



**Ipsos**  
Social Research Institute

# Alcohol label audit



Prepared for the  
Foundation for Alcohol  
Research and Education

September 2013

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# 1. Executive summary

## 1.1 Research context and objectives

At present, there is no mandatory requirement for the labels on alcohol products to carry a health warning. However, over the last few years there has been increasing support (among policymakers, the public and health advocates) for the introduction of a health warning labelling scheme on alcohol products, in particular to ensure that alcohol products contain messages about the risks of drinking during pregnancy.

In December 2011, Australian health ministers through the Legislative and Governance Forum on Food Regulation announced that the alcohol industry would have two years to adopt a voluntary labelling scheme. A labelling scheme developed by DrinkWise has been adopted by most major manufacturers as the industry standard for this purpose. In 2011, the former Chair of the DrinkWise Board stated that DrinkWise would work with the industry to ensure that consumer information messages would be displayed on the majority of alcohol products within this two year period.<sup>1</sup> An independent evaluation to be completed in 2014 will be used by the Legislative and Governance Forum on Food Regulation to determine whether or not a mandatory scheme is required.

The Foundation for Alcohol Research and Education (FARE) contracted Ipsos Social Research Institute (Ipsos SRI) in 2012 to conduct an independent audit of alcohol labels which found that only 16% of audited products carried a DrinkWise consumer information message.

Ipsos SRI was contracted by FARE to repeat the audit in 2013 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, on what products/categories and by which producers; investigate the size and placement of DrinkWise messages; and compare these results to those of the previous audit conducted in 2012.

## 1.2 Research design

An audit of alcohol labels on a sample of products selected from each category of alcohol was undertaken with an identical methodology used for the 2012 and 2013 audits in which researchers visited a number of alcohol retailers to audit labels of products from a list that had been randomly selected. The audit was carried out from 24 to 28 June in 2013, and 18 to 22 June in 2012.

A final sample of 251 individual products were audited in 2013 and 250 products were audited in 2012. Care was taken to ensure the sample of products audited in 2013 was selected as randomly as in 2012 in order to reflect the range of products currently available for purchase in each year. While some of the same products were audited across both years, there was not an explicit attempt to audit the same products in both years.

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<sup>1</sup> Accessed at <http://www.drinkwise.org.au/2011/11/drinkwise-welcomes-government-response-on-labelling-law-and-policy-2/>

## 1.3 Summary of main findings

- Of the total sample of 251 products audited in 2013, more than one third (37%, or 92 items) carried any version of the DrinkWise consumer information messages. This compares with 16% in 2012.
- Some differences in the application of DrinkWise messages were observed in 2013 compared with 2012. The 'Kids and alcohol don't mix' message observed in 2012 was not present on any of the audited products in 2013. A new label variation observed in 2013 was the square 'Get the facts drinkwise.org.au' logo with the 'It is safest not to drink while pregnant' message.
- Based on the total sample of products audited in 2013, 35% of beer/cider products, 31% of wine and 43% of spirit/mixed drink products carried any of the DrinkWise consumer information messages.
- There were increases in the proportion of products with DrinkWise messages across all categories. Greater increases were observed for spirit/mixed drinks (from 6% in 2012 to 43% in 2013) and wine (from 10% in 2012 to 31% in 2013) than for beer (from 30% in 2012 to 35% in 2013).
- Most of the major manufacturers whose products were audited in 2012 and 2013 appeared to have a larger proportion of products carrying DrinkWise messages in 2013 (with the exception of Coopers and Independent Distiller's Group). Of the largest manufacturers, only two in five SAB Miller (41%) and Lion (40%) products carried any of the DrinkWise messages in 2013.
- DrinkWise messages about drinking alcohol in pregnancy were more commonly observed in 2013 than in 2012. In total, 26% of all products audited in 2013 carried a pregnancy-related DrinkWise message (compared with 6% in 2012), with the most commonly observed version being the 'get the facts drinkwise.org.au' logo used in conjunction with the pregnancy silhouette (found on 15% of all products audited in 2013). Other combinations of messages were found on between 2% and 5% of all products audited in 2013.
- The 'Get the facts drinkwise.org.au' logo used in conjunction with the pregnancy silhouette was the most common version of DrinkWise messaging found on beer/cider and wine products in 2013.
- The 'Get the facts drinkwise.org.au' logo used with the 'Is your drinking harming yourself or others' message was the most common version found on spirit/mixed drink products in 2013.
- Overall, 24% of beer/cider products, 28% of wine products and 27% of spirit/mixed drink products audited in 2013 carried some form of DrinkWise pregnancy message.
- As in 2012, most of the DrinkWise (86%) consumer information messages observed in 2013 took up less than 5% of the alcohol label or face of the packaging on which they were located and close to three in five (59%) products audited in 2013 featured the message on the back of the product.
- In 2012 and 2013, a range of other (non-DrinkWise) logos and plain text statements were observed on audited products. Of the 251 products audited in 2013, 43% featured some other information logo or statement of this type (compared to 51% in 2012). It is important to note that the vast majority of these logos and statements are not specifically health-related; they primarily encourage drinking responsibly or in moderation or direct consumers to manufacturer-specific information websites.
- The most commonly observed non-DrinkWise logo was the 'DrinkIQ.com' logo, which was found on 8% of products overall and the most common plain text statement observed in 2013 on audited products included 'drink responsibly', which was found on 9% of products overall.

## 1.4 Conclusions

The results of this study indicate that, despite some progress, after two years, the DrinkWise consumer information messages have still not been adopted across the majority of Australian alcohol product packaging.

The biggest increases in DrinkWise labelling over the last 12 months appears to have been across spirit/mixed drink and wine products. There also appears to have been a shift away from using the generic 'get the facts drinkwise.org.au' logo on its own and towards a greater use of pregnancy-related DrinkWise messages. In terms of size and location, DrinkWise labels are also still not prominently displayed on alcohol product packaging.

## 2. Research context

### 2.1 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, 66% of those surveyed in the *2010 National Drug Strategy Household Survey* agreed that information from National Health and Medical Research Council (NHMRC) Alcohol Guidelines should be added to alcohol labels<sup>2</sup>). Leading academics and health organisations also recommend this, with the National Preventative Health Taskforce's strategy document, *Australia: the Healthiest Country by 2020*, recommending health advisory information labelling of all alcohol products to help reduce the harm caused by alcohol<sup>3</sup>.

#### Current policy

The Independent Review of Food Labelling Law and Policy, commissioned by the Australia and New Zealand Food Regulation Ministerial Council in 2009 (and which released its final report in 2011) 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 mandated on individual containers of alcoholic beverages and at the point of sale for unpackaged alcoholic beverages<sup>4</sup>. At the first meeting of the Legislative and Governance Forum on Food Regulation (which replaced the Australia and New Zealand Food Regulation Ministerial Council) on 9 December 2011, the Ministers agreed that warnings about the risks of consuming alcohol while pregnant should be pursued but that industry would be given the opportunity to introduce appropriate labelling **on a voluntary basis for a period of two years** before regulating for this change<sup>5</sup>.

The House of Representatives Standing Committee on Social Policy and Legal Affairs considered the issue of the display of warnings about alcohol consumption in pregnancy on alcohol products as part of its inquiry into the prevention, diagnosis and management of Fetal Alcohol Spectrum Disorders. In its final report, *FASD: The*

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<sup>2</sup> Australian Institute of Health and Welfare (2011). *2010 National Drug Strategy Household Survey report*. Drug statistics series no. 25. Cat. no. PHE 145. Canberra: AIHW

<sup>3</sup> Available 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)

<sup>4</sup> See Recommendations 24 and 25. DoHA (2011) *Labelling Logic: Review of Food Labelling Law and Policy*. Available at: [http://www.foodlabellingreview.gov.au/internet/foodlabelling/publishing.nsf/content/48C0548D80E715BCCA257825001E5DC0/\\$File/Labelling%20Logic\\_2011.pdf](http://www.foodlabellingreview.gov.au/internet/foodlabelling/publishing.nsf/content/48C0548D80E715BCCA257825001E5DC0/$File/Labelling%20Logic_2011.pdf)

<sup>5</sup> Accessed at: <http://www.health.gov.au/internet/main/publishing.nsf/Content/foodsecretariat-communicues-9dec>

*Hidden Harm*, released in late 2012, the Standing Committee noted that “current regulation and voluntary programs regarding alcohol labelling are not functioning effectively and are unlikely to ever do so given the commercial realities of the alcohol industry” and recommended that the Commonwealth Government:

- “seek to include health warning labels for alcoholic beverages, including a warning label that advises women not to drink when pregnant or when planning a pregnancy, on the Legislative and Governance Forum on Food Regulation’s December agenda. The Commonwealth Government should determine the appropriate format and design of the labels by 1 March 2013, to assist the alcohol industry in adopting best practice principles and preparing for mandatory implementation.” [Recommendation 10]<sup>6</sup>
- “mandate the range of health warning labels for alcoholic beverages as decided by the Legislative and Governance Forum on Food Regulation. The warning labels should consist of text and a symbol and should be required to be displayed on all alcohol products, advertising and packaging by 1 January 2014; the minimum size, position and content of all health warning labels should be regulated; and the introduction of mandated warning labels should be accompanied by a comprehensive public awareness campaign.” [Recommendation 11]

The Legislative and Governance Forum on Food Regulation considered this issue again in its meeting on 14 June 2013 and noted that, “a project to evaluate action taken by the alcohol industry in Australia in placing pregnancy warnings on alcohol products will commence shortly.”<sup>7</sup> The interim and final reports from this evaluation are due to be provided to Food Regulation Ministers in December 2013 and March 2014 respectively. The Ministers agreed to await the outcome of the independent review before deciding whether or not to mandate a labelling scheme. However, the communiqué noted that the Food Regulation Ministers have asked Food Standards Australia New Zealand (FSANZ) to provide advice on the steps that would be required to regulate and have agreed to hold an extraordinary meeting as soon as the review report becomes available.

### **Industry response**

In response to the push for health labelling on alcohol products, some parts of the alcohol industry have voluntarily developed consumer information messages to be displayed on alcohol packaging. One of these schemes was developed by the industry-funded DrinkWise organisation in 2010. According to the DrinkWise website ([www.drinkwise.org.au](http://www.drinkwise.org.au)), the alcohol producers who contribute to DrinkWise account for approximately 80% of all alcohol sales by volume in Australia.

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<sup>6</sup> House of Representatives Standing Committee on Social Policy and Legal Affairs (2012) *FASD: The Hidden Harm. Inquiry into the prevention, diagnosis and management of Fetal Alcohol Spectrum Disorders*. Commonwealth of Australia.

<sup>7</sup> Accessed at <http://www.health.gov.au/internet/ministers/publishing.nsf/Content/mr-yr13-sn-sn014.htm>



The DrinkWise 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, 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')

These messages, as they were originally developed, are shown in Figure 1.

