

WIRSPA Labelling Guide

Rev: March 2020

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

Responsible Drinking Message

- 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/
E.G. “for further health information visit [www.responsibledrinking .org](http://www.responsibledrinking.org)”

Logo Examples



*For further health information visit
www.responsibledrinking.org*



DRINK RESPONSIBLY

Recommended Logo Variants



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

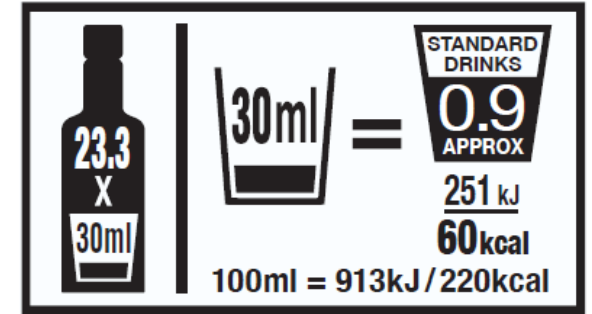
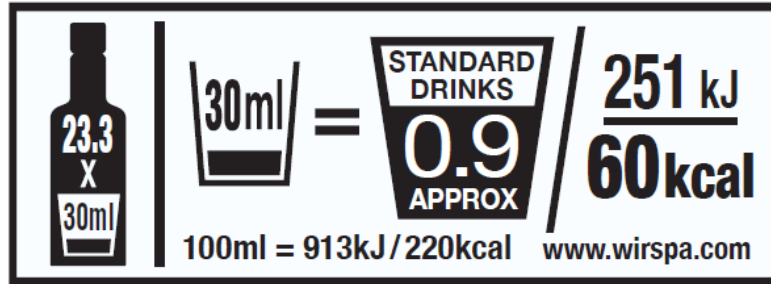
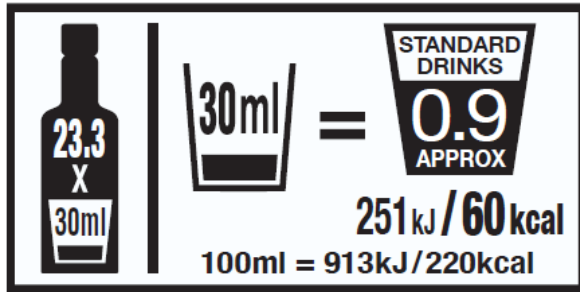
Specifications for Calorie Information

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 (embedded Excel file)

Calorie Calculator - Spirits								
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						
Product Name	insert product strength % ABV	mlpa per consumption unit CU/30ml	number of std drinks per CU	gms alcohol	kcal per 30ml	kjoules per 30ml	kcal per 100ml	kjoules per 100ml
Product example #1	40	12.0	0.9	9.47	66	275	221	916
Product example #2	45	13.5	1.1	10.66	75	309	249	1030
Product example #3	63	18.9	1.5	14.92	104	433	348	1442