



Ipsos

Social Research Institute

Alcohol label audit

Prepared for the
Foundation for Alcohol
Research and Education

August 2012



AUTHOR CONTACT DETAILS

ISRI Project 12-041730-01

Date: August 2012

Project Contact: Christina Falsone

Mailing address: Level 13, 168 Walker St
NORTH SYDNEY
NSW 2060

Office location: Level 13, 168 Walker St
NORTH SYDNEY
NSW 2060

Office phone: (02) 9900 5100

CONTENTS

1. Research context	4
1.1 Background	4
1.2 Research objectives	6
2. Research design	7
2.1 Audit approach	7
2.2 Quality assurance	8
2.3 Final sample characteristics	9
3. Research findings	10
3.1 Presence of DrinkWise consumer information messages on alcohol labels	10
3.2 Type of DrinkWise consumer information messages used	15
3.3 Type of DrinkWise consumer information messages used by category	16
3.4 Drinkwise consumer information message size and location	18
3.5 Other consumer information logos and statements appearing on alcohol products	20
4. Conclusions	30
Appendix A: DrinkWise consumer information messages	32
A1. 'Get the facts drinkwise.org.au'	32
A2. 'Get the facts drinkwise.org.au' with pregnancy silhouette	41
A3. Pregnancy silhouette	44
A4. 'It is safest not to drink while pregnant'	48
A5. 'Is your drinking harming yourself or others?'	49
A6. 'Kids and alcohol don't mix'	51
Appendix B: Examples of other logos and statements	53
B1. 'Enjoy Responsibly' logo	53
B2. 'Drink Responsibly' logo	56
B3. 'DrinkIQ' logo	56
B4. 'BeDrinkAware.com' logo	58
B5. Plain text statements	60





Ipsos
Social Research Institute

1. RESEARCH CONTEXT

1.1 Background

In Australia, alcohol products containing more than 0.5% alcohol by volume are bound by law to state the alcoholic strength and approximate number of standard drinks on the label of the product. At present, there is no mandatory requirement for the labels on alcohol products to carry a health warning.

The inclusion of health warnings on alcohol products is supported by a majority of the Australian public (for example, 70% of those surveyed in the 2007 National Drug Strategy Household Survey agreed that information from NHMRC alcohol guidelines should be added to alcohol labels¹), as well as recommended by leading academics and health organisations. The National Preventative Health Taskforce's strategy document, *Australia: the Healthiest Country by 2020*, recommended health advisory information labelling of all alcohol products to help reduce the harm caused by alcohol². The Independent Review of Food Labelling Law and Policy, commissioned by the Australia and New Zealand Food Regulation Ministerial Council in 2009 recommended that generic alcohol warning messages be placed on alcohol labels as part of a multi-faceted campaign highlighting the public health consequences of alcohol consumption. The Independent review also recommended warnings about the risks of consuming alcohol while pregnant be displayed on containers and at point of sale.

To date, the government has agreed to move towards mandating a warning about alcohol consumption during pregnancy, and to seek further advice and research regarding more generic health messages.

Some parts of the alcohol industry (through the industry-funded DrinkWise organisation) have voluntarily developed consumer information messages to be displayed on alcohol packaging.

¹ Australian Institute of Health and Welfare 2008. 2007 National Drug Strategy Household Survey: detailed findings. Drug statistics series no. 22. Cat. no. PHE 107. Canberra: AIHW.

² Accessed at: [http://www.preventativehealth.org.au/internet/preventativehealth/publishing.nsf/Content/nphs-roadmap/\\$File/nphs-roadmap.pdf](http://www.preventativehealth.org.au/internet/preventativehealth/publishing.nsf/Content/nphs-roadmap/$File/nphs-roadmap.pdf)

According to the DrinkWise website (www.drinkwise.org.au), the alcohol producers who contribute to DrinkWise account for approximately 80% of all alcohol sales by volume in Australia.

The 'consumer information messages' include a 'Get the facts' logo (square or rectangular version) encouraging people to visit the DrinkWise website for information on safe alcohol consumption. In addition to the 'Get the facts' logo, producers have the option of adopting issue-specific messages (shown in the image below), such as:

- 'Kids and alcohol don't mix.'
- 'Is your drinking harming yourself or others?'
- 'It is safest not to drink while pregnant.'
- An image featuring a silhouette of a pregnant woman with a strike-through (the 'pregnancy silhouette')



While alcohol producers contributing to DrinkWise, as well as supermarket chains Coles and Woolworths, have agreed to display consumer information messages, the decision regarding which messages are contained on which products, and how much of the alcohol label they cover, is up to the individual producer. The image below gives an example of the DrinkWise label logos *in situ*.



Public health advocates have expressed some concern that the primary DrinkWise message to 'get the facts' is not in itself a health message, and that the other messages are not strong enough to influence behaviour change. Of concern also is that the voluntary nature of the labelling initiative

means there is no guarantee messages will be or remain consistent in form, placement, size and content, no guarantee they will be displayed on all products and no guarantee that appropriate messages will be displayed on relevant products. This is especially important given international evidence suggests that that warning labels have the potential to influence drinking behaviour, but only if the label design ensures labels are actually noticed, if the content of warning labels evoke visceral avoidance responses and if messages are well targeted to their intended audience (for example, messages aimed at young people are displayed on beverages commonly consumed by young people, such as pre-mixed drinks)³.

It has been stated by the Chair of the DrinkWise Board that DrinkWise will work with the industry to ensure that health labels will be displayed on the majority of alcohol products within two years.

1.2 Research objectives

To evaluate the extent of implementation of the DrinkWise labelling initiative an audit of alcohol labels was undertaken. Specifically, the research aimed to:

- estimate the proportion of alcohol products displaying the DrinkWise messages (and to investigate any other advisory labels present);
- determine how frequently each of the different DrinkWise messages is displayed and on what products/categories/by which producers;
- investigate the size and placement of DrinkWise messages and determine how this differs according to product/category.

The methodology deemed most appropriate to address these issues is detailed in the following section.

³ G Agostinelli and J Grube, 'Alcohol Counter-Advertising and the Media: a review of recent research', Alcohol Research and Health, vol. 26, no. 1, 2002.

2. RESEARCH DESIGN

2.1 Audit approach

The method designed to achieve the project objectives was an audit of alcohol labels on a sample of products selected from each category of alcohol.

Consultants visited a number of alcohol retailers to audit labels of products that had been pre-selected. The advantage of this approach was that it allowed for a large number of products to be audited quickly.

Below, the scope for the sampling of products and the selection procedure is outlined. The types of products included in the audit and the structure of the sample is also set out. The sampling procedure was designed to ensure maximum coverage of products available to purchase in Australia where the manufacturer has some control over the domestic labelling of the product. The sample was split roughly according to the apparent consumption figures for each category (beer/cider, wine, spirits/RTDs) and then, within each category, to sample from the manufacturers roughly representative to their size in the market. Therefore included in the audit were large, medium and small manufacturers; main, premium and niche brands; and a range of products within each category of alcohol that also reflects the volume of alcohol available to purchase in each category.

The sample was selected to include:

- Beer (including cider), Wine (including fortified wines), Ready to drink beverages (RTDs) and Spirits
- Products manufactured domestically (either domestic brands or 'imported' brands licensed for local production)
- Products available for retail purchase (from large retailers and small retailers)
- Branded and private label products (that is, products produced for Coles and Wesfarmers)

- Products from a range of large, medium and small producers.

The initial sample selection procedure was as follows:

- Selecting a desired sample size (up to $n=300$ products)
- Sample to be split representative of apparent consumption of alcohol categories (40% beer/cider, 40% wine, 13% spirits and 7% RTDs (or 20% Spirits/RTDs)
- Within each *category n*, sample to be representative of market share of producer
- Within each *producer n*, sample to be broadly representative of range of producer brands
- Within each *producer brand*, select every n th product, with the aim of selecting no more than two or three products from within each brand⁴.

This generated a target sample of 300 products. Auditors then took the sample list into three retailers (one independently-owned, one Wesfarmers-owned and one Woolworths-owned) and attempted to locate products on the sample list. Where products were not able to be located, auditors attempted to include other randomly selected products in their place. A small number of product labels (front and reverse) were also able to be sourced on a liquor retailer's website.

Auditors noted the information contained on individual products and on the product's multi-pack or carton, if that was also readily observable during the audit.

The audit was carried out from 18 to 22 June 2012.

2.2 Quality assurance

This research was conducted in accordance with the AMSRS professional code of behaviour and relevant legislation, including AS ISO 20252, the international standard for market and social research.

⁴ The aim of this strategy was to ensure the number of different brands within a category in the sample was maximised as it was assumed that labeling regimes would differ more between brands than across different products within particular brands.

2.3 Final sample characteristics

The final sample included 250 individual items, which comprised 205 individual products and a further 45 multi-packs or cartons, almost all of which were included in the sample in their individual bottle or can form as well⁵. Table 1 shows the final sample split across alcohol categories.

Table 1. Sample breakdown

Category	Single items (n)	Multipacks (n)	Total (n)	% of total
Beer/Cider	48	35	83	33
Wine/fortified wine	89	0	89	36
Spirits	53	0	53	21
Mixed drinks/RTDs	15	10	25	10
Total	205	45	250	100

The research findings are detailed in the following section.

⁵ The multipacks were separated out for some analyses to explore whether or not DrinkWise consumer information messages were applied in the same way across the different forms in which products are sold

3. RESEARCH FINDINGS

3.1 Presence of DrinkWise consumer information messages on alcohol labels

The full range of DrinkWise consumer information messages found on products is shown in the following table, along with examples of their application.