**Figure 1. DrinkWise consumer information messages<sup>8</sup>**



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. Figure 2 below gives an example of the DrinkWise label logos in situ, as featured on the DrinkWise website.

**Figure 2. DrinkWise consumer information messages in situ<sup>9</sup>**



<sup>8</sup> Available at: <http://www.drinkwise.org.au/our-work/get-the-facts/>

<sup>9</sup> Image taken from: <http://www.drinkwise.org.au/our-work/get-the-facts/>

Public health advocates have expressed 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)<sup>10</sup>.

In 2011, the then Chair of the DrinkWise Board stated that DrinkWise would work with the industry to ensure that consumer information messages would be displayed on the majority of alcohol products within two years.

As the conclusion of that two year period approaches, alcohol industry representatives have made some claims about labelling activity and the coverage of labelling on their products. For example, a recent media release from the Brewers Association, claims that "approximately 90% of beer containers, produced and distributed in Australia by our members already include a pregnancy message on a label", concluding that "the beer industry is well ahead of its original estimated timetable of 80% coverage by the end of 2013"<sup>11</sup>.

In September 2012, DrinkWise launched a new web portal, with the support of the Winemakers' Federation of Australia, to give winemakers direct free access to print-ready DrinkWise labelling messages. The Federation announced in November 2012 that larger companies were already well advanced on the two-year timeframe and that more than 100 winemakers had already come on board<sup>12</sup>.

Some manufacturers have adopted their own labelling schemes, which may or may not be applied in conjunction with the DrinkWise messages. For example, the international company SAB Miller, which acquired the Foster's Group in Australia in 2011, has a range of 'responsible drinking messages' used across Europe and some of these messages feature on products for sale in Australia, these messages include statements such as, 'For people over the age of 18 only' and 'Don't Drink and Drive' and also promote SAB Miller's international alcohol information website, [www.talkingalcohol.com](http://www.talkingalcohol.com). Lion Nathan promotes its [www.BeDrinkAware.com.au](http://www.BeDrinkAware.com.au) website and Diageo promotes its own [www.DrinkIQ.com](http://www.DrinkIQ.com) on a number of products (and sometimes in conjunction with the DrinkWise message, 'Is your drinking harming yourself or others?').

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<sup>10</sup> 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.

<sup>11</sup> Brewers Association media release 12 July 2013. Accessed at: <http://www.brewers.org.au/wp-content/uploads/2013/07/Brewers-Association-Labelling-Media-Release-12-July-2013.pdf>

<sup>12</sup> Winemakers' Federation of Australia media release 29 November 2012, accessed at <http://www.wfa.org.au/resources/1/Media%20releases/Winemakers%20already%20moving%20on%20pregnancy%20warnings.pdf>

## Previous research

Ipsos Social Research Institute was contracted by the Foundation for Alcohol Research and Education in mid-2012 to conduct an audit of a random sample of alcohol products available for purchase in order to estimate the proportion of products carrying any of the DrinkWise messages at that time. The research found that just 16% of audited products contained a DrinkWise message in mid-2012.

## 2.2 Research objectives

Ipsos Social Research Institute was contracted by the Foundation for Alcohol Research and Education again in 2013 to conduct a repeat of the alcohol label audit to evaluate the extent of implementation of the DrinkWise labeling initiative to date. As in 2012, the research specifically 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
- compare these results to those of the previous audit conducted in 2012.

The methodology used to address these issues is detailed in the following section.

# 3. Research design

## 3.1 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. An identical methodology was used for the 2012 and 2013 audits.

Researchers visited a number of alcohol retailers to audit labels of products that had been randomly 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/mixed drinks) 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), spirits (including pre-mixed spirit and wine based drinks)
- 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 Woolworths' and Wesfarmers' alcohol retailers)
- 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 and 20% spirits/mixed drinks)
- Within each *category*  $n$ , sample to be roughly 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 2nd product (if possible), with the aim of selecting no more than two or three products from within each brand<sup>13</sup>.

This generated a target sample of 300 products. Researchers took the sample list into three retailers and attempted to locate products on the sample list – these premises were the same as those used in 2012 to maintain comparability. Where products were not able to be located, researchers attempted to include other randomly selected products from the same category in their place. As in 2012, not all the listed products were able to be found or substituted within the fieldwork period. This resulted in a final sample of 251 individual products that were audited (250 products were audited in 2012).

Care was taken to ensure the sample of products audited in 2013 was selected as randomly as in 2012 in order to reflect the range of products currently available for purchase in each year. This means that while some of the same products were audited across both years, there was not an explicit attempt to re-audit the same list of products in 2013 as in 2012.

The 2013 audit was carried out from 24 to 28 June 2013, a similar time period as for the 2012 audit (18 to 22 June 2012).

## 3.2 Quality assurance

This research was conducted in accordance with the Australian Market and Social Research Society's professional code of behaviour and relevant legislation, including AS ISO 20252, the international standard for market and social research.

## 3.3 Final sample characteristics

The final 2013 sample included 251 individual items, which comprised 196 individual products and a further 55 multi-packs or cartons, many of which were included in the sample in their individual bottle or can form as well<sup>14</sup>.

Table 1, overleaf, shows the final sample split across alcohol categories for the 2012 and 2013 audits. The final distribution of the sample across categories differed slightly in 2013 from that obtained in 2012. This reflects the availability of products within each category that researchers were able to source within the field period in each year, rather than a change in market share or differences in the original sample lists used.

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<sup>13</sup> 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.

<sup>14</sup> 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

**Table 1. Final sample characteristics, 2012 and 2013**

Category	Single Items (n)		Multipacks (n)		Total (n)		Percent of total (%)	
	2012	2013	2012	2013	2012	2013	2012	2013
Beer/cider	48	57	35	41	83	98	33%	39%
Wine/fortified wine	89	67			89	67	36%	27%
Spirits/mixed drinks	68	72	10	14	78	86	31%	34%
<b>Total</b>	<b>205</b>	<b>196</b>	<b>45</b>	<b>55</b>	<b>250</b>	<b>251</b>	<b>100%</b>	<b>100%</b>

The research findings are detailed in the following section.

# 4. Research Findings

## 4.1 Presence of DrinkWise messages on alcohol labels

The full range of DrinkWise consumer information messages found on products in 2013 is shown in Table 2, along with examples of their application.

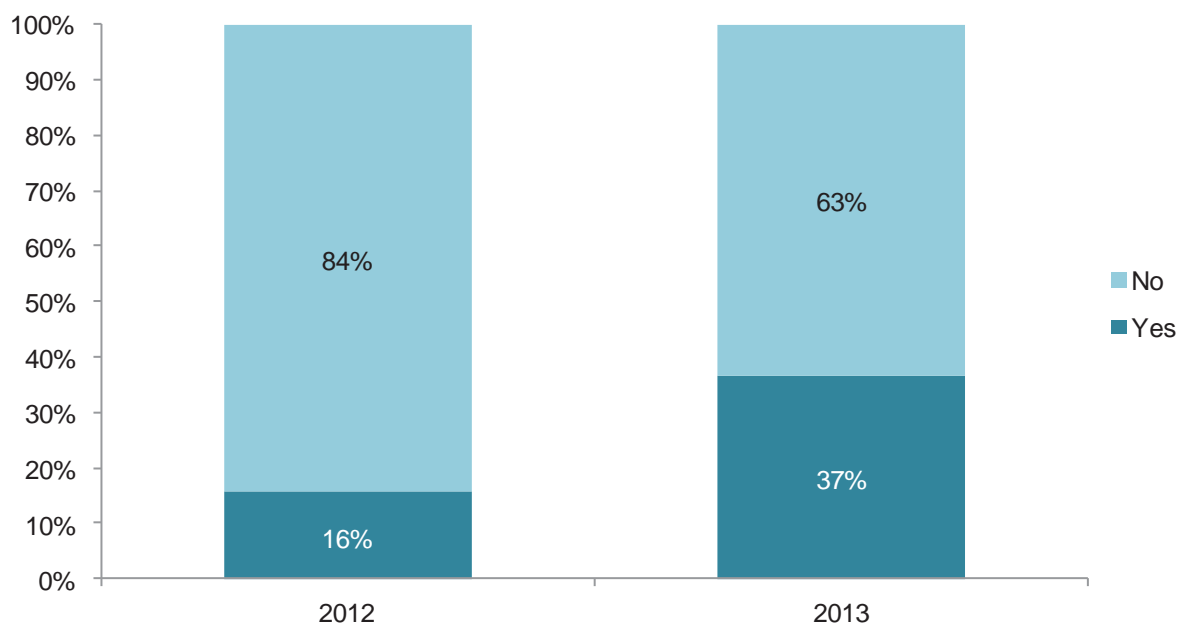
Table 2. DrinkWise consumer information messages observed in 2013

Applications of DrinkWise consumer information messages observed in 2013	Description
	<p>'Get the facts drinkwise.org.au' square or rectangular logo.</p>
	<p>Pregnancy silhouette</p>
	<p>'Get the facts drinkwise.org.au' with pregnancy silhouette.</p>
	<p>'Get the facts drinkwise.org.au' with 'It is safest not to drink while pregnant'</p> <p>Or</p> <p>'It is safest not to drink while pregnant. Drinkwise.org.au'</p>
	<p>'Get the facts drinkwise.org.au' with 'Is your drinking harming yourself or others?'</p> <p>Or</p> <p>'Is your drinking harming yourself or others? Drinkwise.org.au'</p>
	<p>Pregnancy silhouette with 'Not drinking is the safest option for women who are pregnant, planning a pregnancy or breastfeeding' (also with 'For more information and to get the facts, please visit <a href="http://www.drinkwise.org.au">www.drinkwise.org.au</a>').</p>

Figure 3 shows the proportion of audited alcohol products that carried any of the DrinkWise consumer information logos/messages in 2012 and 2013.

Of the total sample of 251 products audited in 2013, more than one third (37%, or 92 items) carried any version of the DrinkWise consumer information messages. This compares with 16% in 2012.

**Figure 3. Proportion of all products audited with DrinkWise consumer information messages**



Base: Total sample, 2012 n=250; 2013 n=251

Separating the single products from multi-packs (given the high level of brand overlap between single and multipack products), 43% (16% in 2012) of single products and 15% (13% in 2012) of multi-packs audited carried any of the DrinkWise consumer information messages.

