



## **MEDIA RELEASE**

### **NEW CONSUMER MESSAGES ON ALCOHOL PRODUCTS**

#### **Latest Initiative In Ongoing Community Education & Awareness Campaign**

As part of its ongoing community education activities, DrinkWise Australia, working in collaboration with its producer members who represent 80% (by volume) of the alcohol sold in Australia, today launched new consumer information messages that will appear on the labels of alcohol products in Australia.

Four messages will be available to adopt and integrate with alcohol product labelling.

The core message encourages consumers to 'Get the Facts' from the DrinkWise website ([www.drinkwise.org.au](http://www.drinkwise.org.au)) which provides evidence based information on alcohol to help people make informed choices when drinking.

**This core message can be used alone on labels or in tandem with three other messages:**

- **Kids and Alcohol Don't Mix**
- **Is Your Drinking Harming Yourself or Others?**
- **It is Safest Not to Drink While Pregnant (an alternative to text is provided via a pictogram)**

Consumers will start to see these important messages on underage or excessive drinking, or drinking while pregnant, as they roll out across products nationally.

The label messages will be supported by a retail point-of-sale campaign, with educational materials provided to consumers in outlets where alcohol is purchased.

The messages will encourage consumers to find out more via the DrinkWise website which provides detailed information on these issues and others like drink driving or alcohol and health, age or gender specific issues.

Chair of the DrinkWise Australia Board, the Hon Trish Worth said that research undertaken by DrinkWise through Quantum Market Research in 2010 found high levels of support in the community for consumer information messages on alcohol products and further suggested consumers would actively seek out information when prompted.

"Two thirds (61%) of consumers surveyed said they would support the idea of information messages on alcohol labels and one third (32%) said they would be likely to seek more information about responsible drinking as a result of seeing a label message," Ms Worth said.

"Providing messages which prompt consumers to think about their drinking, and supporting those messages with ongoing education activities and campaigns, will help support the community in making informed decisions about their approach to drinking alcohol."

Ms Worth said the label messages were just one part of a broader community awareness and education campaign that DrinkWise was rolling out.

"It's widely recognised that labels alone will not change consumer behaviour and that they must be part of broader education initiatives to make an impact– which is why we have coupled the messages with a pointer to our website, and why we will continue to support them through our ongoing educational efforts.

"This initiative expands our campaigns from television, online and print directly to the consumer. Delivering consumer information messages via product labels and at retail point of sale will help us engage directly with Australia's current drinkers.

"Education is at the heart of DrinkWise Australia's activities. Changing our drinking culture so that consuming alcohol too young or to excess is considered undesirable involves greater community awareness about the issues associated with alcohol misuse. We are working to achieve this by providing practical resources that support and inform the community about moderate alcohol use."

DrinkWise has been promoting the 'Kids and Alcohol Don't Mix' message nationally for some time.

**Professor Ian Hickie, Executive Director at the Brain and Mind Research Institute at the University of Sydney**, welcomed the inclusion of this message to alcohol products and retail point of sale.

"The new and ongoing research leaves no doubt that delaying a teen's initiation to alcohol is the right approach," said Prof Hickie.

"From a brain science point of view, you would not mix alcohol and a teenage brain at any period. The idea that you would expose a teenage brain early to alcohol, to socialise it, is dangerous. It is an important message to get out to the community."

**Professor Alec Welsh, NSW Regional Committee Chair of the Royal Australian and New Zealand College of Obstetricians and Gynaecologists (RANZCOG)** also welcomed the inclusion of the pregnancy message.

"The College considers that it is wisest for women to avoid alcohol when they are planning a pregnancy, are pregnant or breastfeeding, but should discuss these issues with their own doctor" said Prof Welsh.

"Delivery of information via product and retail point of sale is another opportunity to ensure the community is aware there are some risks associated with consuming alcohol when planning a family."

DrinkWise will monitor the rollout of the consumer information labels and will conduct regular community attitude evaluations to assess their impact.

#### **About DrinkWise Australia**

DrinkWise Australia was established in 2005 by the alcohol industry and is entirely supported through voluntary contributions from alcohol producers and retailers.