Table 2. Logo examples

DrinkWise consumer information messages	Description
	'Get the facts drinkwise.org.au' square or rectangular logo.
	Pregnancy silhouette.
	'Get the facts drinkwise.org.au' with 'Is your drinking harming yourself or others?'
	'Get the facts drinkwise.org.au' with 'Kids and alcohol don't mix.'
	'Get the facts drinkwise.org.au' with pregnancy silhouette.
	'It is safest not to drink while pregnant. Drinkwise.org.au'

Figure 1 shows the proportion of audited alcohol products that carried any of the above DrinkWise consumer information logos/messages listed above.

Of the total sample of 250 products audited, **fewer than one in six (16%, or 39 items) carried one of the DrinkWise consumer information messages**. Separating the individual products from multi-packs (given the high level of brand overlap between single and multipack products), 16% of individual products and 13% of multipacks audited carried one of the DrinkWise consumer information messages.

Figure 2 shows the proportion of products within each of the major alcohol categories that were found to carry any of the DrinkWise consumer information messages. Based on the total sample of products audited, **30% of beer/cider products, 10% of wine and 6% of spirit/RTD products carried any of the DrinkWise consumer information messages**.

The smaller proportion of wine and spirit/RTD products carrying any of the DrinkWise consumer information messages compared to beer/cider may be a reflection of the longer shelf-life of spirit products and the vintage nature of many wines (and hence the slower roll-out of new packaging). It may also be a reflection of the mix of manufacturers present in each of category samples.

Individually packaged products were separated from multi-packs to look at how DrinkWise messages were applied to the different forms of product packaging. More than four in ten individually packaged beer/cider products (42%) carried a DrinkWise message and 14% of beer/cider multi-packs carried any of the DrinkWise consumer information messages. For a number of the brands included in the sample in individual and multipack form, the DrinkWise labelling appeared on bottles but not the associated six-pack or carton packaging.

Six percent (6%) of individually packaged spirit/RTD products, carried a DrinkWise message. One out of the ten spirit/RTD multipacks audited carried a DrinkWise message (this was a six-pack of UDL, but the individual cans did not carry the message).

No multipacks of wine products were audited.

Figure 1. Proportion of products with DrinkWise consumer information messages

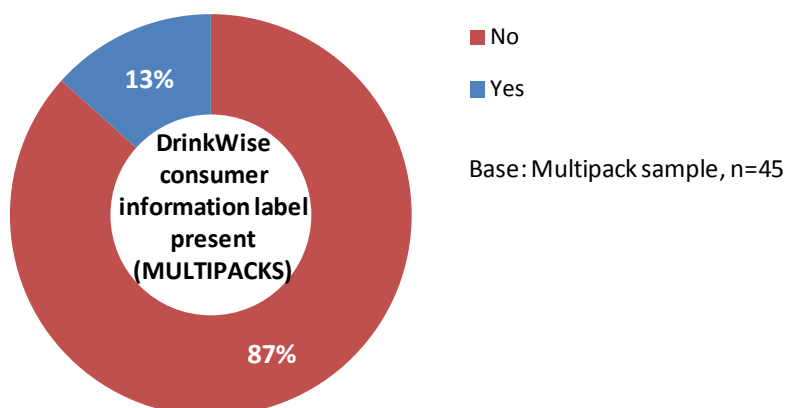
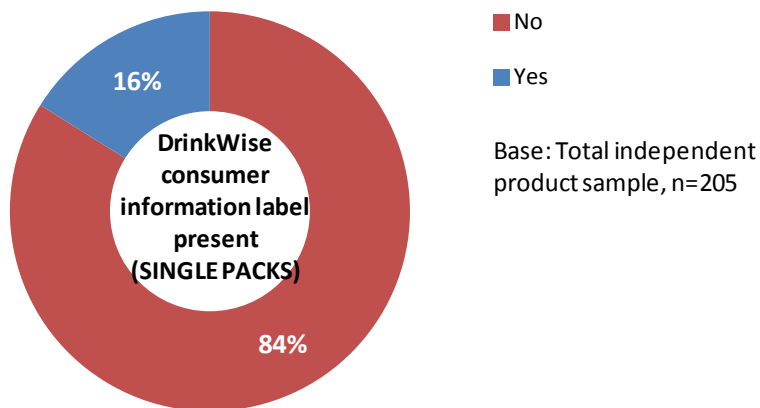
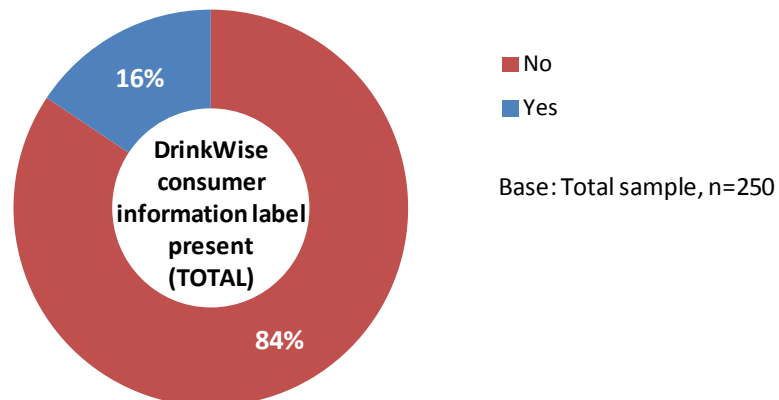
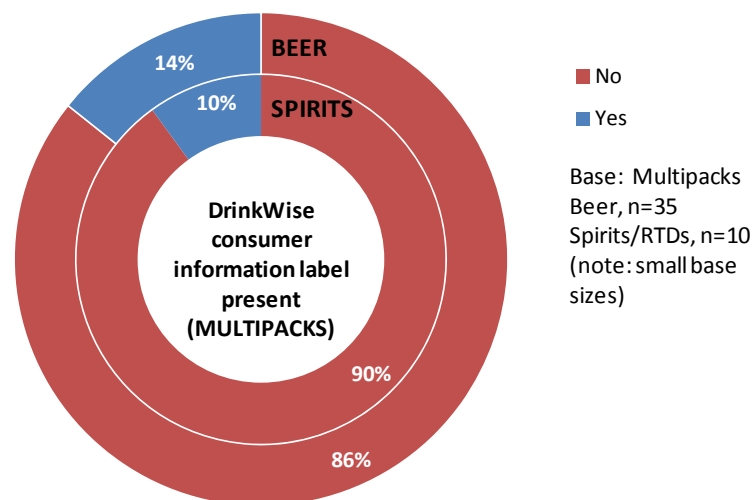
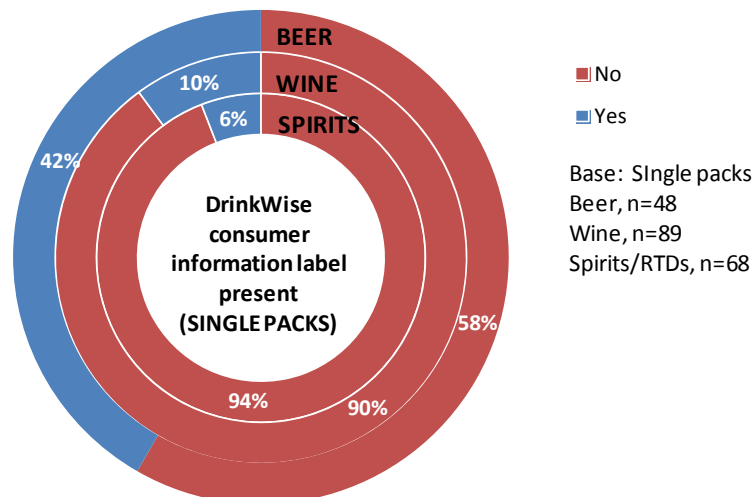
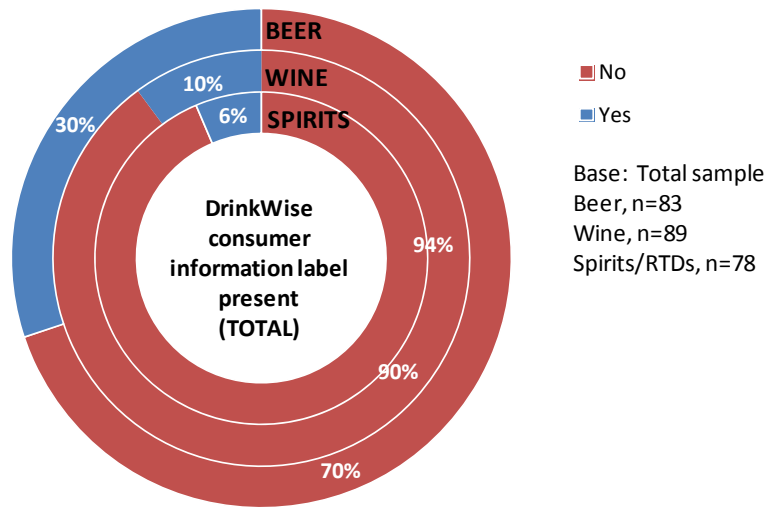


Figure 2. Proportion of products with DrinkWise messages by category



Differences by manufacturer/distributor

There appeared to be some differences in application of the DrinkWise consumers information messages across manufacturers/distributors. Table 3, overleaf, shows that with the exception of Coopers (82%) and Pernod-Ricard (56%) products, **the majority of products from each manufacturer or distributor that were audited did not carry the DrinkWise messages**. One in five (19%) Fosters/CUB/Treasury Wine Estates products, 15% of Lion products and 5% of Diageo products carried any of the DrinkWise messages. Among the larger spirit manufacturers/distributors, Independent Distillers and CCA, no products carried the DrinkWise messages.

