucrose + fructose)
Brut nature	יבש במיוחד	0 – 3 g/L
Extra brut	יבש במיוחד	0 – 6 g/L
Brut	יבש במיוחד	0 – 12 g/L
Extra-dry	יבש מאוד	12 – 17 g/L
Dry	יבש	17 – 32 g/L
Medium-dry/Demi-sec	חצי יבש או חצי מתוק	32 – 50 g/L
Sweet	מתוק	Above 50 g/L

A12 Deposit on Beverage Containers

The *Deposit on Beverage Containers Law* requires manufacturers, importers and retailers to collect a 30 agorot (approximately 8 US cent) deposit on beverage containers larger than 0.1 litre and smaller than 1.5 litres, with the exception of bags and paper containers.

Details on the bottle deposit system and Beverage Container Law are available on the Israel Ministry of Environmental Protection's [website](#).

A13 Kosher Marking

Any food that has not undergone Kosher certification must be marked in Hebrew with the words 'Not Kosher' (לא כשר).

Any food that has achieved Kosher certification may be marked with the word 'Kosher'. The label must additionally indicate the name and location of the organisation certifying the kashrut.

The size of the letters in the words 'Not Kosher' and 'Kosher' must not be less than the minimum size of the product name. The size of the letters of the certifying organisation must not be smaller than the name of the manufacturer.

Further details on kosher certification is included in Import Certificates below.

A14 Vintage, Variety and Geographical Indication

Vintage, variety and Geographical Indication claims are optional; however, if they are claimed they must comply with SI 1318 and Australian blending regulations.

Under SI 1318, a single vintage, variety or geographical indication may be claimed on the label provided at least 85% of grapes originate from the vintage year, grape variety and region.

For label claims of two varieties, the wine must be made entirely from both varieties and they must be listed in descending order. Further, the minimum amount of any variety claimed on the label must not be less than 15% by volume. If the label claims three or more varieties, the percentages of each variety must be marked.

Any references to high quality or traditional quality names must comply with the requirements in the country of production and may appear in a caption on the label. The caption may also indicate the wine or producer history, consumer information on vine growing, vintage or wine production including its aging, acid levels, pH, and organoleptic and analytical descriptions. A medal or prize score may be added provided there is proof of winning the medal or prize.

The label may also include a trade mark or trade name. Trade marks must not create a false impression about the origin, composition or age of the wine. The size of the letters of the trade mark/trade name must not be larger than three times the size of the letters of the name of the product.

A15 European Regions and Traditional Expressions

Geographical regions and Traditional Expressions of the European Union cannot appear on Australian labels regardless of the context in which they may be used. For a list of terms refer to the [Register of Protected GIs and Other Terms](#).

The word 'Natural' should not appear on alcoholic beverage labels.

Size of Hebrew Lettering

The size of Hebrew lettering required on labels of Pre-packaged food is outlined in the table below.

Content (ml)	Name of Food	Name of Manufacturer & Importer	Date	Address of manufacturer & Importer
50 + to 250	2.0 mm	1.5 mm	1.5 mm	1.5 mm
25 + to 450	3.0 mm	2.0 mm	2.0 mm	1.5 mm

450 + to 900	3.0 mm	2.0 mm	2.0 mm	1.5 mm
Above 900	4.0 mm	2.0 mm	2.0 mm	1.5 mm

Organic Products

Israel follows European Union organic standards and requirements. Israel's organic standard is contained in the *Law for the Regulation of Organic Produce*, however, it is not mandatory for imported organic food to be certified against this standard unless the imported product wishes to use Israel's uniform organic symbol. In such cases, applications must be submitted to Israel's Plant Protection and Inspection Service (PPIS). Refer to the Organic Products section in the EU Export Market Guide for further details.

IP Protection in Israel

IP registration and protection can be a complex process, especially in an international context. It is recommended that you seek advice from an IP professional.

Trade marks may be protected in Israel through registration with the Israeli [Ministry of Justice Patent Office](#) or through the Madrid Protocol WIPO system of which Israel is a member.

Applications for trade marks through the Israeli Patent Office may be made by the owner of the trade mark or by the owner's agent. The agent must work in Israel and must present written authorisation by the owner. Applicants must present a local address for correspondence so it may be advisable to engage a local attorney in Israel to file applications. Fees are charged. Priority of registration is given to the first local user of the trade mark.