Drinkwise Australia's members represent around 80% (by volume) of the alcohol sold in Australia. DrinkWise Australia aims to play a key role in challenging the Australian drinking culture and tackling alcohol misuse. We create awareness in order to positively affect generational change and encourage new social norms that sustain a healthier and safer drinking culture. DrinkWise does this through the development and implementation of national information and education campaigns, with supporting practical resources that inform and support the community about alcohol use. As an evidence based organisation, DrinkWise Australia relies on key independent research and clinical advice. The information supporting its campaigns and contained on its website ([www.drinkwise.org.au](http://www.drinkwise.org.au)) has been gathered from authoritative studies and knowledge gained through consultation with experts in the fields of public health, neuroscience, epidemiology, and child and adolescent psychology.

#### **Ends.**

**Further information or interview please contact:**

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## Producers participating in the DrinkWise 'Get the Facts' labelling initiative

Carlton United Breweries (Foster's Australia Limited)	To roll out initially on Carlton Draught then across all CUB products over time including well known brands like VB, Pure Blonde, Cascade and Strongbow.
Lion Pty Ltd	To roll out across Lion wine brands and all beer products including well known brands like Tooheys, XXXX, Hahn, James Boag, James Squire and West End Draught.
Diageo Australia Ltd	To initially roll out on Gordon's Gin 700 ml bottled spirits and Bundaberg Rum & Cola 6 pack cans, with a phased implementation on other Diageo brands including Smirnoff, Bundaberg Rum, Baileys and Johnnie Walker, in line with scheduled packaging updates.
Premium Wine Brands Pty Ltd (Pernod Ricard)	To roll out across all Australian wine brands including well known names like Jacob's Creek, Wyndham Estate, Richmond Grove, Gramps, Poet's Corner, Russet Ridge, Jacaranda Ridge, Lawsons, Trilogy and Carrington. Also seeking agreement from off shore producers to apply to their imported products including brands like Chivas Regal, Absolut, Martell, G.H. Mumm, Perrier Jouet, Malibu, Kahlua, Jameson, Havana Club, Pernod, Ricard and The Glenlivet.
Accolade Wines	To roll out across all brands sold in Australia in due course, including well known labels Hardys, Houghton, Brookland Valley, Leasingham and Banrock Station.
Suntory (Australia) Pty Ltd	Suntory Australia and a number of their international brand principals intend to initially rollout on Midori RTDs in October 2011 closely followed by Jagermeister with other brands being introduced as and when labelling changes can be implemented.
Brown-Forman Australia Pty Ltd	To roll out across entire spirits and RTD portfolio over the upcoming year as labelling changes can be implemented including on well known brands like Jack Daniel's, Southern Comfort, Chambord, el Jimador and Finlandia Vodka.
Beam Global Australia Pty Ltd	To roll out initially on Jim Beam and Canadian Club products, then across other Beam Global products over time as and when labelling changes can be implemented, including well known brands like Teachers, Makers Mark, and Sauza.
Coopers Brewery	To roll out by end of September 2011 on Coopers Pale Ale, Coopers Sparkling Ale, Coopers Clear, and Coopers Best Extra Stout, then across all remaining products as soon as practicable.
Woolworths Liquor	To roll out across all private label brands, initially on new variants of RTDs and ciders. Then progressively as labelling changes can be implemented on all private label beer, wine and spirit brands including, Sail & Anchor, Platinum Blonde, Bailey & Bailey, South Island, McAllister Scotch Whisky, Mishka Vodka, and Nelson County Bourbon.
Coles Liquor	To roll out across all Coles Liquor private label beer, wine and spirits brands including well known brands like Maxx and Tasman beer, Cradle Bay, Robinsons, Whispers and Wahu wine ranges, and Mayfair Gin and Volsk Vodka.
ALDI Stores	To roll out across all exclusive brand liquor products from October 2011 as and when labelling changes can be implemented.
Bacardi Lion	To roll out across the Bacardi Lion portfolio, including Bacardi, Bacardi Breezer, McKenna and Inner Circle.

# Consumer information messages



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DON'T MIX.



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IS YOUR DRINKING  
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OR OTHERS?

