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1. The Label

The label is the identity card of a wine, the document which certifies the legal requirements for commercialization.

The first important labels were created by champagne producers – the first ones were written by hand and made by Moët&Chandon shortly before 1750 – and very soon they were launched also in Germany and in the region of Porto wines.

As from 1798, the lithography press was invented and the printed labels were spread quickly all over Europe.

The first example of back label appeared at the beginning of the XIX century when Earl Giulio della Cremosina applied a little rectangle of paper on the back of his bottle of Nebbiolo. This back label reported the year of the harvest and the bottling, and a little description of the enological techniques used in that time.

Nowadays, wineries tend to use very simple labels (monochromatic and basic graphic elements) but capable of catching the client attention. Even it is possible to find the so-called worldwide known wines – Dom Perignon, Krug, Château Margaux, and much more – without the back label.