



**The World Customs Organization completes successful pilot project with GS1 and industry partners for the wine and spirits supply chain between Australia and the UK.**

GS1 and its industry partners today announced the successful completion of an international pilot project with the World Customs Organisation (WCO), which found that the GS1 Serial Shipping Container Code (SSCC) could be used as a unique identifier, or “UCR” for the wine and spirits supply chain between Australia and the UK.

"Our pilot test with GS1 demonstrated that their Serial Shipping Container Code can be used as a UCR to provide Customs Administrations and other stakeholders with the key data they require through the international supply chain" said Michel Danet the Secretary-General of the WCO.

The pilot project was the first documented example of cross-border UCR application and confirmed that the SSCC could be used as the unique reference which would provide Customs administrations with access to key information such as transport, financial and commercial data.

“The SSCC, will greatly simplify and clarify data exchange and allow faster and more secure retrieval within the various IT systems through which the product information flows *en route* to its final destination” said Philip Goodband, Co-chair of the consortium and Consultant Master of Wine at Constellation Europe. “We believe that legitimate traders would benefit by being classified as Accredited Economic Operators (AEO) which will in turn facilitate predictable, faster clearance of their wines and make significant, tangible cost savings..”

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The UCR is a reference number developed by the WCO for cross-border shipments, to be assigned at the earliest possible stage in the supply chain: it can be used by Customs to keep track of the international movement of goods. The SSCC is the GS1 unique identification number specifically developed for the identification of logistics units – items of any composition such as pallets, containers and cases - going through the supply chain.

Mr Vivian O'horo from HM Revenue and Customs (UK), one of the key participants of the project, reported that during standard import assurance control that “the way the stock control system has been set up at Constellation Europe, the adoption of an SSCC as the UCR would provide a unique identification code for audit, consignment tracking, and verification and reconciliation purposes”.

The project clearly demonstrated that both Customs and trade can successfully work together to find solutions to issues combining security and trade facilitation. Participants included: HM Revenue and Customs (UK) and Australian Customs Service, Constellation, Hardy Wine Company, Diageo and Trans Ocean Distribution. The WCO, Wine and Spirit Trade Association (WSTA) and GS1 Global Office, GS1 in the UK and Australia joined forces with these parties to support the project.

The success of SSCC pilot has resulted in the participants of the project agreeing to extend the trial to include additional stakeholders and complexity. For example, participants in future projects would apply the appropriate GS1 identification key to split loads and national distribution channels.

Further information about the project is available at the SSCC - UCR Project dedicated website: [http://www.gs1.org/sectors/transportlogistics/sscc\\_ucr/](http://www.gs1.org/sectors/transportlogistics/sscc_ucr/)

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**About GS1**

GS1 is a leading global organisation dedicated to the design and implementation of global standards and solutions to improve the efficiency & visibility of the supply and demand chains globally and across sectors. The GS1 system of standards is the most widely used supply chain standards system in the world. For more information on GS1, please visit: [www.gs1.org](http://www.gs1.org)

**About WCO**

The World Customs Organization is the only international organisation competent on Customs issues at global level. Gathering 171 Customs administrations, the WCO plays a central role on the international trade scene. It is particularly noted for its work in areas covering the development of global Customs standards, the simplification and harmonisation of Customs procedures, the security and facilitation of the trade supply chain, the fight against counterfeiting and piracy, trade facilitation and sustainable Customs capacity building initiatives.

As the center of expertise on customs issues, the WCO offers professional training to the public and private sector and organises international conferences on a range of topical Customs and trade issues to facilitate the exchange of experiences and the sharing of best practices.

For more information, please visit: [www.wcoomd.org](http://www.wcoomd.org) or contact: [communication@wcoomd.org](mailto:communication@wcoomd.org)

**About HMRC**

Her Majesty's Revenue and Customs (HMRC) is a non-ministerial department of the British Government primarily responsible for the collection of taxes, state support, UK frontier protection and import and export controls. Customs and International Business area are responsible for policy and processes relating to the movement of goods and people at the frontier. Whose primary objective is to combat risks relating to the fiscal, economic, physical, health and social areas connected to imports, exports and movements under Customs control. Balanced against these growing risks is the need to support the UK in maintaining its position in the global market as a good place to do business. HMRC was formed by the merger of the Inland Revenue and Her Majesty's Customs and Excise and came into formal existence on 18 April 2005.

**About Diageo**

Diageo is the world's leading premium drinks business with an outstanding collection of beverage alcohol brands across spirits, wine and beer categories. These brands include: Smirnoff, Johnnie Walker, Guinness, Baileys, J&B, Captain Morgan, José Cuervo, Tanqueray, Crown Royal, Beaulieu Vineyard and Sterling Vineyards wines, and Bushmills Irish whiskey. Diageo is a global company, trading in over 180 markets around the world. The company is listed on both the London Stock Exchange (DGE) and the New York Stock Exchange (DEO).

**About Hardy Wine Company**

Hardy Wine Company, located in Reynella, South Australia, is Australia's largest wine producer with a broad geographic spread of vineyard and winery facilities across Australia's major wine regions. Its comprehensive portfolio of brands includes Hardys, Banrock Station, Tintara, Leasingham, Stonehaven and Houghton. In 2003 the company was acquired by Constellation Brands and has consolidated its position as the top wine producer and brand owner in Australia.

**About Constellation Brands**

Constellation Brands, is a leading international producer and marketer of beverage alcohol brands with a broad portfolio across the wine, spirits and imported beer categories. Its wine

company Constellation Wines is the world's largest wine business, producing, marketing and selling a broad portfolio of wines throughout the world. Constellation Europe distributes many of the group brands including Hardys, Robert Mondavi, Ravenswood, Echo Falls, Turner Road, Stowells, Kumala and Nobile within the United Kingdom and Mainland Europe. Constellation Brands is listed on the New York and Australian Stock Exchanges and in 2007 had gross sales of over \$6.4 billion.

#### **About Trans Ocean Distribution Limited**

Trans Ocean Distribution Limited was incorporated in 1984 and is recognised as the market leader in global Flexitank bulk liquid logistics solutions. The TOD Group ship 640,000,000 litres of liquid around the world each year in flexitanks. Part of the JF Hillebrand Group since April 2007, TOD Rhinobulk and VinBulk systems are recognised as the premier flexitank systems in the market today.

#### **About Wine and Spirit Trade Association (WSTA)**

The WSTA is the only UK organisation representing the whole of the wine and spirit supply chain including producers, importers, wholesalers, bottlers, warehouse keepers, freight forwarders, brand owners, licensed retailers and consultants. The WSTA was established in 1824 and currently has 307 members.

#### **About Australian Customs Service**

The Australian Customs Service manages the security and integrity of the Australian border and assists people and cargo to move in and out of the country. It works with other government agencies such as the Australian Federal Police, the Australian Quarantine and Inspection Service, the Department of Immigration and Citizenship and the Department of Defence, to detect and deter the unlawful movement of goods and people across the Australian border. It contributes to the whole-of-government approach to secure Australia from potential terrorist threats. Cargo intervention, passenger screening and first-port boarding rates are at an all-time high. International and inter-agency cooperation continue to play a vital role in protecting our borders.

A high priority for the agency is also the protection of the Australian community by intercepting illegal goods, such as drugs and weapons and Australian Customs uses sophisticated techniques to target high-risk aircraft, vessels, cargo, postal items and travellers.