Table 3. Distribution of products carrying DrinkWise messages across manufacturers

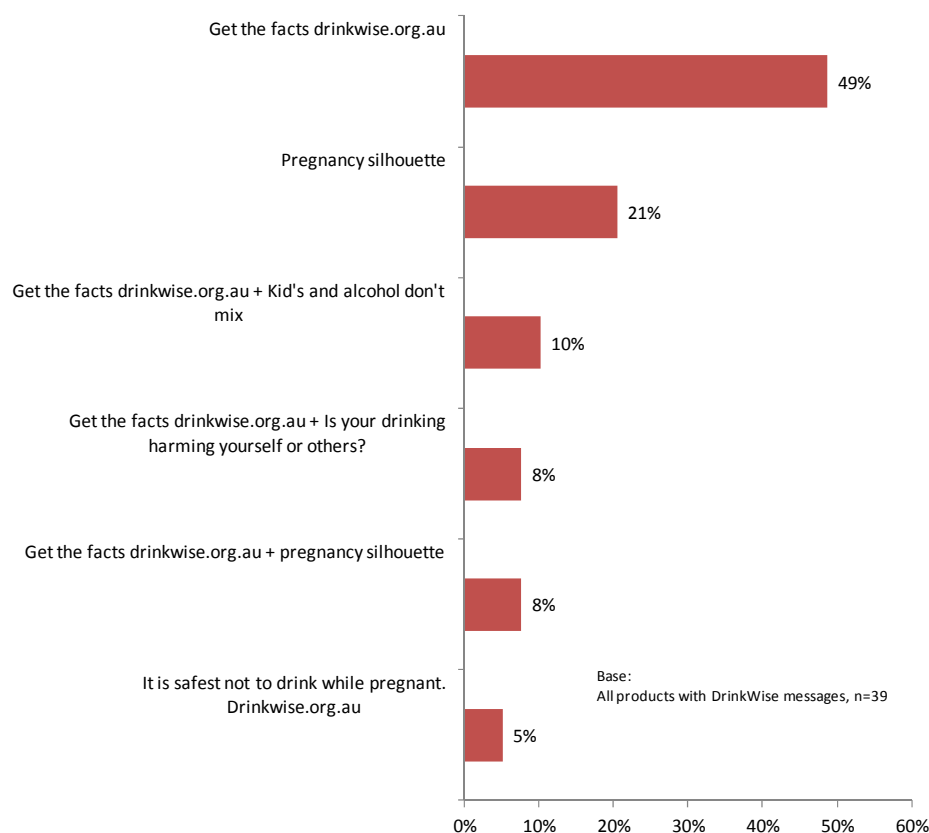
Manufacturer/ Distributor	Number of products with DrinkWise messages	Total products *(note small base)	% of total products
Fosters/Treasury Wine Estates	12	62	19%
Lion	4	26	15%
Diageo	1	19	5%
CCA	0	17	0%
Pernod Ricard	9	16	56%
Private label (Coles or Wesfarmers)	0	15	0%
Accolade wines	2	14	14%
Coopers	9	11	82%
Bacardi Lion	1	8	13%
Independent Distillers/Asahi	0	7	0%
Brown Forman	1	4	25%
De Bortoli	0	4	0%
McWilliams wines	0	4	0%
Nelson Wine Company	0	3	0%
Suntory Australia	0	3	0%
Casella wines	1	2	50%
Brown Brothers wines	0	2	0%
Hess Family Estates	0	2	0%
Tyrrells wines	0	2	0%
Yalumba wines	0	2	0%
Moet henessey (LVMH)	0	1	0%
Other	0	26	0%

3.2 Type of DrinkWise consumer information messages used

Figure 3 shows the proportion of products carrying each of the DrinkWise consumer information messages listed in Table 2. **Of the products featuring a DrinkWise message, the most commonly observed DrinkWise message was the 'get the facts drinkwise.org.au' logo, with either the square or rectangular version found on 49% of products.** The next most commonly observed DrinkWise message was the pregnancy silhouette, found alone on 21% of products with DrinkWise messages and in conjunction with the 'get the facts drinkwise.org.au' logo on a further 8% of products with DrinkWise messages.

DrinkWise consumer information messages featuring a specific statement were found on 23% of products with DrinkWise messages, with the 'Kids and alcohol don't mix' message found on 10% of these products, the 'Is your drinking harming yourself or others' message found on 8% of these products, and the 'It is safest not to drink while pregnant' message found on 5% of these products.

Figure 3. Type of DrinkWise consumer information messages featured on products with a DrinkWise label



3.3 Type of DrinkWise consumer information messages used by category

Figure 4 shows the types of DrinkWise consumer information messages found on products within each category of alcohol.

The most common DrinkWise consumer information messages found on beer/cider products was the 'Get the facts drinkwise.org.au' logo, which appeared on 20% of beer/cider products. Five percent (5%) of beer/cider products carried the the 'Kids and alcohol don't mix' message, 3% carried the 'It is safest not to drink while pregnant' message, 1% carried the 'Get the facts drinkwise.org.au' message with the pregnancy silhouette and 1% carried the 'Is your drinking harming yourself or others' message.

Wine products most commonly featured the the 'Get the facts drinkwise.org.au' message with the pregnancy silhouette, though this was only found on 6% of wine products. The 'Get the facts drinkwise.org.au' message was found on 2% of wine products, as was the pregnancy silhouette (2%).

Four percent (4%) of spirit/RTD products featured the 'Is your drinking harming yourself or others' message and 2% featured the pregnancy silhouette.

Figure 4. Type of DrinkWise consumer information messages f within each alcohol category of products carrying different DrinkWise consumer information messages

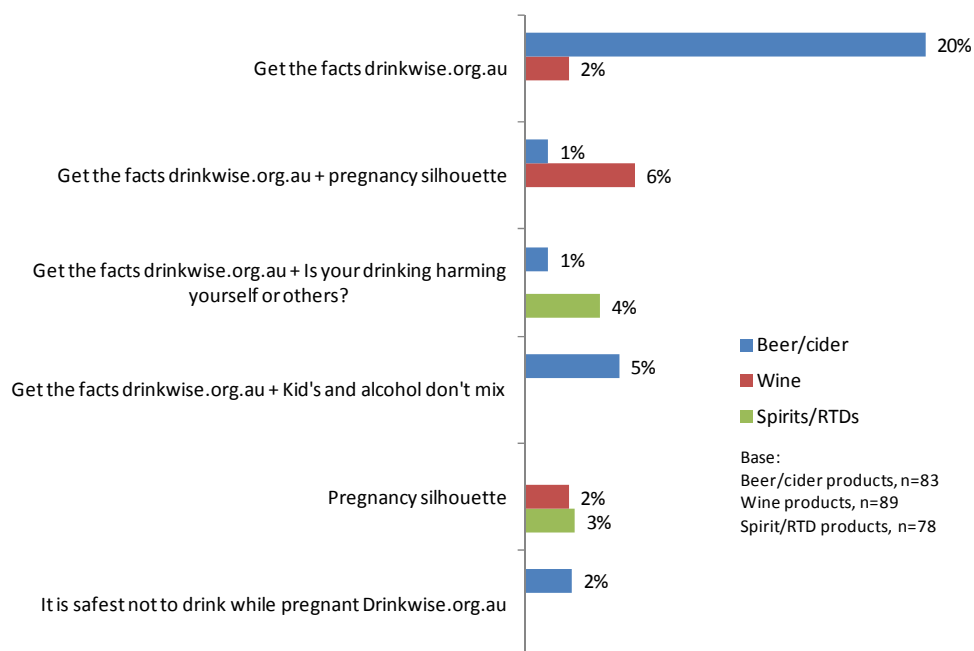


Table 4 shows the specific products in the audit sample carrying each of the specific DrinkWise consumer information messages. Coopers products were more likely than other brands/manufacturers to consistently apply the 'Get the facts drinkwise.org.au' message

4. Brands within each category carrying specific DrinkWise messages

DrinkWise consumer information message	Beer brands	Wine brands	Spirit/RTD brands
'Get the facts drinkwise.org.au'	Coopers Extra Stout Coopers Lager Coopers Sparkling Ale Coopers Pale Ale Coopers Selection Coopers Pale Ale (6pk) Coopers Sparkling Ale (6pk) Coopers Pale Ale (24pk) Coopers Sparkling Ale (24 pk) Asahi Super DRY Carlsberg Lager Carlton COLD Carlton Draught Carlton DRY Light Ice Filtered Beer Victorian Bitter (VB) Beck's Lager	Jacob's Creek Cabernet Merlot Jacob's Creek Reserve Shiraz	
Pregnancy silhouette		Berri Estate Dry White (cask) Berri Estate Fruity Gordo (cask) Brancott Estate Pinot Noir Gramp's Shiraz Jacob's Creek Moscato Rose	Grey Goose Vodka Absolut Vodka Kahlua
'Get the facts drinkwise.org.au' with 'Is your drinking harming yourself or others?'	James Boag's Draught		Jack Daniels (1L) UDL Gin&Tonic
'Get the facts drinkwise.org.au' with 'Kids and alcohol don't mix.'	Cascade Premium Light XXXX Gold Lager Matilda Bay Fat Yak Pale Ale Matilda Bay Beez Neez		
'Get the facts drinkwise.org.au' with pregnancy silhouette.	Pure Blonde Premium	Jacob's Creek Reserve Cabernet Sauvignon Poet's Corner Cabernet Sauvignon	
'It is safest not to drink while pregnant. Drinkwise.org.au'	Toohey's Extra Dry Toohey's Extra Dry Platinum		

Table 5 shows the number of products in the audit sample carrying each of the specific DrinkWise consumer information messages by manufacturer/distributor. The 'Get the facts drinkwise.org.au' message was most commonly featured on Fosters and Coopers products. The pregnancy silhouette most commonly featured on Pernod Ricard products.

