



NEW CONSUMER MESSAGES ON ALCOHOL PRODUCTS

As part of its ongoing community education activities, DrinkWise Australia, working in collaboration with its alcohol producer members, has launched new consumer information messages that will appear on the labels of alcohol products in Australia.

The new messages are:

- **Get The Facts – Drink Wise**
- **Kids and Alcohol Don't Mix**
- **Is Your Drinking Harming Yourself or Others?**
- **It is Safest Not to Drink While Pregnant (an alternative to text is provided via a pictogram).**

Consumers are encouraged to 'Get the Facts' from the DrinkWise website (www.drinkwise.org.au) to help people make informed choices when drinking alcohol or to learn more about the impact of drinking on other family members.

The community will start to see these important messages on underage or excessive drinking, or drinking while pregnant, as they appear on alcohol products around the country. Fact sheets on the new messages are available in a range of languages on the DrinkWise website.

The label messages are supported by educational materials which are available to consumers in retail outlets where alcohol is purchased.

DrinkWise Australia CEO, Ms Cath Peachey, said that research found high levels of support in the community for information messages.

"Two thirds (61%) of consumers said they would support the idea of information messages on alcohol labels and one third (32%) said they would be likely to seek more information about responsible drinking as a result of seeing a label message," Ms Peachey said.

"Providing messages which prompt the community to think about drinking, and supporting those messages with ongoing education activities and campaigns, will help support the community in making informed decisions about their approach to drinking alcohol."

Ms Peachey said "We recognise that labels alone will not change community behaviour and that we must have broader education initiatives to make an impact – which is why we have coupled the messages with a pointer to our website, and why we will continue to support them through our ongoing educational efforts.

"Education is at the heart of DrinkWise Australia's activities. Changing our drinking culture so that consuming alcohol too young or to excess is considered undesirable involves greater community awareness about the issues associated with alcohol misuse. We are working to achieve this by providing practical resources that support and inform the community about moderate alcohol use."

DrinkWise has been promoting the 'Kids and Alcohol Don't Mix' message nationally for some time.

Professor Ian Hickie, Executive Director at the Brain and Mind Research Institute at the University of Sydney, welcomed the inclusion of this message to alcohol products and retail point of sale.

"The new and ongoing research leaves no doubt that delaying a teen's initiation to alcohol is the right approach," said Professor Hickie.

"From a brain science point of view, you would not mix alcohol and a teenage brain at any period. The idea that you would expose a teenage brain early to alcohol, to socialise it, is dangerous. It is an important message to get out to the community."

Professor Alec Welsh, from the Royal Australian and New Zealand College of Obstetricians and Gynaecologists welcomed the inclusion of the pregnancy message.

"The College considers that it is wisest for women to avoid alcohol when they are planning a pregnancy, are pregnant or breastfeeding, but should discuss these issues with their own doctor" Professor Welsh said.

"Delivery of information via product and retail point of sale is another opportunity to ensure the community is aware there are some risks associated with consuming alcohol when planning a family."

Ms Peachey thanked community leaders and the ethnic media for their ongoing concern about the welfare of their communities.

"We all want what is best for our families and these messages on alcohol products, and the more detailed information on our website, provide guidance and help on issues that some people in our community may not have thought about or faced before", Ms Peachey said.

Ends.

Further information or interview please contact:

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Producers participating in the DrinkWise 'Get the Facts' labelling initiative

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| Carlton United Breweries (Foster's Australia Limited) | To roll out initially on Carlton Draught then across all CUB products over time including well known brands like VB, Pure Blonde, Cascade and Strongbow. |
| Lion Pty Ltd | To roll out across Lion wine brands and all beer products including well known brands like Tooheys, XXXX, Hahn, James Boag, James Squire and West End Draught. |
| Diageo Australia Ltd | To initially roll out on Gordon's Gin 700 ml bottled spirits and Bundaberg Rum & Cola 6 pack cans, with a phased implementation on other Diageo brands including Smirnoff, Bundaberg Rum, Baileys and Johnnie Walker, in line with scheduled packaging updates. |
| Premium Wine Brands Pty Ltd (Pernod Ricard) | To roll out across all Australian wine brands including well known names like Jacob's Creek, Wyndham Estate, Richmond Grove, Gramps, Poet's Corner, Russet Ridge, Jacaranda Ridge, Lawsons, Trilogy and Carrington. Also seeking agreement from off shore producers to apply to their imported products including brands like Chivas Regal, Absolut, Martell, G.H. Mumm, Perrier Jouet, Malibu, Kahlua, Jameson, Havana Club, Pernod, Ricard and The Glenlivet. |
| Accolade Wines | To roll out across all brands sold in Australia in due course, including well known labels Hardys, Houghton, Brookland Valley, Leasingham and Banrock Station. |
| Suntory (Australia) Pty Ltd | Suntory Australia and a number of their international brand principals intend to initially rollout on Midori RTDs in October 2011 closely followed by Jagermeister with other brands being introduced as and when labelling changes can be implemented. |
| Brown-Forman Australia Pty Ltd | To roll out across entire spirits and RTD portfolio over the upcoming year as labelling changes can be implemented including on well known brands like Jack Daniel's, Southern Comfort, Chambord, el Jimador and Finlandia Vodka. |
| Beam Global Australia Pty Ltd | To roll out initially on Jim Beam and Canadian Club products, then across other Beam Global products over time as and when labelling changes can be implemented, including well known brands like Teachers, Makers Mark, and Sauza. |
| Coopers Brewery | To roll out by end of September 2011 on Coopers Pale Ale, Coopers Sparkling Ale, Coopers Clear, and Coopers Best Extra Stout, then across all remaining products as soon as practicable. |
| Woolworths Liquor | To roll out across all private label brands, initially on new variants of RTDs and ciders. Then progressively as labelling changes can be implemented on all private label beer, wine and spirit brands including, Sail & Anchor, Platinum Blonde, Bailey & Bailey, South Island, McAllister Scotch Whisky, Mishka Vodka, and Nelson County Bourbon. |
| Coles Liquor | To roll out across all Coles Liquor private label beer, wine and spirits brands including well known brands like Maxx and Tasman beer, Cradle Bay, Robinsons, Whispers and Wahu wine ranges, and Mayfair Gin and Volsk Vodka. |
| ALDI Stores | To roll out across all exclusive brand liquor products from October 2011 as and when labelling changes can be implemented. |
| Bacardi Lion | To roll out across the Bacardi Lion portfolio, including Bacardi, Bacardi Breezer, McKenna and Inner Circle. |

Consumer information messages

