

Voluntary Report – Voluntary - Public Distribution

Date: July 08, 2025

Report Number: SW2025-0001

Report Name: Systembolaget Recognizes California Sustainable Winegrowing Alliance Certified Wines

Country: Sweden

Post: The Hague

Report Category: Export Accomplishments - Other, SP1 - Expand International Marketing Opportunities, Wine

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Report Highlights:

Systembolaget, Sweden's government alcohol monopoly, now officially recognizes wines certified by the California Sustainable Winegrowing Alliance (CSWA), allowing CSWA-certified wines to qualify for Systembolaget's "Most Sustainable Beverages" label, which highlights products meeting high standards for environmental and social responsibility. Sweden ranks as the 13th largest export market for the U.S. wine industry and in 2024, exports were valued at \$19 million.

The [Wine Institute](#) (WI), one of the [Foreign Agricultural Service \(FAS\) cooperator groups](#), has an In Market Representative (IMR) based in the Netherlands, covering the European Union. Recently, it was announced that [Systembolaget](#), Sweden's government alcohol monopoly, now recognizes wines certified by the [California Sustainable Winegrowing Alliance](#) (CSWA). These certified wines are eligible to carry Systembolaget's [Most Sustainable Beverages](#). This label is given to drinks that meet high standards for environmental certification, social responsibility in cultivation and production, and a reduced climate impact, including sustainable packaging. The label is indicated on the shelf at the time of purchase.



Source: Systembolaget



WINE, RED WINE, FRUITY & FLAVORFUL

McManis


Toasted Oak Red Wine, 2023

USA, California

Lighter glass bottle · 750ml · 14% vol. No. 2113

119:- 158:67 SEK/l

Nuanced, fruity taste with a clear roasted barrel character, hints of blackberry, vanilla, pepper, plum, chocolate, dark cherries and coffee. Serve at 16-18°C with lamb or beef dishes, preferably grilled.



Sugar content
0.8g/100ml


Cultivation & Production

ENVIRONMENTALLY CERTIFIED
SOCIAL RESPONSIBILITY


Packaging

LOWER CLIMATE FOOTPRINT


FULLNESS



ROUGHNESS



FRUIT ACID



Source: Systembolaget

What is California Sustainable Winegrowing Certification?

The [California Sustainable Winegrowing Alliance](#) (CSWA) is a third-party audited program managed by CSWA. It verifies and publicly recognizes that a winery or vineyard meets specific sustainability standards. Wineries that meet all criteria and complete annual audits and improvement plans can label their wines as “Certified Sustainable.”

To gain recognition by Systembolaget, the Wine Institute added language to the [California Code of Sustainable Winegrowing](#) (CCSW). The CCSW is a detailed self-assessment workbook developed by CSWA to help grape growers and wineries evaluate their sustainability practices. It covers over 200 criteria, including water use, energy efficiency, soil management, habitat conservation, social equity, and more. The Code forms the foundation for the certification program by providing the framework and measurable standards.

About Systembolaget

Systembolaget was established in 1955 as Sweden’s nationwide alcohol distribution system. It holds the exclusive right to sell nearly all alcoholic beverages with an alcohol content above 3.6 percent, and cider above 2.25 percent. The aim of this policy is to limit alcohol consumption in Sweden. More information about Systembolaget can be found in [Swedish Alcohol Purchasing Process](#).

Systembolaget’s Sustainability Efforts

Systembolaget regularly reviews and updates the criteria for its Most Sustainable Beverages Label. This label is important to the Wine Institute as it is increasingly requested in purchasing tenders. Currently, Systembolaget’s wine selection includes over 16,000 wines, of which 647 come from the United States. About 400 global wines carry the Most Sustainable Beverage label, including 12 from California. To date, no wines from Washington, Oregon, or New York have received this label.

Other Recognized Programs

Besides CSWA, Systembolaget also recognizes the regional Lodi rules certification. Wines certified under Lodi Rules are eligible to use the Most Sustainable Beverage label. However, it is currently unclear if other California regional certifications such as [Napa Green](#) or [SIP Certified](#) qualify for this label.

In 2024, U.S. wine exports were valued at \$1.244 billion. Sweden ranks as the 13th largest export market for U.S. wine, importing about \$19 million worth. Other key European export markets include Denmark, the Netherlands, France, and Germany.

Attachments:

No Attachments.