Importing

The Israel Tax Authority administers the Israel Customs Administration which is responsible for collecting taxes and tariffs as well as the customs procedures. Products and importers must be registered through the Food Control Service.

Import Certificates

Kashrut (Kosher) Certificate

It is not mandatory for alcoholic beverages to obtain Kosher certification in order to export to Israel. However, non-kosher products have a much smaller market share as many supermarkets and hotels refuse to carry them.

Manufacturers who produce kosher products must be able to satisfy Israeli rabbinical demands that all ingredients and processes meet kosher standards.

Kosher food certification within Australia occurs through the three main bodies, the [Kashrut Authority of Australia and New Zealand](#) (based in NSW), [Kosher Australia](#) (based in Victoria) and [Kashrut Authority of Western Australia](#).

The steps to obtaining Kosher certification typically follows a series of steps:

- The relevant food producer or manufacturer applies to the relevant certifying organisation. This usually involves providing detailed information about the raw materials, ingredients and additives, and the manufacturing process.
- An inspection of the manufacturing site is then conducted by an appropriately qualified person on behalf of the certifying organisation to determine whether all the relevant requirements are consistently being met, and a report is prepared. The applicant may be required to alter their manufacturing processes or ingredients, or to provide further information about their supply chain.
- A certification agreement is then concluded between the applicant and the certifying body, and Kosher accreditation or certification is awarded for a period of time.

Exporters of kosher products should ensure through their importing agents that their kosher certification is accepted by Israel's Chief Rabbinate. Kosher wine must be produced, stored, shipped and advertised entirely separately from non-kosher wine.

Certificate of Free Sale

Food imports that are imported directly from the manufacturer are required to be accompanied by a health or sanitary certificate such as a Certificate of Free Sale.

If required, Wine Australia is able to supply such a certificate for wines which have undergone export registration. Contact the Wine Australia [Export Assistance](#) team.

Import Procedures

Product and Importer Registration

Food Control Service (FCS)

All food importers in Israel are required to be registered with the Ministry of Health's Food Control Service. Importers are issued with an Importer Registration Certificate which states the importer name, contact details and location of the warehouse for storing food. The FCS publishes a list of food importers with valid registration certificates [online](#). The FCS ensures that the importer, the imported food and storage complies with Israeli legislation. The certificate is valid for two years and can be renewed for an additional three years each time. The importer must also obtain a valid permit for the warehouse from the local district office.

In addition, all food products must also be registered with FCS prior to import into Israel. FCS divides food into two categories: sensitive and non-sensitive products. Wine is classified as a non-sensitive product.

Import Process

The import process for non-sensitive foods can be submitted online by the importer and includes the following steps:

- Prior to arrival the importer submits an online import declaration and receives an Approval of Declaration Receipt from FCS. The importer must sign a letter of commitment, pay import fees and collate the required import documents.
- Near the time of arrival, the importer submits an online request for the release of the non-sensitive food and a certificate of release.
- Upon arrival the goods are released based on the certificate of release and the Approval of Declaration Receipt. The goods may be subject to a random inspection which selects no more than five percent of total shipments per year.

Import Declaration

The importer is required to submit an import declaration. The required information includes:

- Name and address of the manufacturer and importer;
- Name of the product;
- Purpose of product (i.e, end consumer, raw material etc);
- Weight and packaging;
- Country of origin;
- Name of the supplier of the food and country of origin (if the food is not imported directly from the manufacturer).

Letter of Commitment

The importer must also sign a letter of commitment which includes the following details:

- A commitment that the declaration is true and applicable to future shipments;
- A commitment that the products are compliant with all relevant food legislation;

- A commitment stating the importer bears responsibility for any manufacturer recalls;
- A declaration from the importer if they do not have direct contact with the manufacturer (such imports require each batch of imported goods to undergo laboratory testing prior to marketing).

Documentation

The following documentation is required for import clearance in Israel. All documents are required to be retained for at least one year after the end of the product's shelf life:

- Copies of labels
- If no direct contact with the manufacturer:
 - Laboratory results or documentation regarding the food composition and compliance of the batches of the shipment with the product specification via a Certificate of Analysis.
- If direct contact with the manufacturer:
 - Health and sanitary certificates (e.g., Certificate of Free Sale, GMP certificate, ISO 22000)
- Shipping documents:
 - Commercial invoice
 - Proforma Invoice
 - Import declaration
 - Certificate of release
 - Bill of lading
 - Packing list
 - Certificate of Insurance

Methods of Quoting and Payment

Quoting and payment terms should be negotiated between the importer and exporter directly. However, quotes are usually specified using Free on Board (FOB Incoterms) in US or Australian dollars. Payment is usually on Cash Against Documents (CAD) basis but can be negotiated on a case by case basis.²

Personal Imports

Personal imports are handled by Customs officials in accordance with the Customs Procedures and the National Food Service Producer 05-008.

