

Global Standards for Responsible Innovation in Alcohol Variants of Non-Alcohol Products (AVNAPs)

Beverage producers have recently innovated to produce new alcohol products. Responsible innovation in the alcohol beverage sector has always been at the heart of IARD Members' product evolution with an emphasis on addressing consumer trends while promoting moderation and responsible consumption through a range of diverse products for adults who choose to drink.

Definition of AVNAPs

A product that is an alcohol variant of an established non-alcohol beverage brand. It is either co-branded as a mixer with an alcohol brand or is an alcohol extension of the non-alcohol beverage brand.



As with other alcohol brands these products must comply with all labelling, marketing and advertising laws, regulations and IARD standards. These products should not have primary appeal to those under legal purchase age or be confused with traditional non-alcohol brands.

The principles below highlight:

1. The most relevant provisions within marketing codes for these products.
2. Suggestions for responsible merchandising practices for retail partners who have the responsibility and control over how products are presented to consumers for sale.

Global Standards for AVNAPs:



Responsible Innovation

- All products comply with regulation relating to alcohol beverages, including labelling, marketing, packaging and point of sale. Information on labels makes it clear that the drink contains alcohol and should only be consumed by those over the legal purchase age.
- All products should not have primary appeal to those under the legal purchase age.



Product Packaging

- Product packaging and branding as a whole are clearly distinguishable from the non-alcohol beverage counterpart.
- For co-branded products, the non-alcohol brand is not the primary focus in the brand hierarchy and should be no more prominent than the alcohol brand.
- Names of an alcohol variant of a non-alcohol brand includes differentiator language, as understood by consumers/ relevant to local or national context, to identify that the drink contains alcohol.



Marketing

- The alcohol nature of the product should be clear.
- All products should comply with marketing regulations relating to the alcohol products, including IARD's digital and influencer standards, and are primarily aimed at those over legal purchase age.



Merchandising and Display

- IARD members should ensure that products that contain alcohol are distinguished from those that don't in the merchandising and display of such products by them.
- These products should be displayed separately from items that have primary appeal to minors.



Associate member

