WIRSPA Commitment
(June 2019)

• Ensure high visibility for alcohol strength and package size.
• Incorporate on product labels internationally accepted visual guides warning against drinking and driving, underage consumption, and drinking in pregnancy.
• Include on labels calorie values related to serving size.
• Make these changes over the next 24 months, with the first new labels appearing in early 2020.
Overall presentation for primary packaging

As a whole, and for each individual element, information should:

- Be conspicuous, legible, indelible, displayed on the primary packaging
- Be easy for consumers to find
- Be differentiated from other information on the packaging (e.g. use of a box, spacing, background colour, etc);
- Not appear on a part of the primary packaging that is dispensed with before or immediately when the product is opened; and
- Not contain anything which serves to undermine the overall health messaging.
ABV and bottle size

- These elements are required on the primary (front) label
- Conspicuous, legible, printed on contrasting background

Minimum font height
- 200ml and above – 3.5mm
- Below 200ml – 2.0mm
Warning logos/Pictograms

- Labels must include 3 recommended logos
- Must be grouped together, preferably horizontally.

Minimum Diameter
- Over 1 litre: 10mm
- 500ml – 1 litre: 8mm
- Under 500ml: 5mm
- Not required under 50 ml
• Labels must include a standard RDM such as: ‘Drink responsibly’; ‘Drink in moderation’; ‘Drink sensibly’; ‘Know your limits’.

• Alternatively the message could direct consumers to a relevant alcohol-health website such as [www.responsibledrinking.org/](http://www.responsibledrinking.org/).

  E.G. “for further health information visit www.responsibledrinking.org”
Recommended Logo Variants

- Pregnancy
- Under 18
- No car
Recommendations for Printing of Logos

• Grey Scale as displayed is recommended
• Cost considerations may dictate a single colour
• Logo background should be a dropout for maximum visibility
• Overprint on clean background can be considered if sufficient contrast is provided
Calorie Labelling - Spirits

- The standard drink is 10gms of ethanol.
- Consumption unit (CU) for Spirits is 30ml.
- The recommended CU for low ABV spirituous beverages (15 – 25 % ABV) is 60 ml.
- Calorie/energy information may be presented on front or back label.
- Miniatures and small bottles which are 35ml and less in size exempted.
- Gift box and/or outer-packaging may carry labelling as well.
Specifications for Calorie Information

Calorie Information must:
• State total number of Consumption Units in the product
• Display number of standard drinks per CU
• Present Calories and KJ per CU and per 100ml
• Emphasise Calories per CU
• Have easily legible font.
• Minimum font size for lowercase written text is 1.2mm.
Illustrative examples

- Illustrations shown are the preferred options, however display, colour, and shape may vary.
- Information may be adapted to the shape and colours of the bottle, labels and/or the brand image.
Examples
### Calorie Calculator - Spirits

<table>
<thead>
<tr>
<th>Product Name</th>
<th>Insert product strength % ABV</th>
<th>mlpa per consumption unit CU/30ml</th>
<th>Number of std drinks per CU</th>
<th>gms alcohol</th>
<th>kcal per 30ml</th>
<th>kJoules per 30ml</th>
<th>kcal per 100ml</th>
<th>kJoules per 100ml</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product example #1</td>
<td>40</td>
<td>12.0</td>
<td>0.9</td>
<td>9.47</td>
<td>66</td>
<td>275</td>
<td>221</td>
<td>916</td>
</tr>
<tr>
<td>Product example #2</td>
<td>45</td>
<td>13.5</td>
<td>1.1</td>
<td>10.66</td>
<td>75</td>
<td>309</td>
<td>249</td>
<td>1030</td>
</tr>
<tr>
<td>Product example #3</td>
<td>63</td>
<td>18.9</td>
<td>1.5</td>
<td>14.92</td>
<td>104</td>
<td>433</td>
<td>348</td>
<td>1442</td>
</tr>
</tbody>
</table>

1 gm pure alcohol = 7 kCal, 29 kJ
1 standard drink = 10 gms, 12.67 ml pure alcohol
Agreed consumption Unit (CU) in ml = 30