Table 5. Number of products carrying specific DrinkWise messages by manufacturer/distributor

	Get the facts drinkwise. org.au	Pregnancy silhouette	Get the facts drinkwise. org.au + Kid's and alcohol don't mix	Get the facts drinkwise. org.au + Pregnancy silhouette	Get the facts drinkwise. org.au + Is your drinking harming yourself or others?	It is safest not to drink while pregnant Drinkwise. org.au
Fosters	8		3	1		
Coopers	9					
Pernod Ricard	2	5		2		
Lion			1		1	2
Accolade Wines		2				
Bacardi Lion		1				
Brown-Forman					1	
Diageo					1	
Total number of products	19	8	4	3	3	2

3.4 Drinkwise consumer information message size and location

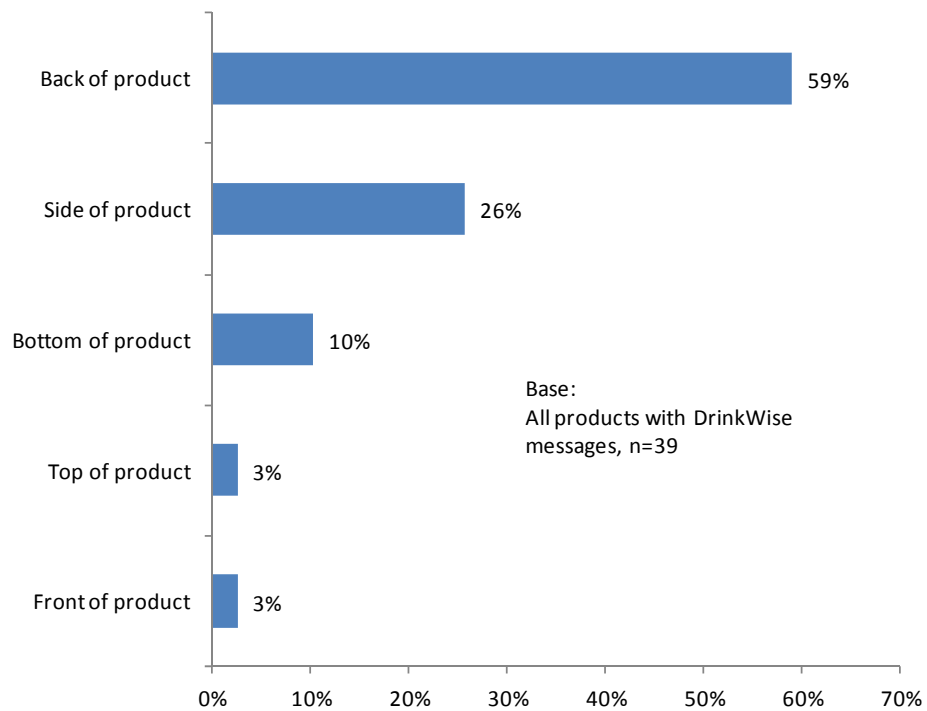
Most of the DrinkWise (98%) **consumer information messages took up less than 5% of the alcohol label or face of the packaging on which they were located** (many were closer to 1-2% of the label). The most prominently featured DrinkWise message among all of the products audited appeared on a 1L bottle of Jack Daniel's. This product featured the 'Is your drinking harming yourself or others?' message and was situated in the centre of the back label, covering approximately 10% of the label space.

Figure 5 shows the location of DrinkWise messages on alcohol products. Of all the products with a DrinkWise consumer information message, **close to three in five (59%) were located on the back of the product**. A further 26% were on the side of the product (primarily found on individual bottles of Coopers products and casks of Berri Estate wines) and 10% of messages were found on the bottom of products (this was confined to six-packs and cartons of Coopers products). Only one product had a message on the front of the product (Becks Lager six-pack of 330ml bottles) and one other product had the message on the top of the product (a six-pack of UDL Gin&Tonic 375ml cans).

Three quarters (74%) of DrinkWise messages on a main product label and 13% were on a neck label.

DrinkWise messages were most commonly found on the margins of product labels and rarely in central or prominent positions.

Figure 5. DrinkWise consumer information message location



Images of the DrinkWise consumer information messages appearing on audited products are included in Appendix A.

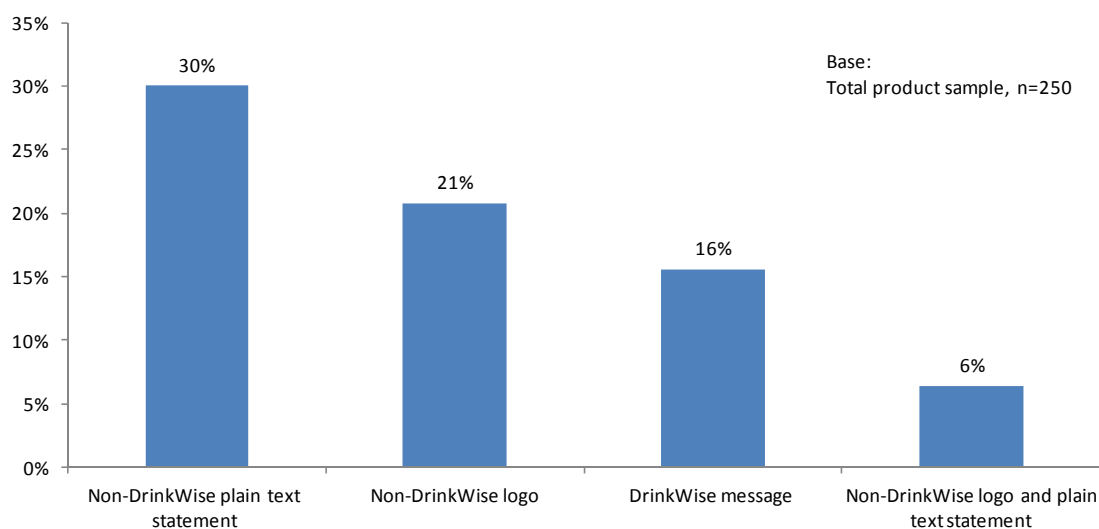
3.5 Other consumer information logos and statements appearing on alcohol products

During the audit, a range of other (non-DrinkWise) information logos and messages that primarily encourage drinking responsibly or in moderation were observed on 51% of the 250 products audited for this project. A limited range of non-DrinkWise logos was found on Australian alcohol products associated with particular manufacturers and plain text statements were also observed on many products. No products carried both a DrinkWise message and one of these logos.

Plain text statements were not well differentiated from the rest of the text on the alcohol product, such as the product description or distributor information. Eleven of the audited products were found to contain a DrinkWise message along with a plain text statement, this corresponds to 4% of the total 250 products audited, or 28% of products with a DrinkWise message.

Figure 6 shows the proportion of products audited that carried a non-DrinkWise logo or plain text statement, or both of these. More than one in five (21%) of the total sample of products carried a non-DrinkWise logo, three in ten (30%) carried a plain text statement and 6% of products carried both.

Figure 6. Use of logo or plain text statement



Other consumer information logos

Four different types of non-DrinkWise consumer information logos were identified in the audit. These logos are shown in Table 6, overleaf.

Table 6. non-DrinkWise consumer information logos

Logo	Description	Products
	'Enjoy responsibly' in rectangle	Found on Fosters/CUB products
	'Drink responsibly' in rectangle with corner cut off	Found only on Independent Distillers Woodstock RTD product
	'BeDrinkAware.com.au'. Text within a circle bottle-top logo.	Found on Lion products
	'DrinkIQ.com. Is your drinking harming yourself or others?' Text within rectangle with rounded corners.	Found on Diageo products

The most commonly observed non-DrinkWise logo was the 'enjoy responsibly' rectangle, found on 11% of products overall. The 'BeDrinkAware.com.au' bottle top logo was found on 5% of products overall and the 'DrinkIQ.com' logo was found on 4% of products overall.

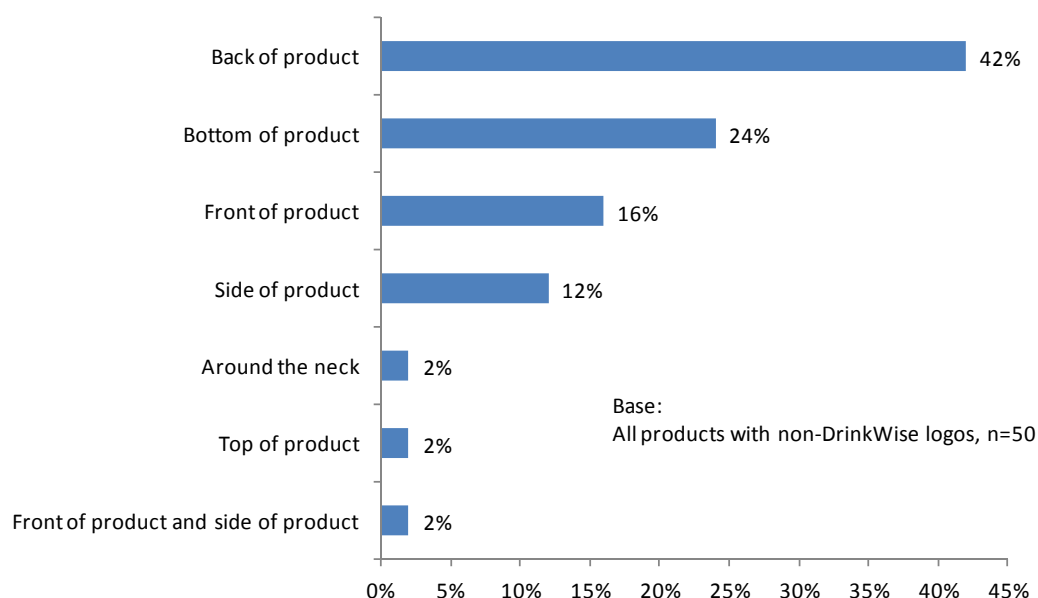
'Enjoy responsibly' was most commonly observed on beer/cider products, found on 19% of beer/cider products, 9% of wine products and 3% of spirit/RTD products. The 'BeDrinkAware.com.au' logo was found on 14% of beer/cider products. The 'Drinkiq.com. Is your drinking harming yourself or others?' logo was found on 13% of spirit/RTD products.