Imported food can be imported for personal use at a maximum of 15 kgs but no more than 5 kgs per product. The importer must file a declaration form for personal import of food. Personal imports do not require FSC registration of the importer or the product.

² Austrade Israel profile.

Draft Import Regulations

Israel has notified the WTO of a draft standard titled *Public Health Protection Regulations (Food) (Food which is an Intoxicating Beverage)*, 5780 – 2019. There is no date for proposed entry into force as yet. The draft proposals are summarised below.

Importers will require preliminary authorisation to import food which is an intoxicating beverage from the Ministry of Health. Further, intoxicating beverages will be deemed to be sensitive food. Preliminary authorisation will be given to the Licensor when they have met the following conditions:

1. They are registered as an importer in the Intoxicating Beverage Importers Registry;
2. They have submitted a Certificate of Analysis from a recognised laboratory for testing alcoholic beverages;
3. The food complies with the relevant food legislation.

The Certificate of Analysis must be tested in a recognised laboratory in Israel upon arrival at the quarantine station. The analysis includes a chemical analysis and an organoleptic test of odour, appearance, texture and taste. The shipment may also be submitted for additional document and label checks.

The importer must submit one bottle (for beverages in volumes of more than 500 mL) to the laboratory along with the following documents:

1. A laboratory test conducted by the manufacturer of the beverage;
2. Specifications from the manufacturer including the beverage name, beverage composition, percentage of alcohol, types and quantities of food additives and their INS numbers, and any colours and preservatives;
3. Description of the manufacturing process;
4. Original labels in the original language and in Hebrew;
5. A document indicating the direct relationship between the importer and the manufacturer or supplier, as applicable;
6. The wine growing region and the composition of grape varieties used to make the wine. For wines with a geographical indication, the manufacturer must supply a Certificate of Origin indicating that the wine was manufactured under the stated conditions;
7. For high-quality and unique beverages – a bill of sale specifying the type of beverage and its price.

Shipments of intoxicating beverages may only be released from a port with a quarantine station. The Food Service Director in the quarantine station will issue a Certificate of Compliance to compliant products to enable their release from quarantine. Exemptions for minor labelling violations which do not concern the essential characteristics of the food, its identification or the identification of the food manufacturer, and which does not jeopardise public health or deceive consumers, may be granted by the Food Service Director. The Director may also issue a Certificate of Compliance on condition that minor defects are corrected before the shipment is removed from the warehouse. If the defect is significant and impossible to correct, the Director may permit the return of the shipment to the port of departure or to another location outside of Israel.

Wine is assessed against Israeli Standard IS 1318. The tests required for granting a Certificate of Compliance for wine include:

- Ethyl alcohol
- Sulphur dioxide
- Methanol
- Volatile acidity
- Sugars
- General labelling (see Standard IS 1145)
- General characteristic taste and smell

Samples not intended for commercial use are exempt from the requirement to supply a Certificate of Analysis if the sales invoice listing the beverages show the quantity of samples to be less than 15 kg. The requirement to have the alcohol submitted for analysis may also be waived for small quantities of no more than 90 litres of products which are considered 'high-quality' and 'unique' (defined as beverages marked with the words 'Protected Geographical Indication' or 'Protected Designation of Origin' or whose purchase price for a 750 mL bottle is not less than 15 euros or the equivalent currency of the country of production). In such cases, the importer must submit the following documents:

1. The manufacturer's specifications and results of the test carried out by the manufacturer on the beverage;
2. A sales account detailing the types of beverages and their price and quantity;
3. A certificate from the manufacturer verifying that the intoxicating beverage abides by one of the laboratory tests.

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Website Resources

Wine Australia - www.wineaustralia.com

Austrade Online - www.austrade.gov.au

Department of Foreign Affairs & Trade - www.dfat.gov.au

Standards Institute of Israel - www.sii.org.il

Food Control Service - www.health.gov.il/English