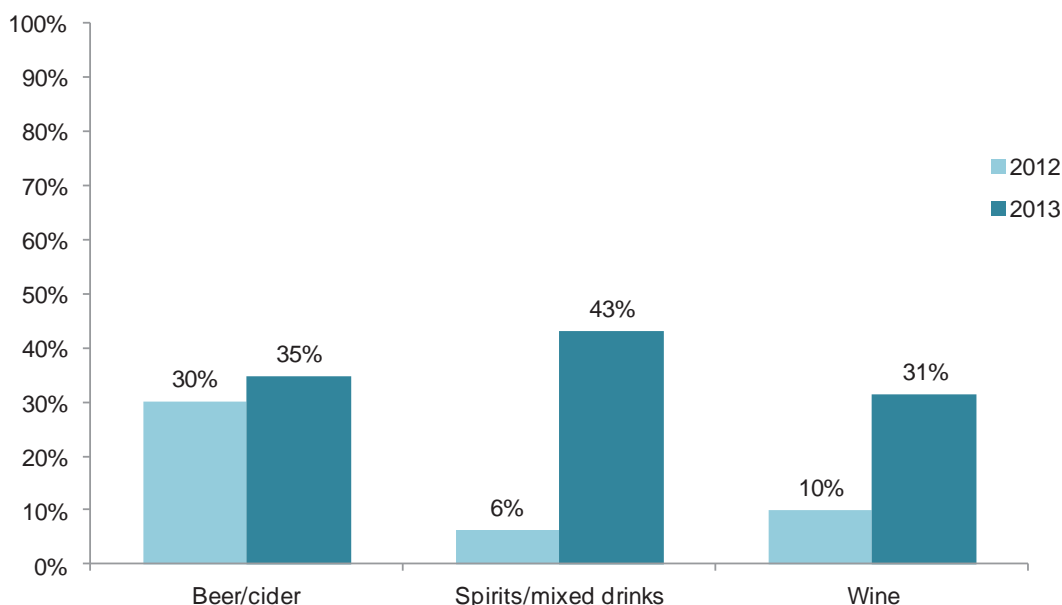
Some differences in the application of DrinkWise messages were observed in 2013 compared with 2012. The 'Kids and alcohol don't mix' message observed in 2012 was not present on any of the audited products in 2013. A new label variation observed in 2013 was the square 'Get the facts drinkwise.org.au' logo with the 'It is safest not to drink while pregnant' message.



Figure 4 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 in 2013, 35% of beer/cider products, 31% of wine and 43% of spirit/mixed drink products carried any of the DrinkWise consumer information messages.

In 2012, DrinkWise consumer information messages were predominantly found on beer products, and rarely on wine and spirit/mixed drink products. There were increases in the proportion of products with DrinkWise messages across all categories. Greater increases were observed in the spirit/mixed drink (increasing from 6% in 2012 to 43% in 2013) and wine (increasing from 10% in 2012 to 31% in 2013) categories than for beer (increasing from 30% in 2012 to 35% in 2013).

**Figure 4. Proportion of products with DrinkWise messages by alcohol category**



Base: Total sample,  
 2012 Beer/cider n=83, Wine n=89, Spirits/mixed drinks n=78;  
 2013 Beer/cider n=98, Wine n=67, Spirits/mixed drinks n=86

Single products (e.g. individual bottles or cans) were separated from multi-packs (e.g. 4-packs, 6-packs and cartons) to look at how DrinkWise messages were applied to the different forms of product packaging. Figures 5 and 6, overleaf, show the proportion of single and multi-packs within each of the main alcohol categories that carried DrinkWise consumer information messages.

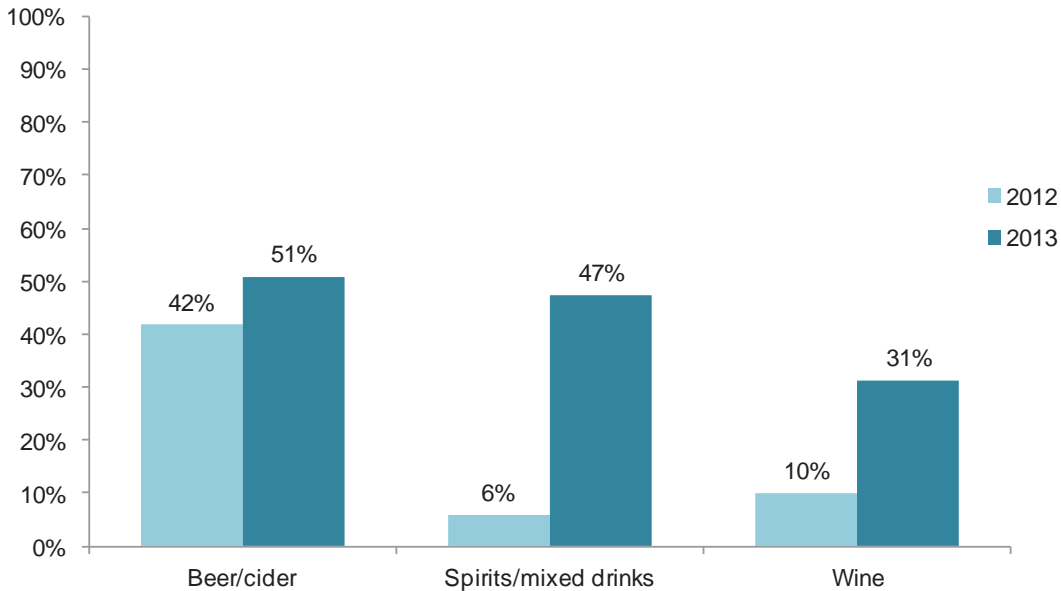
Half of all single beer/cider products audited in 2013 (51%) carried a DrinkWise message but only 12% of beer/cider multi-packs packaging carried any of the DrinkWise consumer information messages.

Almost half (47%) of single spirit/mixed drink products audited in 2013 carried a DrinkWise message, compared with only 6% in 2012. Only one out of five (21%) spirit/mixed drink multi-packs audited in 2013 carried a DrinkWise message (this figure was 10% in 2012).

As in 2012, the application of labelling across single products and their multi-pack form was variable. For a number of the brands included in the sample in single and multi-pack form, the DrinkWise labelling appeared on single bottles or cans but not the associated four-pack, six-pack or carton packaging.

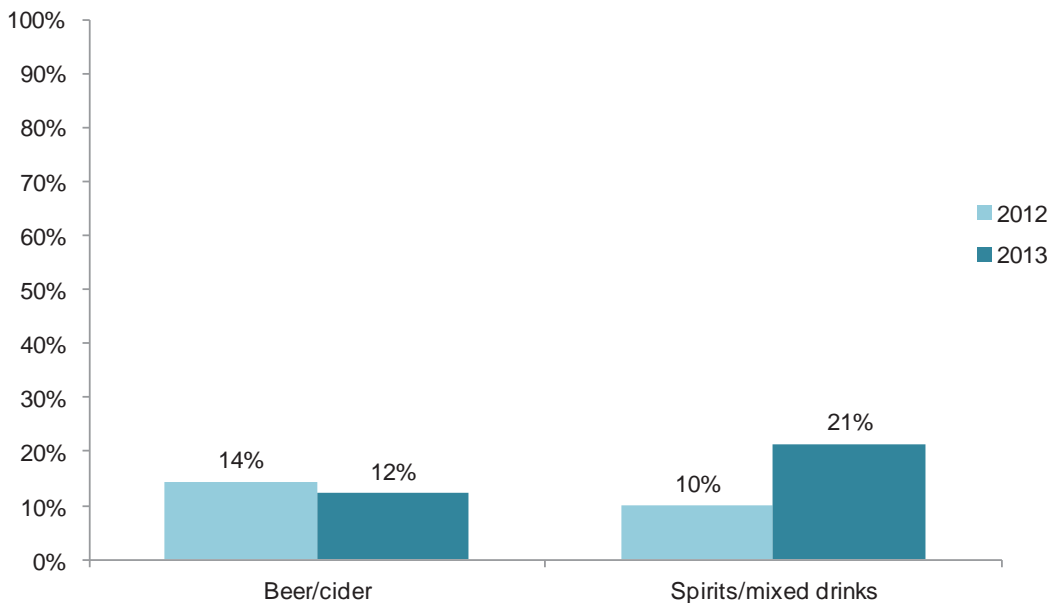
No multi-packs of wine products were audited in 2012 or 2013.

**Figure 5. Proportion of individual products with DrinkWise messages by alcohol category**



Base: Single packs  
 2012 Beer/cider n=48, Wine n=89 Spirits/mixed drinks n=68;  
 2013 Beer/cider n=57, Wine n=67, Spirits/mixed drinks n=72

**Figure 6. Proportion of multipack products with DrinkWise messages by alcohol category**



Base: Multipacks  
 2012 Beer/cider n=35, Spirits/mixed drinks n=10;  
 2013 Beer/cider n=41, Spirits/mixed drinks n=14; NOTE SMALL BASE SIZES

Table 3 shows the application of the DrinkWise consumer information messages across manufacturers/distributors in 2013.

The majority of Pernod-Ricard (91%), Accolade Wines (80%), Coopers (78%), DeBortoli products (67%), Brown-Forman (63%) and Diageo (61%) products audited carried DrinkWise messages. Of the largest manufacturers, only two in five SAB Miller (41%) and Lion (40%) products carried any of the DrinkWise messages.

**Table 3. Products carrying DrinkWise messages by manufacturer in 2013**

<b>Manufacturer/distributor</b>	<b>Number of products with DrinkWise messages in 2013</b>	<b>Number of products audited in 2013</b>	<b>% of total products audited in 2013 (note small base sizes)</b>
SAB Miller	19	42	45%
Lion Nathan	15	35	43%
Diageo	14	23	61%
Pernod Ricard	10	11	91%
Coopers	7	9	78%
Brown-Forman	5	8	63%
Accolade Wines	4	5	80%
Suntory Australia	4	11	36%
CCA	2	6	33%
De Bortoli	2	3	67%
Moet Henessey	2	5	40%
Bacardi Lion	1	4	25%
Treasury Wine Estates	1	7	14%
VOK Beverages	1	6	17%
Independent Distillers Group	0	10	0%
Asia Pacific Breweries	0	7	0%
Campari	0	6	0%
Casella	0	3	0%
Nelson Wine Company	0	2	0%
Rebellion Brewing	0	2	0%
Wineinc	0	2	0%
Yalumba Wines	0	2	0%
Other manufacturers	5	42	12%

Table 4 compares the proportion of products carrying DrinkWise messages by manufacturer for 2012 and 2013. Most of the major manufacturers whose products were audited in 2012 and 2013 appeared to have a larger proportion of products carrying DrinkWise messages in 2013 (with the exception of Coopers and the Independent Distiller's Group).

