

## **STANDARD 2.7.1**

### ***LABELLING OF ALCOHOLIC BEVERAGES AND FOOD CONTAINING ALCOHOL***

---

#### **Purpose**

This Standard provides labelling requirements for alcoholic beverages and food containing alcohol.

#### **Table of Provisions**

- |   |  |
|---|--|
| 1 | Interpretation   |
| 2 | Declaration of alcohol by volume                               |
| 3 | Standard drink labelling                                       |
| 4 | Representations of low alcohol                                 |
| 5 | Representations of 'non-intoxicating'                          |
| 6 | Food containing alcohol not to be represented as non-alcoholic |

#### **Clauses**

##### **1 Interpretation**

In this Standard -

**standard drink** means the amount of a beverage which contains 10 grams of ethanol, measured at 20°C.

##### **2 Declaration of alcohol by volume**

- (1) The label on a package of food listed in column 1 of the Table to this subclause must include a statement of the alcohol content in the corresponding form specified in column 2.

**Table to subclause 2(1)**

<b>Column 1</b>	<b>Column 2</b>
Food, including alcoholic beverages, containing more than 1.15 % alcohol by volume	Expressed in mL/100 g or mL/100 mL or X% ALCOHOL BY VOLUME or words and expressions of the same or similar effect
Alcoholic beverages containing not more than 1.15 % alcohol by volume  Beverages containing no less than 0.5% alcohol by volume	'CONTAINS NOT MORE THAN X% ALCOHOL BY VOLUME' or words and expressions of the same or similar effect

- (2) The statement required by subclause (1) must, for the foods specified in column 1 of the Table to this subclause, be accurate to within the limits specified in column 2.

**Table to subclause 2(2)**

<b>Column 1</b>	<b>Column 2</b>
Beer, cider and perry	0.3% alc/vol
Spirits, liqueurs, fortified wine, fortified fruit or vegetable wine, and all other alcoholic beverages containing more than 1.15 % alcohol by volume	0.5% alc/vol
Wine and fruit wine (including sparkling forms), and wine products and fruit or vegetable wine products containing more than 6.5 % alcohol by volume	1.5% alc/vol

### **3 Standard drink labelling**

- (1) Subject to subclause (2), the label on a package of a beverage or a food capable of being consumed as a beverage, which contains more than 0.5 % alcohol by volume, measured at 20°C, must include a statement of the approximate number of standard drinks in the package -

- (a) in the case of packages containing 10 or less standard drinks, accurate to the first decimal place; or
- (b) in the case of packages containing more than 10 standard drinks, accurate to the nearest whole number of standard drinks.

- (2) Subclause (1) does not apply to beverages packaged prior to 20 December 2002.

#### **Examples:**

For the purposes of subclause 3(1) the following examples are provided.

For a 750 mL bottle of 12.5% wine:

‘CONTAINS APPROXIMATELY 7.4 STANDARD DRINKS’

For a 750 mL bottle of 37% spirit:

‘CONTAINS APPROXIMATELY 22 STANDARD DRINKS’

For a 375 mL can of 4.9% beer:

‘CONTAINS APPROXIMATELY 1.4 STANDARD DRINKS’

#### **4 Representations of low alcohol**

An alcoholic beverage which contains more than 1.15 % alcohol by volume must not be represented as a low alcohol beverage.

#### **5 Representations of ‘non-intoxicating’**

The label on a package of a beverage containing more than 0.5 % alcohol by volume must not include the words ‘non intoxicating’ or words of similar meaning.

#### **6 Food containing alcohol not to be represented as non-alcoholic**

Food containing alcohol must not be represented in a form which expressly or by implication suggests that the product is a non-alcoholic confection or non-alcoholic beverage.

{THIS PAGE INTENTIONALLY LEFT BLANK}