Non-DrinkWise logos tended to take up less than 5% of the product label on which they were located, with 86% of these logos falling into this category. Six percent of these logos took up around one quarter of the label and a further 6% took up around 10% of the label.

Figure 7 shows the location of these other non-DrinkWise logos on the products that carry them. More than four in ten (42%) were located on the back of the product, one quarter (24%) were on the bottom of the product, 16% on the front of the product, 12% on the side of the product, 2% around the neck, 2% on the top of the product and a further 2% on both the front and side of the product.

Half (50%) of these logos were on the main label of a bottled product, while 4% were on a neck label of a bottled product. The remaining 46% of these logos were located on one of the faces of a multipack

Figure 7. Location of non-DrinkWise information logos



Plain text statements

Consumer information statements were found in plain text on 90 products audited (36% of the total sample). The full range of statements observed are included in Table 3.

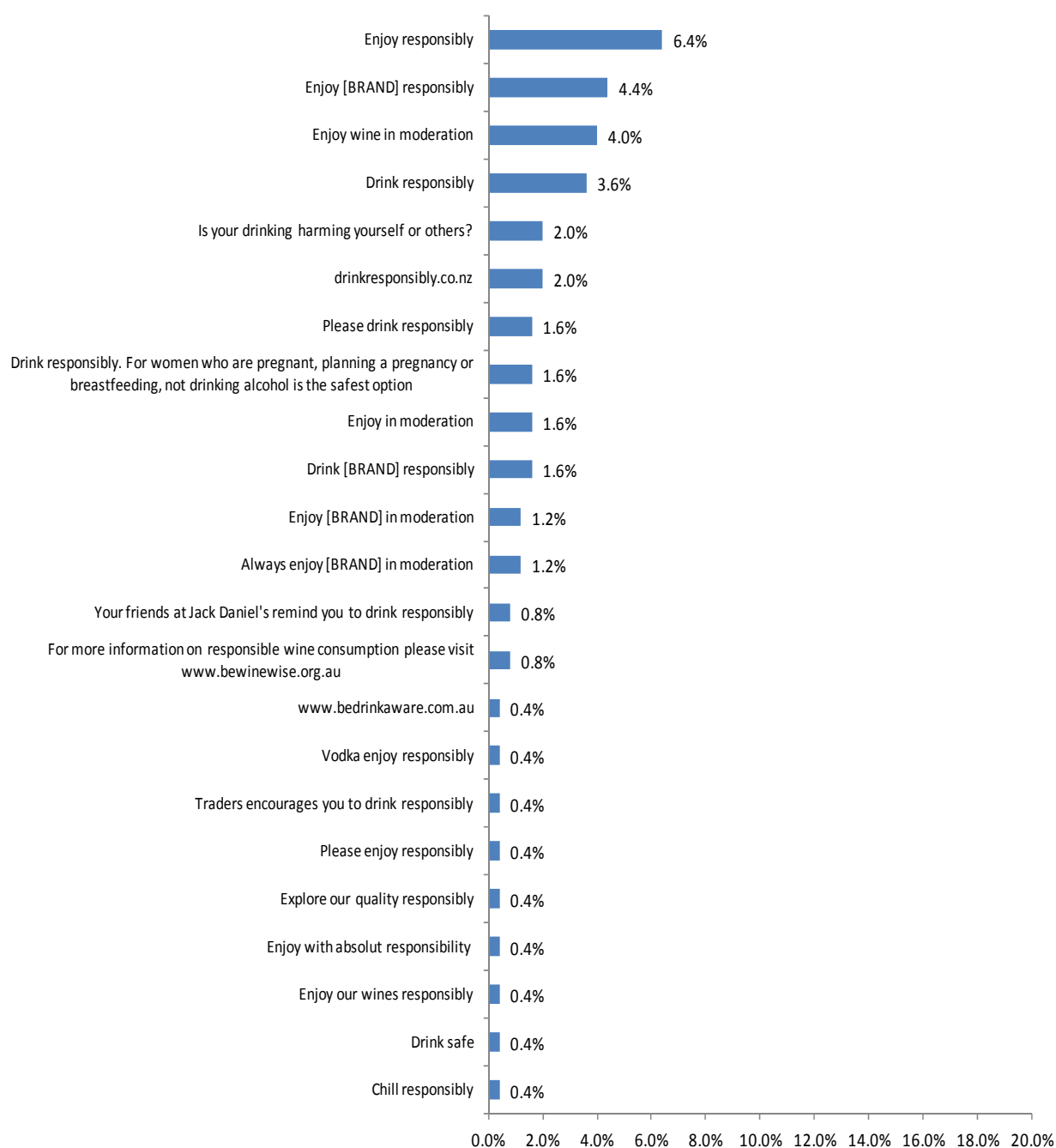
Table 7. Plain text statement examples

Statement
Enjoy responsibly
Enjoy [BRAND] responsibly
Enjoy wine in moderation
Drink responsibly
drinkresponsibly.co.nz
Is your drinking harming yourself or others?
Drink [BRAND] responsibly

Statement
Enjoy in moderation
Drink responsibly. For women who are pregnant, planning a pregnancy or breastfeeding, not drinking alcohol is the safest option
Please drink responsibly
Always enjoy [BRAND] in moderation
Enjoy [BRAND] in moderation
For more information on responsible wine consumption please visit www.bewinewise.org.au
Your friends at Jack Daniel's remind you to drink responsibly
Chill responsibly
Drink safe
Enjoy our wines responsibly
Enjoy with absolut responsibility
Explore our quality responsibly
Please enjoy responsibly
Traders encourages you to drink responsibly
Vodka enjoy responsibly
www.bedrinkaware.com.au

Figure 8 shows the proportion of products carrying the plain text statements listed in the table above. No more than 6% of products carried any particular statement. The most common statements included, 'enjoy responsibly', which was found on 6% of products overall (18% of those with plain text statements); enjoy [specified brand] responsibly, found on 4% of products (12% of those with plain text statements); 'enjoy wine in moderation' (found on 4% of products, 11% of those with plain text statements) and 'drink responsibly' (found on 4% of products, 10% of those with plain text statements). Each of the other statements was not found on more than 2% of products.

Figure 8. Proportion of products carrying different plain text statements



Plain text statements by category

Figure 9 shows the proportion of the total sample comprised by products with plain text statements across the different alcohol categories. As a proportion of the total sample, more than one third (36%) of the total sample was made up of wine products with a plain text statement, 12% of the total sample was made up of spirit/RTD products with a plain text statement and 6% made up of beer/cider products with a plain text statement.

Figure 9. Plain text statements by category

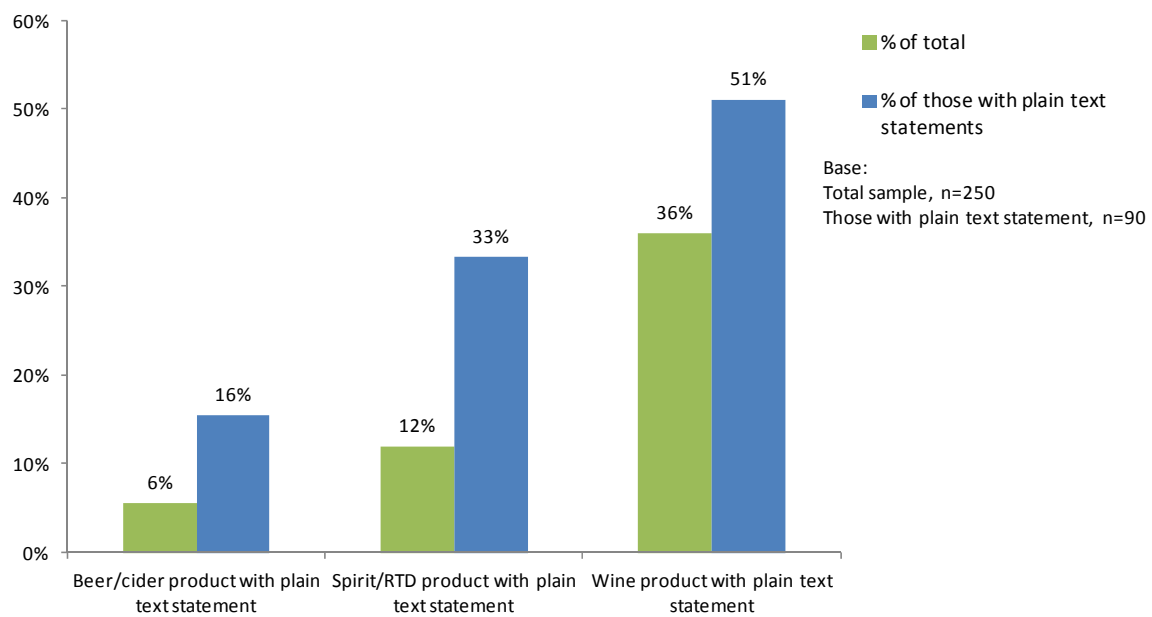


Figure 10 shows the relative distribution of the different plain text statements on beer/cider products carrying a plain text statement (note the low base of 14 beer/cider products containing a plain text statement). 'Enjoy responsibly' was the most commonly observed statement on beer/cider products, found on 36% of beer/cider products with a plain text statement. This was followed by the more brand-specific version, 'Enjoy [BRAND] responsibly' (29%). All other statements were observed on very small proportions of beer products.