**Table 4. Proportion of products carrying DrinkWise messages by manufacturer in 2012 and 2013**

Manufacturer/distributor	% of manufacturer's products audited in 2012	% of manufacturer's products audited in 2013
SAB Miller	26%	45% ↑
Lion Nathan	15%	43% ↑
Diageo	5%	61% ↑
Pernod Ricard	56%	91% ↑
Coopers	82%	78% ↓
Brown-Forman	25%	63% ↑
Accolade Wines	14%	80% ↑
Suntory Australia	0%	36% ↑
CCA	0%	33% ↑
De Bortoli	0%	67% ↑
Moet Hennessey	0%	40% ↑
Bacardi Lion	13%	25% ↑
Treasury Wine Estates	0%	14% ↑
VOK Beverages	*	17% ↑
Independent Distillers Group	11%	0% ↓
Asia Pacific Breweries	*	0%
Campari	*	0%
Casella	0%	0%
Nelson Wine Company	0%	0%
Rebellion Brewing	*	0%
Wineinc	*	0%
Yalumba Wines	0%	0%
Other manufacturers	0%	12% ↑

\* Products not audited in 2012

## 4.2 Type of DrinkWise consumer messages used

Figure 7, overleaf, shows the proportion of products carrying DrinkWise consumer information that featured each of the messages listed in Table 2 and Figure 8, also overleaf, shows these as a proportion of all products audited. Of the products audited in 2013 featuring a DrinkWise message, the most commonly observed message was the 'Get the facts drinkwise.org.au' logo used in conjunction with the pregnancy silhouette, which was found on 40% of products carrying DrinkWise messages (15% of all products audited). A further 11% of products (4% of all products audited) carried the pregnancy silhouette on its own and 2% (1% of all products audited) carried the pregnancy silhouette in conjunction with a message stating 'Not drinking is the safest option for women who are pregnant, planning a pregnancy or breastfeeding'<sup>15</sup>. In total, 72% of products carrying DrinkWise messages carried a pregnancy-related message (this is 26% of all products audited).

Other combinations of DrinkWise messages were found on between 4% and 14% of products carrying any DrinkWise messages in 2013 (between 2% and 5% of all products audited).

In 2012, the most common DrinkWise message on products was the 'Get the facts drinkwise.org.au' logo (which was found on its own on 49% of products carrying DrinkWise messages and in conjunction with other messages on a further 18% of products). In 2013, this logo was more commonly found in conjunction with other messages, with only 11% of products carrying DrinkWise messages featuring it on its own (4% of all products audited in 2013), while a further 67% of products featured it alongside other messages (29% of all products audited in 2013).

Of the specific statements used in DrinkWise consumer information messages, the 'It is safest not to drink while pregnant' message was most commonly observed in 2013, featuring on 18% of products carrying DrinkWise messages (14% in conjunction with the 'Get the facts drinkwise.org.au' logo, and 4% in conjunction with the web address 'Drinkwise.org.au'). As a proportion of all products audited in 2013, 7% featured the 'It is safest not to drink while pregnant' message.

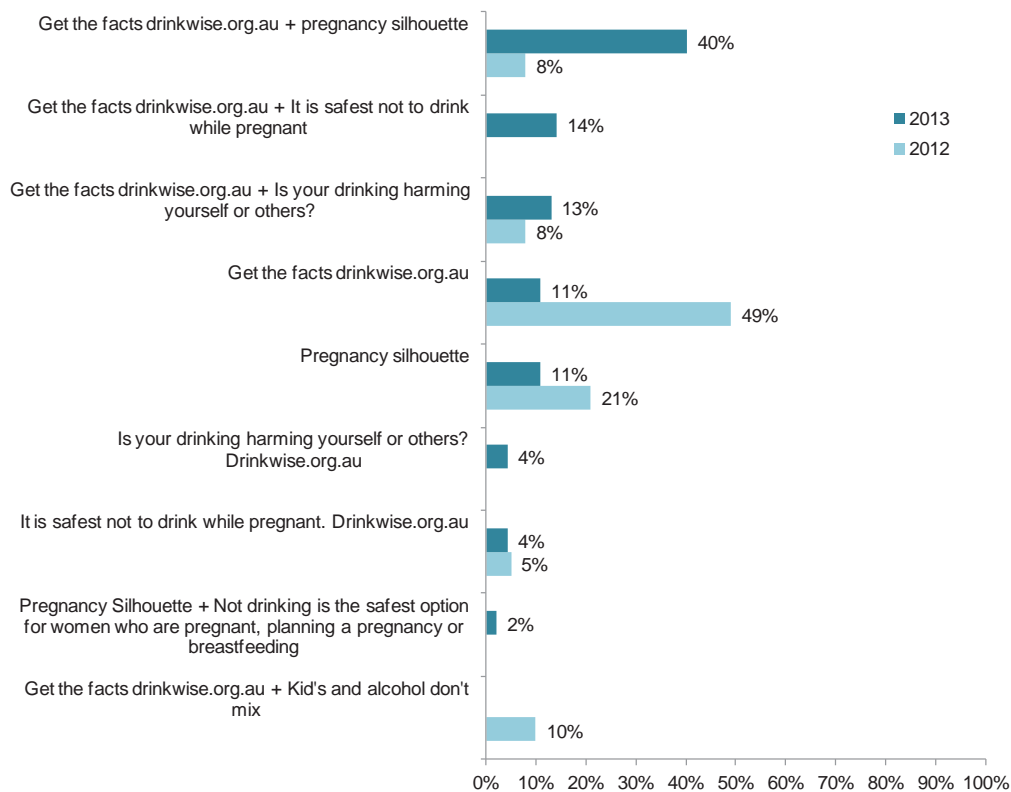
The 'Is your drinking harming yourself or others?' message was found on 17% of products carrying DrinkWise messages (13% in conjunction with the 'Get the facts drinkwise.org.au' logo, and 4% in conjunction with the web address 'Drinkwise.org.au'). As a proportion of all products audited in 2013, 7% featured the 'Is your drinking harming yourself or others?' message.

The 'Kids and alcohol don't mix' message was not found on any products in the 2013 audit.

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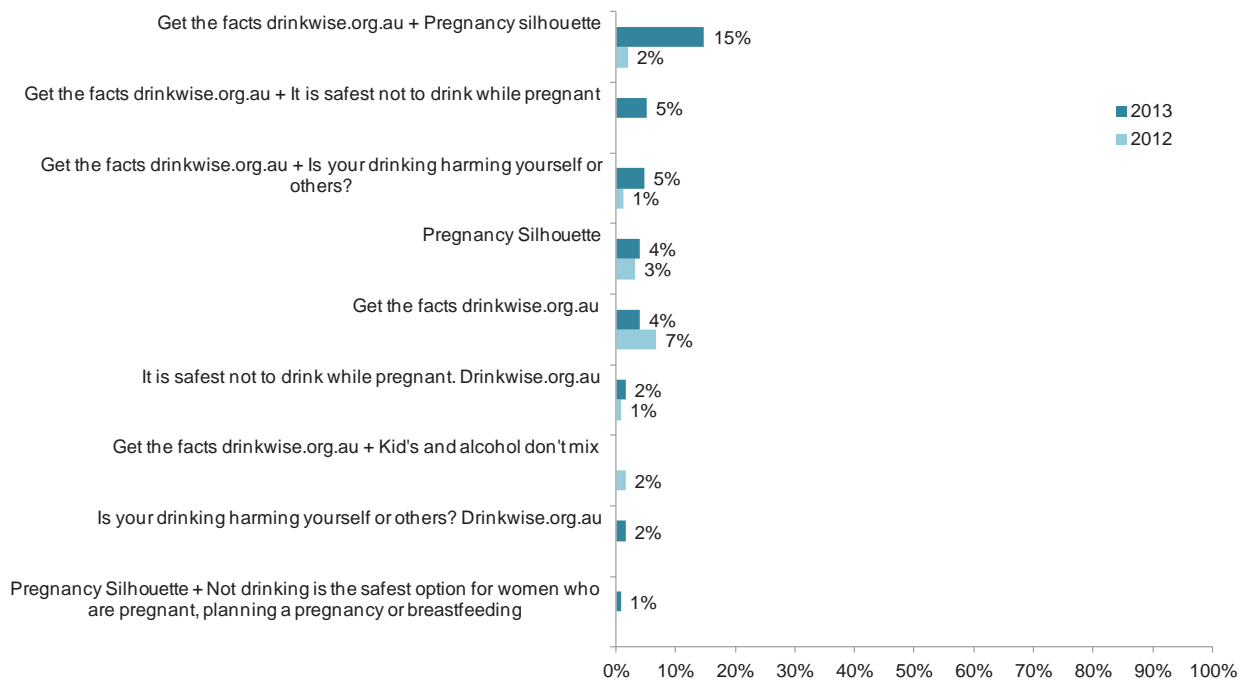
<sup>15</sup> These products also carried the message: 'For more information and to get the facts, please visit [www.drinkwise.org.au](http://www.drinkwise.org.au)'.

**Figure 7. Type of messages featured on products with DrinkWise consumer information message**



Base: Products carrying Drinkwise consumer information messages  
2012, n=39; 2013, n=92

**Figure 8. DrinkWise consumer information messages as proportion of all products audited**



Base: All products audited, 2012, n=250; 2013, n=251

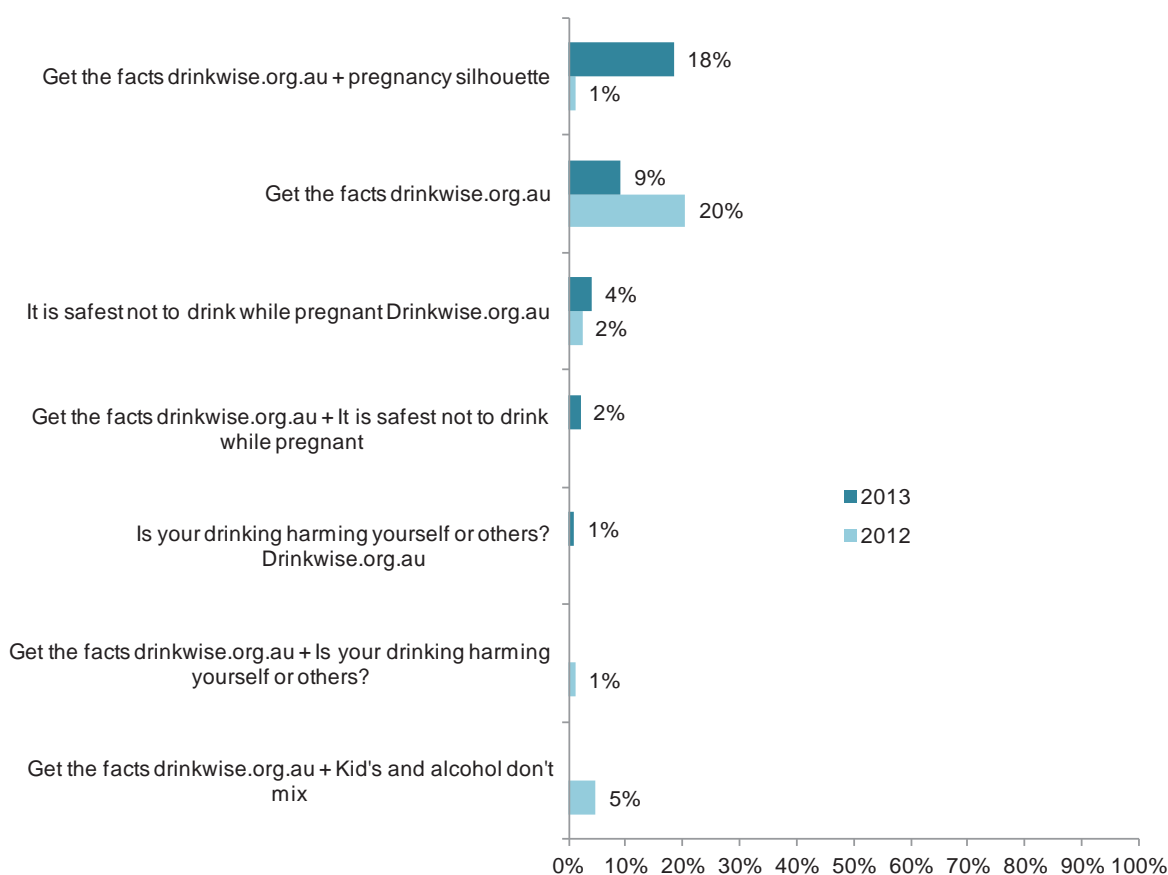
### 4.3 DrinkWise consumer messages used by category

Figures 9, 10 and 11 on the following pages show the types of DrinkWise consumer information messages found on audited products within each alcohol category.

