

## ERRATA

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### DrinkWise consumer information messages - Alcohol label audit

Ipsos Social Research Institute, August 2012

Text underlined has been revised, September 2012.

Text with ~~strikethrough~~ has been removed, September 2012.

Page 15, Section 3.2, paragraph 1	<b>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 44% of products.</b> 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 <u>13%</u> of products with DrinkWise messages.
Page 15, Figure 3, 'Get the facts drinkwise.org.au' bar	<u>44%</u>
Page 15, Figure 3, 'Get the facts drinkwise.org.au + pregnancy silhouette' bar	<u>13%</u>
Page 16, Section 3.3, Paragraph 3	<b>Wine products most commonly featured the 'Get the facts drinkwise.org.au' message with the pregnancy silhouette,</b> though this was only found on <u>8%</u> of wine products. <u>The pregnancy silhouette was found alone on 2% of wine products.</u>
Page 16, Figure 4, 'Get the facts drinkwise.org.au' bar for wine	This bar is removed
Page 16, Figure 4, 'Get the facts drinkwise.org.au + pregnancy silhouette' bar for wine	<b><u>8%</u></b>
Page 17, Table 4	Note underlined changes to Table 4 below
Page 18, Table 5	Note underlined changes to Table 5 below
Page 22, Table 7	Add statement: "For more information and to get the facts, please visit <u>www.drinkwise.org.au</u> "
Page 24, Figure 8	Add: " <u>For more information and to get the facts, please visit www.drinkwise.org.au - 0.8%</u> "
Page 27, Figure 11	Add: " <u>For more information and to get the facts, please visit www.drinkwise.org.au - 4%</u> "

**Table 4**

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	<del>Jacob's Creek Cabernet Merlot</del> <del>Jacob's Creek Reserve Shiraz</del>	
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 <u>Jacob's Creek Cabernet Merlot</u> <u>Jacob's Creek Reserve Shiraz</u>	
'It is safest not to drink while pregnant. Drinkwise.org.au'	Toohey's Extra Dry Toohey's Extra Dry Platinum		

Table 5

	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		4		
Lion			1		1	2
Accolade Wines		2				
Bacardi Lion		1				
Brown-Forman					1	
Diageo					1	
<b>Total number of products</b>	<b><u>17</u></b>	<b>8</b>	<b>4</b>	<b><u>5</u></b>	<b>3</b>	<b>2</b>