Figure 10. Plain text statements observed on beer/cider products

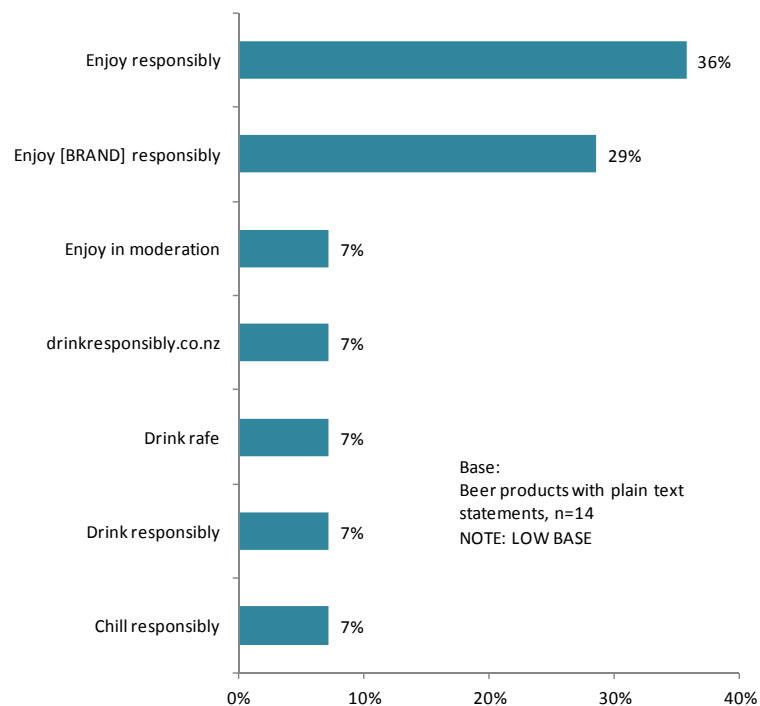


Figure 11 shows the relative distribution of the different plain text statements on wine products carrying a plain text statement. In contrast to beer/cider, 'Enjoy wine in moderation' was the most commonly observed statement on wine products, found on 22% of wine products with a plain text statement. This was followed by 'Enjoy responsibly' (17%) and the more brand-specific version, 'Enjoy [BRAND] responsibly' (13%). All other statements were observed on much smaller proportions of wine products.

Figure 11. Plain text statements observed on wine products

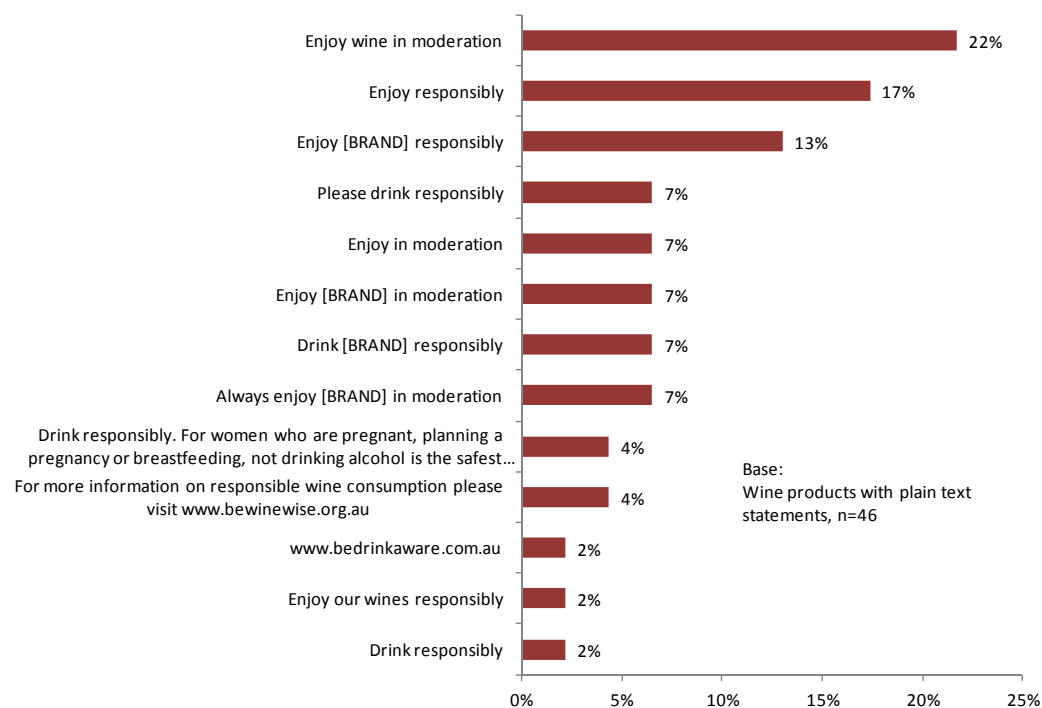
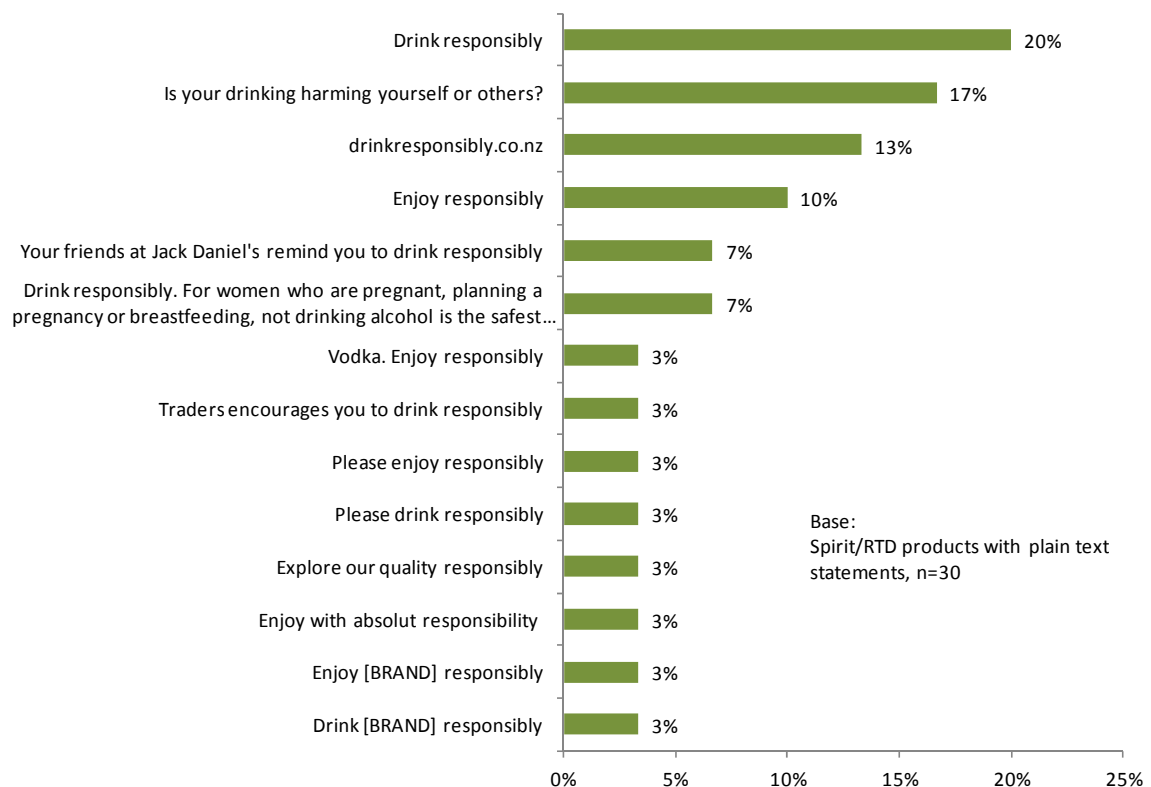


Figure 12 shows the relative distribution of the various plain text statements on spirit/RTD products carrying a plain text statement. In contrast to beer/cider and wine, 'Drink responsibly' was the most commonly observed statement on spirit/RTD products, found on 20% of spirit/RTD products with a plain text statement. This was followed by 'Is your drinking harming yourself or others?' (17%), the New Zealand website 'drinkresponsibly.co.nz' (13%) and 'enjoy responsibly' (10%) and the more brand-specific version, 'Enjoy [BRAND] responsibly' (13%).

Figure 12. Plain text statements observed on spirit/RTD products

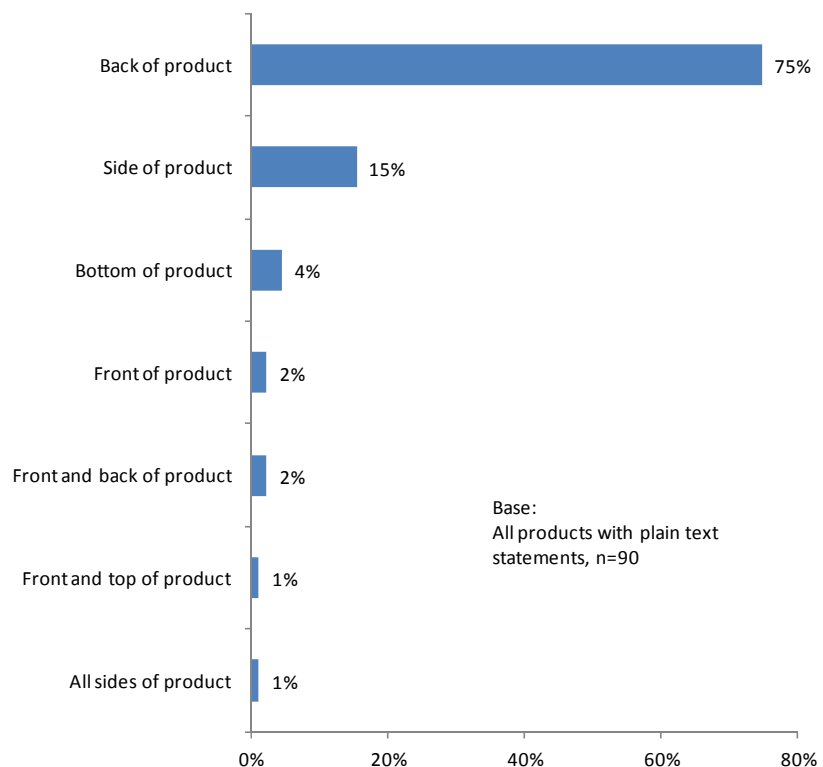


Plain text statement size and location

The majority (84%) of plain text statements took up less than 5% of the label on which they were located. One in ten statements (9%) took up roughly 5% of the label space and 3% took up 10% of the label size.