As shown in Figure 9, below, the most common DrinkWise consumer information messages found on beer/cider products in 2013 was the ‘Get the facts drinkwise.org.au’ logo used in conjunction with the pregnancy silhouette, which appeared on 18% of beer/cider products (this combination was only found on 1% of products in 2012). Nine percent (9%) of beer/cider products carried the ‘Get the facts drinkwise.org.au’ logo on its own (20% in 2012). The ‘It is safest not to drink while pregnant’ message was found on 6% of beer products (in conjunction with the ‘Get the facts drinkwise.org.au’ logo on 2% of products and with the Drinkwise.org.au web address on 4% of products). Overall, 24% of beer/cider products audited in 2013 contained a DrinkWise message relating to pregnancy (compared with 4% of beer/cider products audited in 2012).

The ‘Kids and alcohol don’t mix’ message, which was on 6% of beer products in 2012 was not observed at all on beer products in 2013.

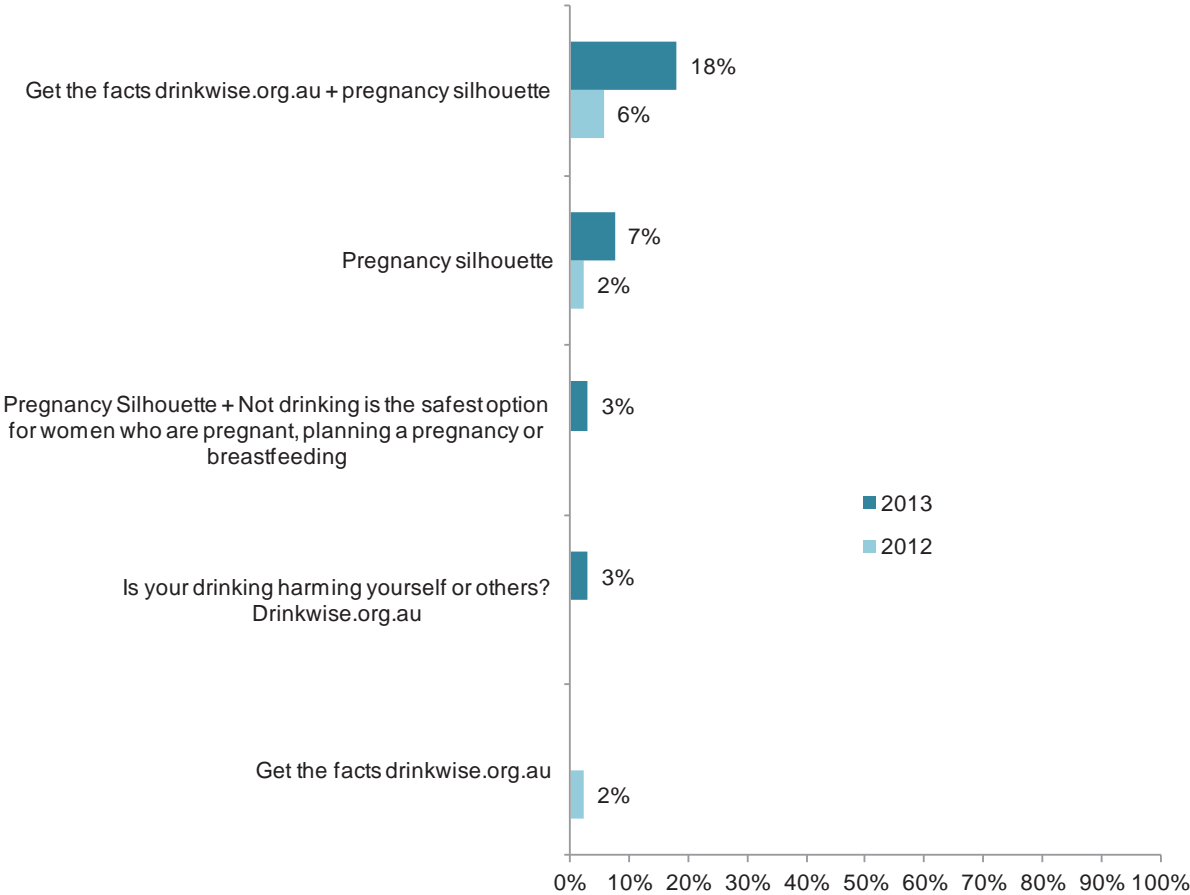
**Figure 9. Type of DrinkWise consumer information messages featured on beer/cider products audited**



Base: Beer/cider products, 2012 n=83; 2013 n=98

Figure 10, below, shows that wine products most commonly featured the 'Get the facts drinkwise.org.au' message with the pregnancy silhouette in 2013 (as in 2012). This combination was found on 18% of wine products in 2013, compared with only 6% in 2012. The pregnancy silhouette featured on its own on a further 7% of wine products in 2013 and in conjunction with a message 'Not drinking is the safest option for women who are pregnant, planning a pregnancy or breastfeeding'<sup>16</sup> on 3% of wine products. Overall, 28% of wine products audited in 2013 contained a DrinkWise message relating to pregnancy (compared with 8% of wine products audited in 2012).

**Figure 10. Type of DrinkWise consumer information messages featured on wine products audited**



Base: Wine products, 2012 n=89; 2013 n=67

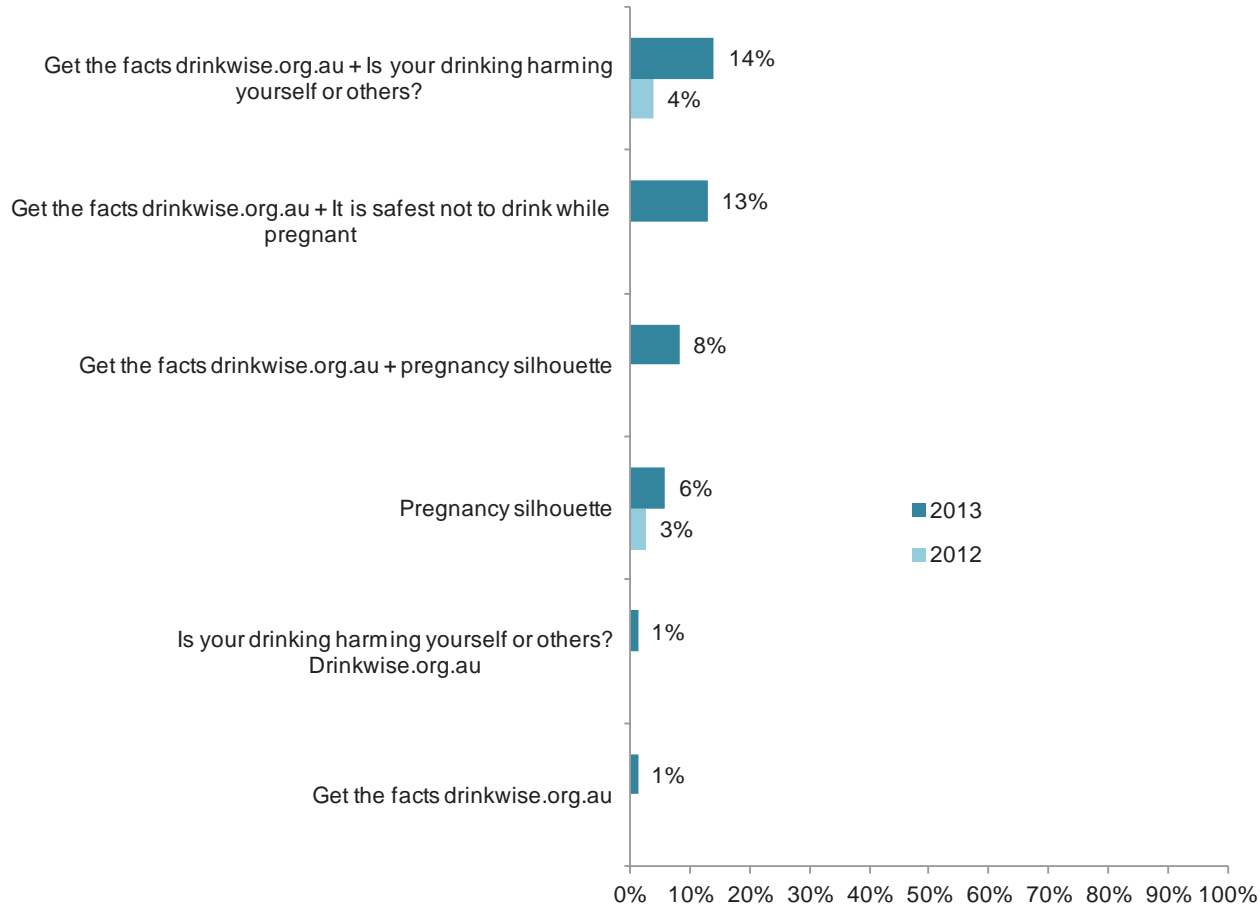
<sup>16</sup> These products also carried the message: 'For more information and to get the facts, please visit [www.drinkwise.org.au](http://www.drinkwise.org.au)'.



