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Italy plans a single state-backed sustainability label for wine before the 2027 harvest

The decree could standardize sustainability claims for producers, with criteria, oversight and implementation details still undisclosed

Wednesday, November 18, 2026



Italy could have a single state-backed sustainability label for wine before the 2027 harvest, according to Lamberto Frescobaldi, president of the Italian Wine Union, who said the Agriculture Ministry plans to issue the decree creating the logo by summer

2027.

Frescobaldi made the announcement on Tuesday, November 17, at Fiera Milano Rho during the opening of Simei/Bevertech. He said the industry group had sought the measure for some time and called it the long-awaited state mark for the sustainability of Italian wine.

He said the ministry had told the organization that the conditions were in place to move forward and that the decree establishing a single sustainability logo would be ready by summer 2027. If that timetable is met, the label would be available before the next grape harvest.

Frescobaldi linked the planned measure to the focus of this year’s Simei/Bevertech event. He said the exhibition is highlighting technology and equipment that can raise sustainability standards, especially by reducing energy and water use.

The announcement points to a possible shift in how Italian wine presents environmental credentials. A single national label could standardize the way sustainable wine is identified and promoted, potentially giving producers a clearer message in export markets and helping them stand out in the wider beverage business, where buyers increasingly weigh sustainability claims across wine, beer and spirits.

That effect, however, will depend on the final content of the decree. Frescobaldi did not give details on the certification criteria, how the logo would be assigned, or whether it would replace or sit alongside private sustainability programs already used by producers.

The plan still appears to be at the regulatory stage. Frescobaldi said the ministry intends to formalize the measure through a decree, but no further details were released on Tuesday, November 17, about implementation, oversight or when wineries would be able to start using the mark.

For producers, the proposal comes at a time when sustainability has become more closely tied to investment in winery equipment and production methods. Frescobaldi’s remarks suggested that the industry sees the label not only as a policy step but also as

a way to connect those changes in energy and water management with a recognizable identity for consumers and trade partners.

The Agriculture Ministry did not publicly outline the measure during the event, and no draft text was released. For now, the most concrete indication is Frescobaldi’s statement that the decree is expected by summer 2027, with the goal of having a unified state logo in place for Italian sustainable wine before the 2027 harvest.