Figure 13 shows the location of plain text statements on alcohol products. Of all the products with a plain text statement, three quarters of these (75%) were located on the back of the product. A further 15% were on the side of the product and much smaller proportions were found on the bottom of products (4%) and front of products (2%). A further 4% contained plain text statements in multiple locations on the product.

Figure 13. Plain text statement location



Almost all (97%) plain text statements were located on the main label of the product, only 2% were on neck labels and 1% was on a separate sticker attached to the product bottle.

Examples of non-DrinkWise logos and plain text advisory statements appearing on audited products are included in Appendix B.

4. CONCLUSIONS

The results of this study indicate that the DrinkWise consumer information messages have not yet been broadly adopted on alcohol product packaging, with only 16% of products audited carrying any of the DrinkWise messages.

Beer/cider products appeared more likely than wine or spirits/RTDs to carry any of the DrinkWise messages on packaging, with messages appearing on 30% of beer/cider products, 10% of wine and 6% of spirit/RTD products.

Products manufactured by Coopers and Pernod Ricard were also more likely than those of other manufacturers to carry DrinkWise messages. Minority proportions of Fosters/CUB/Treasury Wine Estates products, Lion and Diageo products carried any of the DrinkWise messages.

Individual DrinkWise messages featured on small proportions of products overall and within each category. The most commonly observed DrinkWise message was the 'get the facts drinkwise.org.au' logo, though this was only found on 8% of products audited. The next most commonly observed DrinkWise message was the pregnancy silhouette, found alone on 3% of products and in conjunction with the 'get the facts drinkwise.org.au' logo on a further 1% of products. Each of the other messages was found on no more than 2% of products.

The most common DrinkWise consumer information message found on beer/cider products was the 'Get the fact drinkwise.org.au' logo, which appeared on 20% of beer/cider products. Wine products most commonly featured the the 'Get the facts.org.au' message with the pregnancy silhouette, though this was only found on 6% of wine products. Spirit/RTD products most commonly featured the 'Is your drinking harming yourself or others', though this was only on 4% of spirit/RTD products.

Beyond a small tendency for wine products to feature pregnancy-related messages and spirits to carry the 'Is your drinking harming yourself or others?' message and the association of certain logos with certain manufacturers, there is no clear pattern to the placement of specific messages on specific products.

The most prominently featured DrinkWise message among all of the products audited appeared on a 1L bottle of Jack Daniel's. This product featured the 'Is your drinking harming yourself or

others?’ message and was situated in the centre of the back label, covering approximately 10% of the label space.

DrinkWise messages do not appear to be prominently featured on product labels, appearing most commonly on the back of products, and in some instances on the side or bottom (in the case of a number of multipack products).

The audit found that the most common consumer information logos or messages observed on alcohol products remind people to enjoy responsibly, enjoy a particular product responsibly or drink responsibly, which together were present on 25% of alcohol products. Other common messages advertise websites such as Drinkwise.com, DrinkIQ.com and BeDrinkAware.com.au (present on 19% of products), with little additional information given. Many of the larger brands were found to carry manufacturer-specific logos and messages, such as the ‘Enjoy Responsibly’ rectangle, and the DrinkIQ.com and BeDrinkAware.com.au logos. The DrinkIQ.com logo is perhaps the closest of the three to the DrinkWise messages as it is usually accompanied by the statement, ‘Is your drinking harming yourself or others?’.

Finally, of the private label products that could be identified in the sample (14 brands), none carried the DrinkWise messages, and just over half (8) contained an advisory statement. All of these were plain text statements (‘enjoy in moderation’, ‘enjoy wine in moderation’ and ‘drink responsibly’) situated on the backs of bottles and often in small type.

A

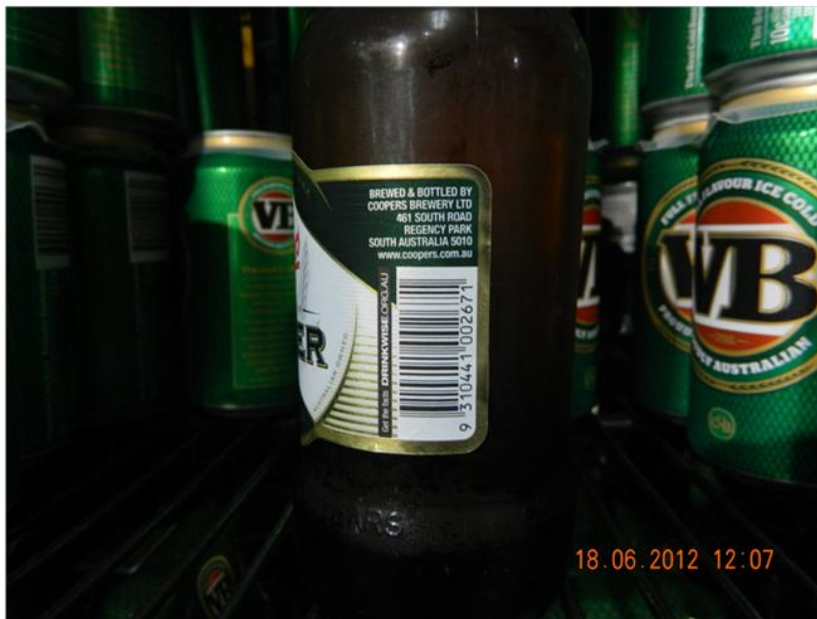
APPENDIX A: DRINKWISE CONSUMER INFORMATION MESSAGES

A1. 'Get the facts drinkwise.org.au'

Coopers Extra Stout (375ml bottle)



Coopers Lager (375ml bottle)



Coopers Sparkling Ale (375ml bottle)



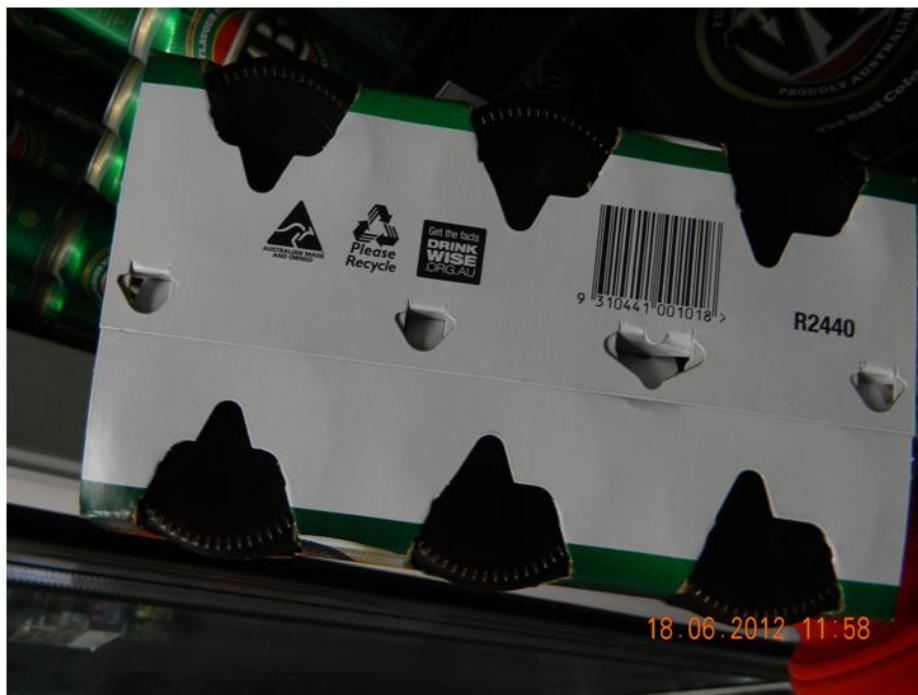
Coopers Pale Ale (375ml bottle)



Coopers Selection (375ml bottle)



Coopers Pale Ale (375ml x 6 pack)



Coopers Sparkling Ale (375ml x 6 pack)



Coopers Pale Ale (375ml x 24 case)



Coopers Sparkling Ale (375ml x 24 case)



Asahi Super Dry (330ml bottle)



Carlsberg Lager (330ml bottle)



Carlton COLD (375ml bottle)



Carlton Draught (375ml bottle)



Carlton DRY (355ml bottle)



Light Ice Filtered Beer (375ml bottle)



Victorian Bitter (VB) Full Flavour (375ml bottle)



Beck's Lager (330ml x 6 pack)



A2. 'Get the facts drinkwise.org.au' with pregnancy silhouette

Pure Blonde Premium (355ml bottle)



Jacob's Creek Cabernet Merlot (750ml bottle)



Jacob's Creek Reserve Shiraz (750ml bottle)



Jacob's Creek Reserve Cabernet Sauvignon (750ml bottle)



Poet's Corner Cabernet Sauvignon (750ml bottle)