As shown in Figure 11, below, a broader range of DrinkWise messages were featured on spirit/mixed drink products than in 2013 compared with 2012. Pregnancy messages of different types featured most commonly on spirit/mixed drink products in 2013, a change from 2012 when the most common message observed was the 'Is your drinking harming yourself or others' message. The pregnancy silhouette featured on 14% of spirit/mixed drink products in 2013 (8% in conjunction with the 'Get the facts drinkwise.org.au' logo and alone on 6% of products). A further 13% of products featured the message 'It is safest not to drink while pregnant'. Overall, 27% of spirit/mixed drink products audited in 2013 contained a DrinkWise message relating to pregnancy (compared with 3% of spirit/mixed drink products audited in 2012).

In 2013, the 'Is your drinking harming yourself or others' message was found in conjunction with the 'Get the facts drinkwise.org.au' logo on 14% of spirit/mixed drink products and in conjunction with the 'Drinkwise.org.au' web address on a further 1% of products.

**Figure 11. Type of DrinkWise consumer information messages featured on spirit/mixed drink products audited**



Base: Spirit/mixed drink products, 2012 n=78; 2013 n=67

## 4.4 DrinkWise consumer messages used, by brand

Table 5, below, shows the specific brands in the 2013 audit sample carrying each of the DrinkWise consumer information messages.

**Table 5. Brands within each category carrying specific DrinkWise messages**

Message	Beer	Wine	Spirits/Mixed Drinks
<b>Get the facts drinkwise.org.au + Pregnancy silhouette</b>	Grolsch Premium Lager Blue Tongue Premium Lager Carlton Light Crown Lager Matilda Bay Fat Yak Pale Ale Fosters Light Ice Miller Chill Melbourne Bitter Beer Mercury Draught Cider Peroni Nastro Azzurro Pure Blonde Coopers Extra Stout Coopers Premium Lager Coopers Pale Ale Fosters Beer Budweiser Pilsener Hoegaarden Strongbow Pear Cider	Carrington Vintage Brut Coolabah Sweet Fruity Wine Peter Lehmann Art n Soul Shiraz Cabernet The Accomplice Semillon Sauvignon Blanc Craftsman Pinot Noir De Bortoli Shiraz Twelve Degrees Pinot Noir Payne's Rise Shiraz Jacobs Creek Sauvignon Blanc Chandon Brut Seppelt The Victorians Shiraz	Tia Maria Cougar Bourbon and Cola Kahlua Midori Midori Illusion Vodka Pineapple (bottle and 4 pack)) Carlton Dry Fusion Lime
<b>Get the facts drinkwise.org.au + It is safest not to drink while pregnant</b>	James Squire Orchard Crush Kirin Pure Taste		Finlandia Vodka Pimms No. 1 Jack Daniels Whiskey Baileys Irish Cream Captain Morgan Spiced Gold and Cola (4 pack) Captain Morgan Jamaica Rum Johnny Walker Red Label Bulleit Bourbon and Cola Captain Morgan and Cola Ruski Pineapple Vodka Bundaberg Rum
<b>It is safest not to drink while pregnant drinkwise.org.au</b>	Tooheys Extra Dry Tooheys Extra Dry Platinum 5 Seeds Crisp Apple Cider James Boag Draught		
<b>Pregnancy Silhouette</b>		Taylors Promise Land Reisling Taylors Jaraman Chardonnay Barwang Chardonnay Moet and Chandon Brut Jacobs Creek Moscato	Ballantines Scotch Whiskey Beefeater Gin De Kuyper Butterscotch Schnapps Malibu Carribean Rum Absolut Vodka

Message	Beer	Wine	Spirits/Mixed Drinks
<b>Pregnancy Silhouette + Not drinking is the safest option for women who are pregnant or planning a pregnancy</b>		Berri Estates Fruity Gordo <sup>17</sup> Stanley Wines Traditional Dry Red <sup>18</sup>	
<b>Get the facts drinkwise.org.au</b>	Coopers Extra Stout (6 pack) Coopers Sparkling Ale Coopers Clear Coopers Pale Ale (6 pack) Victoria Bitter Carlsberg Lager (6 pack) 5 Seeds Crisp Apple Cider (6 pack) Hoegaarden (4 pack) Stella Artois (6 pack)		Jagermeister Ginger Lime
<b>Get the facts drinkwise.org.au + Is your drinking harming yourself or others?</b>			Jack Daniels Whiskey and Cola Southern Comfort Cola Haig Whiskey and Cola Southern Comfort Bourbon Gordons Gin Gordons Gin and Tonic Canadian Club Whiskey and Cola Bundaberg Cola Johnny Walker Whiskey and Cola (6 pack) Vat 69 Scotch Whiskey UDL Vodka Orange (24 pack) UDL Vodka Lime and Soda
<b>Is your drinking harming yourself or others? Drinkwise.org.au</b>	Tooheys Extra Dry	Preece Cabernet Sauvignon St Hallett Faith Shiraz	Jim Beam Bourbon

<sup>17</sup> This product also carried the message: 'For more information and to get the facts, please visit [www.drinkwise.org.au](http://www.drinkwise.org.au)' .

<sup>18</sup> This product also carried the message: 'For more information and to get the facts, please visit [www.drinkwise.org.au](http://www.drinkwise.org.au)' .

## 4.5 DrinkWise consumer messages used, by manufacturer

Table 6 shows the number of products in the audit sample carrying each of the specific DrinkWise consumer information messages by manufacturer/distributor. SAB Miller, Pernod Ricard and Suntory products most commonly used the 'Get the facts drinkwise.org.au' logo with the pregnancy silhouette. Diageo products most commonly used the Get the facts drinkwise.org.au logo with the 'Is your drinking harming yourself or others?' or 'It is safest not to drink while pregnant' messages.

**Table 6. Number of products carrying specific DrinkWise messages by manufacturer/distributor**

	Get the facts drinkwise.org.au + Pregnancy silhouette	Get the facts drinkwise.org.au + It is safest not to drink while pregnant	Get the facts drinkwise.org.au + Is your drinking harming yourself or others?	Pregnancy Silhouette	Get the facts drinkwise.org.au	Is your drinking harming yourself or others? Drinkwise .org.au	It is safest not to drink while pregnant. Drinkwise .org.au	Pregnancy silhouette + Not drinking is the safest option for women who are pregnant, planning a pregnancy or breastfeeding <sup>19</sup>
SAB Miller	14	3			2			
Lion Nathan	3	2			3	3	4	
Diageo		5	8	1				
Pernod Ricard	6			4				
Coopers	3				4			
Brown-Forman		2	3					
Accolade Wines				2				2
Suntory Australia	3				1			
CCA			1			1		
De Bortoli	2							
Moet Hennessey	1			1				
Bacardi Lion				1				
VOK Beverages		1						
Treasury Wine Estates	1							
Other	4			1				
Total	37	13	12	10	10	4	4	2

<sup>19</sup> These two products also carried the message: 'For more information and to get the facts, please visit [www.drinkwise.org.au](http://www.drinkwise.org.au)'.

## 4.6 DrinkWise consumer message size and location

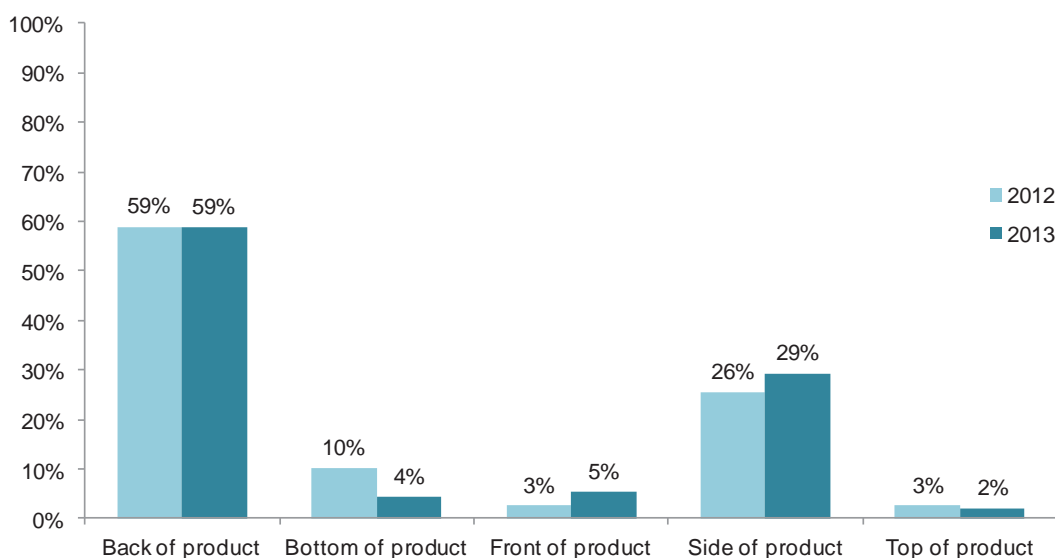
Table 7, below, shows the proportion of products carrying DrinkWise consumer information messages of different sizes. As in 2012, most of the DrinkWise (86%) consumer information messages observed in 2013 took up less than 5% of the alcohol label or face of the packaging on which they were located (many were closer to 1-2% of the label). About one in seven in 2013 took up between 5% and 10% of the label on which they were featured. Products with larger messages relative to the size of the label tended to be bottles of spirits or wine or beer bottles with small labels.

**Table 7. Size of DrinkWise messages relative to label**

Size of message relative to label	2012	2013
<5% of label space	97%	86%
5-10% of label space	3%	14%

Figure 12, below, shows the location of DrinkWise messages on products that featured them. Of all the products with a DrinkWise consumer information message, close to three in five (59%) products audited in 2013 featured the message on the back of the product. A further 29% of products had messages on the side of the product. Smaller proportions featured messages on the bottom or top of the product. Only 5% of products with DrinkWise messages in 2013 featured this message on the front of the product (these products were Captain Morgan Jamaica Rum, Vat 69 Scotch Whiskey, the 6-pack packaging of 5 Seeds Crisp Apple Cider and the 24 pack case of Stella Artois. The pattern of results regarding the location of messages is almost identical to that observed in 2012.

**Figure 12. Location of DrinkWise messages**



Base: Products with Drinkwise message; 2012 n=38; 2013 n=92

In 2013, almost all products containing DrinkWise messages (95%) featured the message on the main label or part of the product (e.g. front main label or back main label or in the case of cartons, on the face of the packaging). Five percent of products carrying DrinkWise messages featured the message on a neck label (these were five beer/cider products).

DrinkWise messages appeared to be most commonly located on the edges of product labels and rarely featured in central or prominent positions. This is in keeping with observations made in 2012.

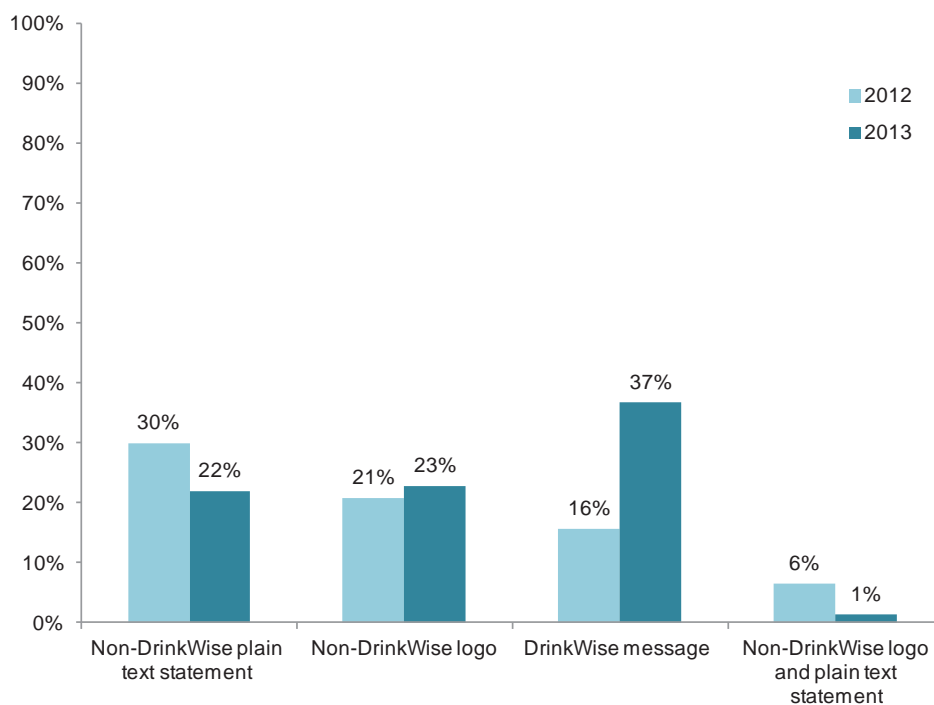
## 4.7 Other consumer information logos and statements

As in 2012, a range of other (non-DrinkWise) information logos and plain text statements were observed on products audited for this project. These logos and statements primarily encourage drinking responsibly or in moderation or direct consumers to manufacturer-specific information websites. Of the 251 products audited in 2013, 108 (43%) featured some other information logo or statement of this type (27 of these also featured a DrinkWise message). It is important to note that the vast majority of these logos and statements are not specifically health-related and that even manufacturers themselves do not consider messages such as 'drink responsibly' to be sufficient to meet the requirements of voluntary labelling initiatives <sup>20</sup>.

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

Figure 13 shows the proportion of products audited that carried a non-DrinkWise logo or plain text statement, or both of these. In 2013, more than one in five (23%) of the total sample of products carried a non-DrinkWise logo, a similar proportion (22%) carried a plain text statement and 1% of products carried both.

**Figure 13. Use of other consumer information logos or plain text statements**










Base: Total sample, 2012 n=250; 2013 n=251

<sup>20</sup> As an example, refer to page 11 of SAB Miller's report on responsible drinking messages adopted in Europe, which notes that under its self-imposed labelling guidelines, its companies are 'encouraged to avoid generic statements such as 'Drink responsibly''. Accessed at: [http://www.sabmiller.com/files/reports/2012\\_rdm\\_report.pdf](http://www.sabmiller.com/files/reports/2012_rdm_report.pdf)

## 4.8 Other consumer information logos

A limited range of non-DrinkWise logos was found on Australian alcohol products associated with particular manufacturers. Seven different types of non-DrinkWise consumer information logos were identified in the audit (compared with four in 2012). These logos are shown in Table 8, below.

**Table 8. Non-DrinkWise consumer information logos observed in 2013**

Consumer information messages	Description
	Be drink aware.com.au
	DrinkIQ.com
	Enjoy Responsibly
	Drink Responsibly
	Don't drink and drive <a href="http://www.talkingalcohol.com.au">www.talkingalcohol.com.au</a>
	For people over the age of 18 only <a href="http://www.talkingalcohol.com.au">www.talkingalcohol.com.au</a>
	<a href="http://www.Drink-Savvy.com">www.Drink-Savvy.com</a>

The most commonly observed non-DrinkWise logo was the 'DrinkIQ.com' logo, which was found on 8% of products overall and is a logo used mostly on Diageo and some SAB Miller and VOK products. The 'enjoy responsibly' rectangle was found on 4% of products overall (found on a range of products), as was the 'BeDrinkAware.com.au' bottle top logo (found on Lion products).



The two 'talking alcohol' logos were observed for the first time in 2013, on 4% of products (found on SAB Miller products). Seventeen products carried both a DrinkWise message and one of these logos (these products all carried the DrinkIQ.com logo).

Non-DrinkWise logos tended to take up less than 5% of the product label on which they were located, with 96% of these logos falling into this category. One of these logos took up around one quarter of the label (this was a 4-pack of Smirnoff Soda Water and Lime which featured the logo on the front of its carry handle) and another one took up around 5-10% of the label (a bottle of Asahi Super Dry, which features a smaller back label than many other beers).

As with the DrinkWise consumer information messages, non-Drinkwise logos observed in the 2013 audit were most commonly found on the back of the product (30%), one quarter (26%) were on the bottom of the product, 20% on the side of the product, 13% on the front of the product, and 7% on the top of the product. Table 9, below compares these results to those observed in the 2012 audit.

**Table 9. Location of non-DrinkWise logos**

Location of logo	2012	2013
Back of product	59%	30%
Side of product	26%	20%
Bottom of product	10%	26%
Top of product	3%	7%
Front of product	3%	13%

The majority of these logos (98%) were found on the main label of the product, while 2% were on a neck label of a bottled product (in 2012, 74% were on a main label and 13% on a neck label).

## 4.9 Plain text statements

Non-DrinkWise statements were found in plain text on 55 products audited in 2013 (22% of the total sample). Ten of the audited products were found to contain a DrinkWise message along with another plain text statement (these were almost all wines featuring a statement to drink or enjoy responsibly or moderately).

The full range of statement types observed in 2013 is included in Table 10. Eleven different types of plain text statements featured on audited products in 2013, compared with more than 20 in 2012.

**Table 10. Plain text statement examples**

Statement
Drink [BRAND] Responsibly
Drink Responsibly
drinkresponsibly.co.nz
Enjoy [BRAND] responsibly
Enjoy [BRAND] Sensibly
Enjoy in moderation
Enjoy Responsibly
Enjoy wine in moderation
Explore [BRAND] Responsibly
Is your drinking harming yourself or others?
To reduce your risk of lifetime harm it is recommended not to exceed 2 standard drinks in one day. For more information and to get the facts, please visit <a href="http://www.wfa.org.au/cask">www.wfa.org.au/cask</a>

The most common statements observed in 2013 on audited products included ‘drink responsibly’, which was found on 9% of products overall (45% of those with plain text statements); ‘enjoy responsibly’, found on 4% of products (18% of those with plain text statements); and ‘enjoy wine in moderation’ (found on 2% of products, 10% of those with plain text statements). Each of the other statements was not found on more than 1% of products.

As in 2012, wine products more commonly featured plain text statements than other types of alcohol, with 31% of all wine products audited carrying plain text statements. Plain text statements were also found on 23% of all spirit/mixed drink products audited and 14% of beer/cider products.

All but one of the plain text statements observed in 2013 took up less than 5% of the label on which they were located. The exception was the message, “To reduce your risk of lifetime harm it is recommended not to exceed 2 standard drinks in one day. For more information and to get the facts, please visit [www.wfa.org.au/cask](http://www.wfa.org.au/cask)”, which took up much of the side of a cask of Sovereign Point Soft Fruity White wine.

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 and in most cases were difficult to find.

As with other consumer information messages, plain text statements were most commonly located on the back of the product (85%). In three instances plain text statements were found on the front of the product, on a further three they were found on the side; on one product the statement was found on the neck and on another one product it was found on the bottom of the product. By comparison, in 2012, 75% of plain text statements were found on the back of products, 15% on the side and 4% on the bottom of the product.

## 5. Conclusions

The results of this study indicate that after two years, the DrinkWise consumer information messages have still not been adopted on the majority of Australian alcohol product packaging. While the proportion of products carrying any of the DrinkWise messages appears to have increased significantly over the last 12 months, only 37% of products audited in 2013 contained any version of this messaging.

The biggest increases in DrinkWise labelling over the last 12 months appears to have been on spirit/mixed drink and wine packaging, with the proportion of relevant messages on spirits/mixed drinks increasing from 6% to 43% of audited products in this category and the proportion on wine increasing from 10% to 31% of audited products in this category. A more modest increase was observed with beer/cider products, with these messages appearing on 35% of beer products in 2013, compared to 30% in 2012.

As in 2012, products manufactured by Coopers and Pernod Ricard were more likely than those of other manufacturers to carry DrinkWise messages. A majority of Accolade Wines, DeBortoli, Brown-Forman and Diageo products audited also carried DrinkWise messages in 2013, an improvement on 2012. While increases were also apparent across SAB Miller and Lion products, only two in five of those audited from each manufacturer carried any of the DrinkWise messages in 2013 (an increase from one in ten in 2012).

Individual versions of DrinkWise messages featured on small proportions of products overall and each alcohol category featured a range of messages. However, there appears to have been a shift away from using the generic 'get the facts drinkwise.org.au' logo on its own and towards a greater use of pregnancy related DrinkWise messages, such as the pregnancy silhouette, found in conjunction with the 'get the facts drinkwise.org.au' logo on 40% of products containing DrinkWise messages (8% in 2012) and on its own on 11% of these products (3% in 2012). In addition, the 'It's safest not to drink while pregnant' message was found on 18% of products carrying DrinkWise messages (5% in 2012). The 'Is your drinking harming yourself or others?' message was found on 17% of products containing DrinkWise messages in 2013, compared with 8% in 2012. The 'Kids and alcohol don't mix' message observed in 2012 was not found on any of the audited products in 2013.

The most common form of DrinkWise consumer information messaging found on beer/cider products and wine products in 2013 was the 'Get the fact drinkwise.org.au' logo used in conjunction with the pregnancy silhouette, which appeared on 18% of beer/cider products and 18% of wine products. The 'Is your drinking harming yourself or others?' message was more commonly found on spirit/mixed drink products (14%) but pregnancy messaging also featured heavily on spirit/mixed drink products.

Overall, 24% of beer/cider products, 28% of wine products and 27% of spirit/mixed drink products audited in 2013 carried some form of DrinkWise pregnancy message.

As found in 2012, DrinkWise messages still 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 of the packaging (in the case of a number of multipack products).