A3. Pregnancy silhouette

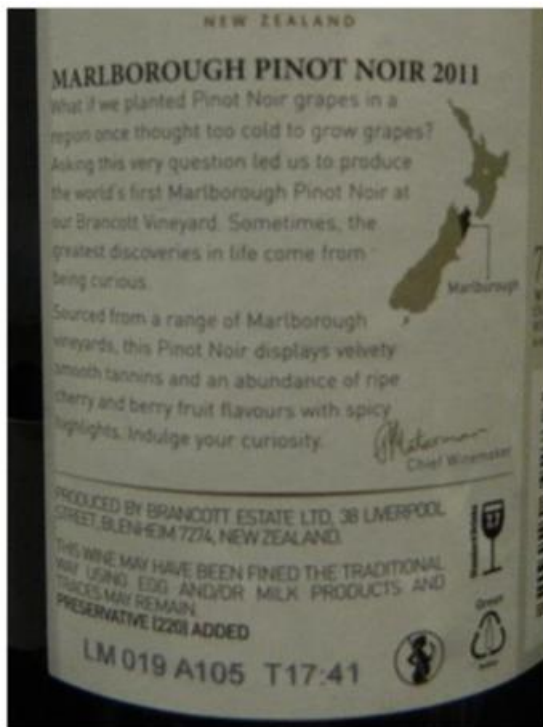
Absolut Vodka (700ml bottle)



Kahlua (700ml bottle)



Brancott Estate Pinot Noir (750ml bottle)



Jacob's Creek Moscato Rose (750ml bottle)



Grey Goose Vodka (700ml bottle)



Berri Estate Dry White (5 litre cask)



Berri Estate Fruity Gordo (5 litre cask)



A4. 'It is safest not to drink while pregnant'

Tooheys Extra Dry (345ml bottle)



Tooheys Extra Dry Platinum (345ml bottle)



A5. 'Is your drinking harming yourself or others?'

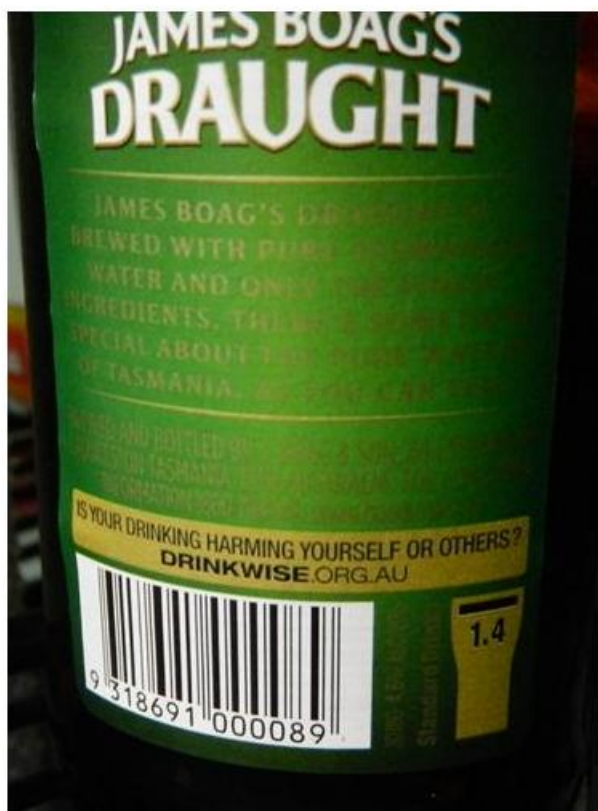
Jack Daniel's (1 litre bottle)



UDL Pineapple Vodka (375ml x 6 pack)



James Boag's Draught (375ml bottle)



A6. 'Kids and alcohol don't mix'

Cascade Premium Light (355ml bottle)



XXXX Gold Lager (375ml bottle)



Matilda Bay Fat Yak Pale Ale (345ml bottle)



Matilda Bay Beez Neez (345ml bottle)



B

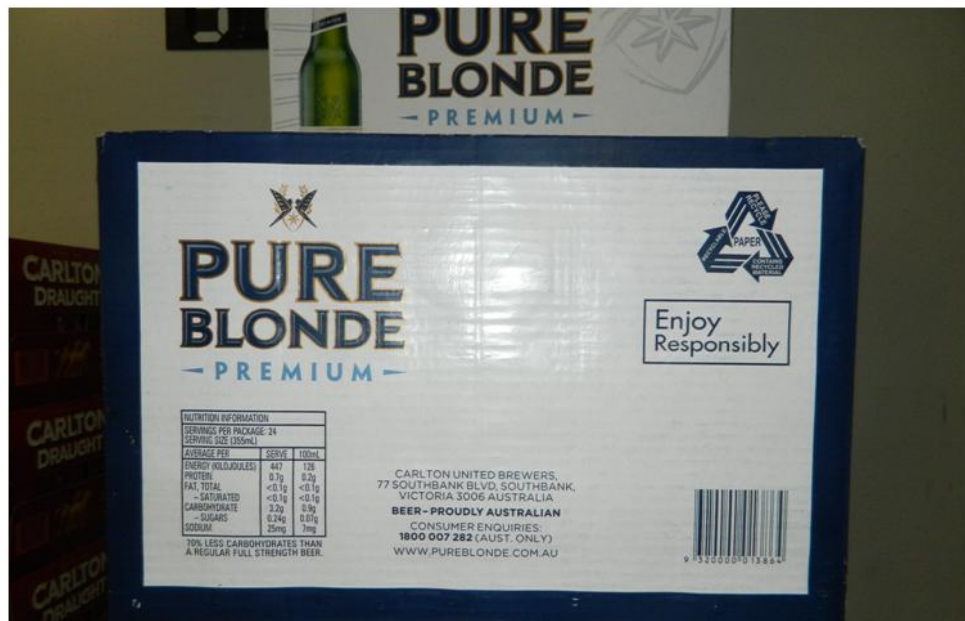
APPENDIX B: EXAMPLES OF OTHER LOGOS AND STATEMENTS

B1. 'Enjoy Responsibly' logo

Carlton Dry Fusion Lemon (355ml bottle)



Pure Blonde Premium (355ml x 6 pack)



Victorian Bitter (VB) Full Flavour (375ml x 24 case)

Here's how to enjoy your VB the way it's meant to be... ice cold.

What VB are you drinking?	Throwdown (250mL)	Can (375mL)	Stubby (275mL)	Longneck (750mL)
Root of the car hot	45 mins in ice	35 mins in ice	50 mins in ice	60 mins in ice
In the pantry / room-temperature warm	30 mins in ice	25 mins in ice	35 mins in ice	45 mins in ice
Just home from the bottle-a-cold room	20 mins in ice	15 mins in ice	25 mins in ice	35 mins in ice
Cold in your fridge	13 mins in ice	10 mins in ice	15 mins in ice	25 mins in ice

All times are minimums required to get your beer ice cold. What a refreshing party. Based on our testing. Accuracy? There may vary depending on outside/room temperature at time of chilling.

To learn more about The Best Cold Beer visit us at VB.com.au.
And while you're online, become a fan of VB on Facebook for exclusive offers, competitions and much more.

BEER - PROUDLY AUSTRALIAN
CARLTON UNITED BREWERS
77 SOUTHBANK BOULEVARD,
SOUTHBANK VIC 3006
CONSUMER ENQUIRIES: 1800 007 282 (AUST. ONLY)
WWW.VB.COM.AU

15.06.2012 15:30

Yellowglen Jewel Yellow (750ml bottle)

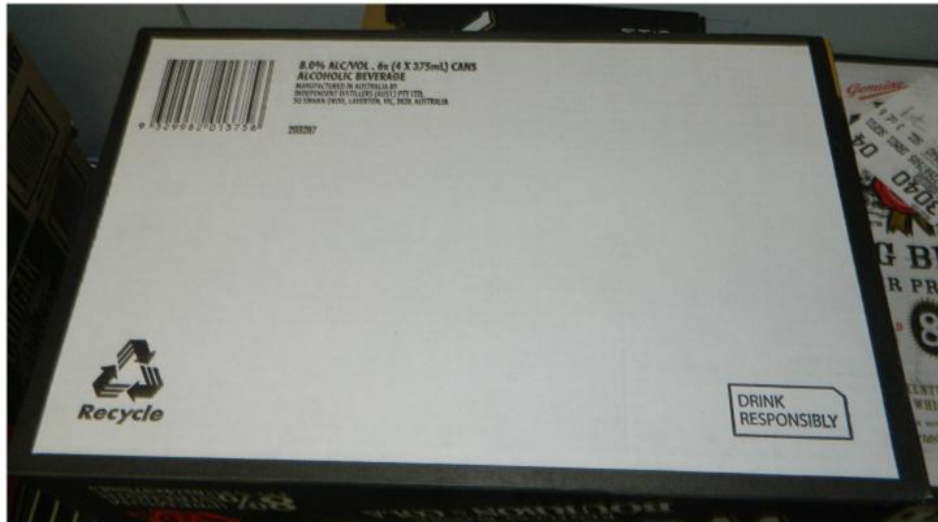


Corona Extra (355ml bottle)



B2. 'Drink Responsibly' logo

Woodstock Cola (375ml x 24 case)



B3. 'DrinkIQ' logo

Johnnie Walker Red Label (700ml bottle)



Baileys The Original (700ml bottle)



Bundaberg Five (700ml bottle)



UDL Gin & Tonic (375ml can)



B4. 'BeDrinkAware.com' logo

McKenna Bourbon Bourbon (700ml bottle)



James Boag's Draught (375ml bottle)



B5. Plain text statements

Ruskov Vodka (1L bottle)



Bluetongue Premium Lager (375ml bottle)



Casella Yellowtail Cabernet Merlot (750ml bottle)





Ipsos
Social Research Institute