The audit found that though the DrinkWise series of messages is the most commonly used series of information statements across Australian alcohol products, a wide range of other logos and statements are still being widely used. The most common of these alternative 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 a quarter of alcohol products audited in both 2013 (26%) and 2012 (25%). Other common messages advertise websites such as Talkingalcohol.com, DrinkIQ.com and BeDrinkAware.com.au (present on 17% of products in 2013 and 19% in 2012). As in 2012, 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. Some products in 2013 were found to carry these messages in addition to the DrinkWise ones (such that in some cases, two similar but different websites is being promoted on the same product) and potentially competing with the DrinkWise messages for the viewer's attention.

Table 11, below summarises the overall proportions of audited products in 2012 and 2013 carrying DrinkWise messages and other types of voluntarily adopted consumer messages. It is important to note that it would be misleading to sum these figures to obtain a proportion of products carrying health labelling, for two main reasons:

- these categories are not mutually exclusive, and
- this report (and claims from some manufacturers themselves) shows that the majority of other non-DrinkWise logos and messages (e.g. 'Drink responsibly') are not health-focused and therefore should not be seen as sufficient to be counted as part of a voluntary alcohol labelling scheme.

**Table 11. Proportion of audited products carrying DrinkWise and other non-DrinkWise messages.**

Label type	2012	2013
Any DrinkWise consumer information message	16%	37%
Any DrinkWise consumer information message about drinking and pregnancy	6%	26%
Any other logo/statement	51%	43%

Further research would be beneficial in exploring whether consumers attend to the range of voluntarily adopted consumer messages used on alcohol packaging in Australia, how they interpret these and what action, if any, they take as a result.

# 6. Appendix

## 6.1 Appendix A: DrinkWise Consumer Messages

### 6.1.1 Get the facts [drinkwise.org.au](http://drinkwise.org.au)

5 Seeds Crisp Apple Cider 6x345ml Bottle



Carlsberg Lager 6x330ml Bottle



Coopers Extra Stout 6x375ml Bottle



Coopers Sparkling Ale 750ml Bottle



Hoegaarden 4x330ml Bottle



Stella Artois 6x330ml Bottle



Jagermeister Ginger Lime 330ml Can



Coopers Pale Ale 6x375ml Bottle



Coopers Clear 375ml Bottle



Victoria Bitter Beer 750ml Bottle





## 6.1.2 Get the facts drinkwise.org.au with pregnancy silhouette

Coopers Pale Ale 375ml Bottle



Blue Tongue Premium Lager 300ml



Budweiser Pilsner 355ml Bottle



Coopers Extra Stout 375ml Bottle



Crown Lager 355ml Bottle



Tia Maria 700ml Bottle



Matilda Bay Fat Yak Pale Ale 345ml Bottle



Grolsch Premium Lager 330ml Bottle



Fosters Light Ice 375ml Bottle



Miller Chill 330ml Bottle



Fosters Beer 750ml Bottle



Hoegaarden Beer 330ml Bottle



Melbourne Bitter 375ml Can



Mercury Draught Cider 375ml Bottle



Peroni Nastro Azzurro 330ml Bottle



Pure Blonde 355ml Bottle



Strongbow Pear Cider 355ml Bottle



De Bortoli Shiraz 750ml Bottle



Coolabah Sweet Fruity Wine 4L Cask



Jacobs Creek Reserve Sauvignon Blanc 750ml Bottle



The Accomplice Semillon Sauvignon Blanc 750ml



Peter Lehmann Art and Soul Shiraz Cabernet



Jacobs Creek Reserve Shiraz 750ml Bottle



Kahlua 700ml Bottle



Payne's Rise Shiraz 750ml Bottle



Midori 500ml Bottle



Cougar Bourbon and Cola 375ml Can



Midori Illusion Vodka and Pineapple 275ml Bottle



Seppelt The Victorians Shiraz 750ml



Carrington Vintage Brut 750ml



Chandon Brut 750ml



Twelve Degrees Pinot Noir 750ml





Craftsman Pinot Noir 750ml



Carlton Dry Fusion Lime 355ml Bottle



Midori Illusion Vodka and Pineapple 4 x 275ml Bottle



Carlton Light 375ml Can



Coopers Premium Lager 375ml Bottle



## 6.1.3 Pregnancy silhouette

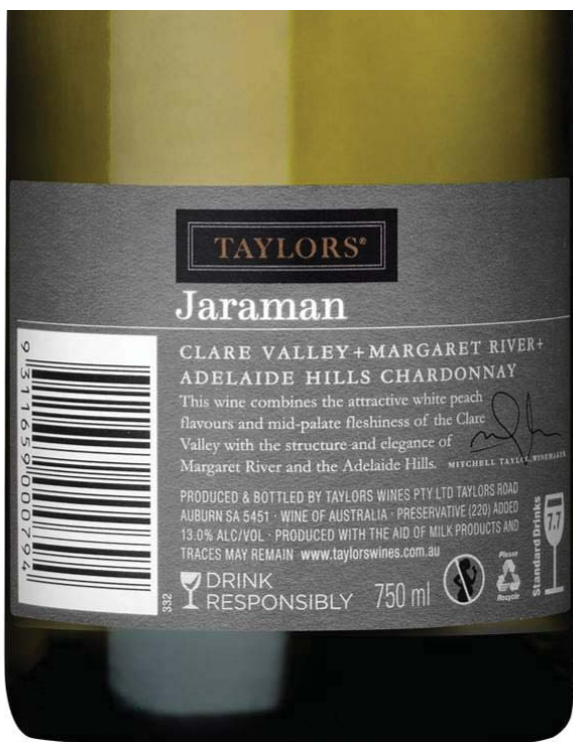
Jacobs Creek Moscato 750ml Bottle



Absolut Vodka 700ml Bottle



Taylors Jaraman Chardonnay



Taylors Promise Land Riesling



Ballantine's Finest Scotch Whiskey 700ml Bottle



Beefeater Gin 700ml Bottle



De Kuyper Butterscotch Schnapps 700ml Bottle



Malibu Caribbean Rum 700ml Bottle



Barwang Chardonnay 750ml Bottle



Moët and Chandon Brut 750ml Bottle



## 6.1.4 It is safest not to drink while pregnant + drinkwise.org.au

5 Seeds Crisp Apple Cider 330ml Bottle



James Boag Draught 750ml Bottle



Tooheys Extra Dry Platinum 345ml Bottle



Tooheys Extra Dry 750ml Bottle



## 6.1.5 Get the facts drinkwise.org.au + It is safest not to drink while pregnant

Baileys Irish Cream 1L Bottle



Bundaberg Rum 700ml Bottle



Captain Morgan Captain and Cola 700ml bottle



Captain Morgan Jamaica Rum 700ml bottle



Finlandia Vodka 700ml Bottle



Jack Daniels Whiskey 1L Bottle



Kirin Pure Taste 330ml Bottle



James Squire Orchard Crush Cider 500ml Bottle





Johnny Walker Red Label 700ml Bottle



Pimms No 1 700ml Bottle



Bulleit Bourbon and Cola 375ml Can



Captain Morgan Spiced Gold and Cola 4x375ml Can



Ruski Vodka and Pineapple 275ml Bottle



## 6.1.6 Is your drinking harming yourself or others? Drinkwise.org.au

Jim Beam Bourbon 700ml Bottle



St Hallett Faith Shiraz 750ml Bottle



Tooheys Extra Dry 345ml Bottle



Preece Cabernet Sauvignon 750ml Bottle



## 6.1.7 Get the facts drinkwise.org.au + Is your drinking harming yourself or others?

UDL Vodka Orange 24x375ml



Southern Comfort Cola 375ml Can



Haig Whiskey and Cola 375ml Can



Jack Daniels Whiskey and Cola 340ml Bottle



Canadian Club Whiskey and Cola 440ml Can    Gordon's Gin and Tonic 375ml Can



Southern Comfort 700ml Bottle



Vat 69 700ml Bottle



Gordon's Gin 750ml Bottle



UDL Vodka, Lime and Soda 375ml Can



Johnny Walker Whiskey and Cola 375ml Can



Bundaberg Rum and Cola 375ml Can



**6.1.8 Pregnancy Silhouette with ‘Not drinking is the safest option for women who are pregnant, planning a pregnancy or breastfeeding.’ Also with ‘For more information and to get the facts, please visit [www.drinkwise.org.au](http://www.drinkwise.org.au)**

**Stanley Wines Traditional Dry Red 4L Cask**



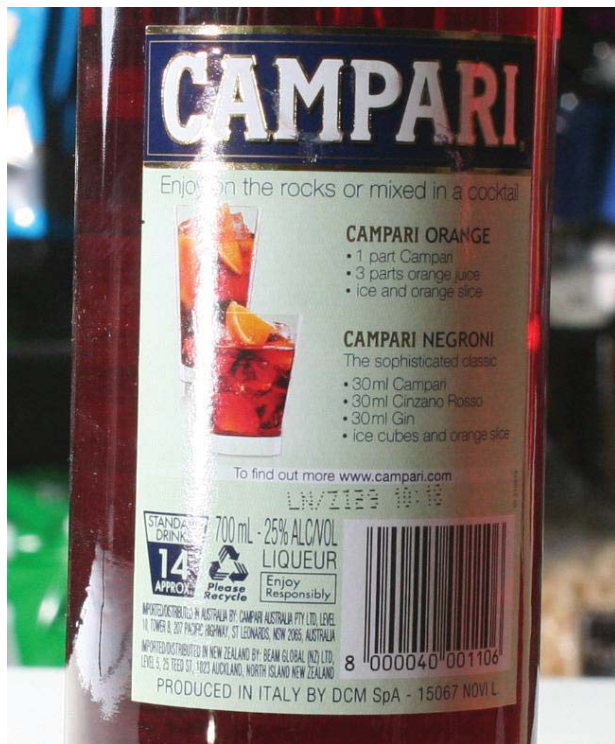
**Berri Estates Fruity Gordo 4L Cask**



## 6.2 Appendix B: Examples of other logos and statements

### 6.2.1 Enjoy Responsibly

Campari 700ml Bottle



### 6.2.2 Drink Responsibly

Asahi Super Dry 330ml Bottle





### 6.2.3 Be drink aware.com.au

XXXX Summer Bright Lager 6x330ml Bottle



### 6.2.4 DrinkIQ.com

Gordon's Gin and Tonic 4x275ml Bottle



## 6.2.5 Don't drink and drive [www.talkingalcohol.com.au](http://www.talkingalcohol.com.au)

Crown Lager 24x355ml Bottle



## 6.2.6 For people over the age of 18 only [www.talkingalcohol.com.au](http://www.talkingalcohol.com.au)

Carlton Dry 24x375ml Can



## 6.2.7 Drink-Savvy.com.au

Bintang Pilsner 6x330ml Bottle



## 6.2.8 Drink responsibly text statement

### Vodka Cruiser Black Raspberry 275ml Bottle



## 6.2.9 Drink wine in moderation text statement

### Pitchfork Margaret River Pink 750ml Bottle





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