

Beer Labeling 'How-To' Guide

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SCOPE OF GUIDANCE

This document relates to beer as defined in Standard 2.7.2 of the Australia New Zealand Food Standards Code.

Related standards

Standard 1.2.2 Food identification requirements

Standard 1.2.3 Mandatory warning and advisory statements and declarations

Standard 1.2.5 Date marking of food

Standard 1.2.7 Nutrition, health and related claims

Standard 1.2.8 Nutrition information requirements

Standard 1.3.1 Food additives

Standard 1.3.3 Processing aids

Standard 2.7.1 Labelling of alcoholic beverages and food containing alcohol

This document is designed for use in relation to products sold in New Zealand and Australia only. Export markets may have their own set of rules and it is important to ensure that you research and/or obtain advice on the rules for each particular market.

It is useful to consult with your local distributor or importer in foreign markets as this will help to ensure that they are satisfied that the label meets the requirements of their market and also that they carry some responsibility for the content of the label.

LOGOS

Please log in to the Guild website:

<http://brewersguild.org.nz>

then go to the members area to download copies of the logos referred to in this document.

Beer Labeling Guide

SINGLE UNIT



1. BRAND NAME (RECOMMENDED)

It is typically a requirement of retailers that the brand name appears on the front of the label.

2. PRODUCT DESCRIPTION (MANDATORY – Standard 1.2.2)

There must be a reference to beer, lager, stout, porter, pilsner, ale etc. on the label i.e. “Blue Monster” is not adequate; there needs to be a description which indicates the true nature of the product. This does not need to be on the front of the label. Where abbreviations are used, eg IPA it is recommended that they are named in full in addition to the abbreviation i.e. India Pale Ale. This can be on the back of the label.

The limited list of beer styles listed in Standard 1.2.2 is not designed to be an exhaustive list. The most important point is that the product description should not be misleading to the consumer.

Standard 2.7.2 of the Australia New Zealand Food Standards Code (the Code) defines beer as “the product, characterised by the presence of hops or preparations of hops, prepared by the yeast fermentation of an aqueous extract of malted or unmalted cereals, or both”. The following products can be added to beer during production:

- Cereal products or other sources of carbohydrate.
- Sugars
- Salt

- Herbs and spices
- Standard 1.3.1 for Food additives includes permitted additives for beer. These are listed in schedule 1, 14.2.1 of the Standard.
- Standard 1.3.3 for permitted Processing aids

“Production” is not defined solely as during fermentation, therefore it is permissible to add the above ingredients at any stage of the production process. This includes carbohydrates such as lemon juice or rind, or other juices.

Brewer’s adding more innovative foods should check whether it is a novel food as listed in Standard 1.5.1 as they are not permitted for use as a food ingredient unless

specifically listed in the table to Standard 1.5.1. If a brewer is uncertain as to whether something being added to beer is a novel food they can contact the novel foods committee for a view – more info available here:

<http://www.foodstandards.gov.au/industry/novel/Pages/default.aspx>

Prohibited plants and fungi listed in schedules to Standard 1.4.4 cannot be added. The list of prohibited plants and fungi is too long to include in this document but includes things such as tobacco, male fern, hemp and karaka kernel. If you are contemplating a more “innovative beer” please check Standard 1.4.4 first.

Schedule 4 of Standard 1.4.2 applies to Australia only but is a useful reference for definitions and examples ie defines and lists herbs and spices:

https://www.comlaw.gov.au/Details/F2015C00568/Html/Volume_4

Herbs

Herbs consist of leaves, flowers, stems and roots from a variety of herbaceous plants, used in relatively small amounts as condiments to flavour foods or beverages. They are used either in fresh or naturally dried form. Herbs are fully exposed to pesticides applied during the growing season. There may be registered post-harvest treatments for dried herbs.

Herbs: Angelica; Balm leaves (Melissa officinalis); Basil; Bay leaves; Burnet, great (Banguisorba officinalis); Burnet, salad; Burning bush (Dictamnus albus); Catmint; Celery leaves; Chives; Curry leaves; Dill (Anethum graveolens); Fennel; Hops; Horehound; Hyssop; Kaffir lime leaves; Lavender; Lemon balm; Lemon grass; Lemon

verbena; Lovage; Marigold flowers (Calendula officinalis); Marjoram; Mints; Nasturtium leaves (Tropaeolum majus L.); Parsley; Rosemary; Rue (Ruta graveolens); Sage; Sassafras leaves; Savoury, summer, winter; Sorrel; Sweet cicely; Tansy; Tarragon; Thyme; Winter cress; Wintergreen leaves (Gaultheria procumbens L.); Woodruff (Asperula odorata); Wormwoods (Artemisia spp.).

Spices

Spices consist of the aromatic seeds, roots, berries or other fruits from a variety of plants, which are used in relatively small quantities to flavour foods. Spices are exposed in varying degrees to pesticides applied during the growing season. There may be registered post harvest treatments for dried spices.

Spices: Angelica seed; Anise seed; Calamus root; Capers buds; Caraway seed; Cardamom seed; Cassia buds; Celery seed; Cinnamon bark; Cloves; Coriander, seed; Cumin seed; Dill seed; Elecampane root; Fennel seed; Fenugreek seed; Galangal, rhizomes; Ginger, root; Grains of paradise; Juniper berry; Licorice root; Lovage seed; Mace; Nasturtium pods; Nutmeg; Pepper, black, white; Pepper, long; Pimento, fruit; Tonka bean; Turmeric, root; Vanilla, beans.

3. VOLUME STATEMENT (MANDATORY - Reg 79 of the NZ Weights and Measures Regs)

The quantity marking (volume statement) must be:

- In litres, decilitres, centilitres or millilitres.
- In a prominent position, and, where the goods are marked with their name or description, in close proximity to that marking.

- Clearly written or printed in letters and figures at least 2 mm in height and in a colour that contrasts distinctly with the background.

It is recommended that the volume statement be present on the front label and be in the same direction as the branding and the unit of measure be in the format of mL, or L. Refer to Table 1.1 for recommended text heights.

4. ALCOHOL CONTENT (alc./vol.) (MANDATORY - Standard 2.7.1)

This can be stated on the front or back label (or both). The wording is not prescribed (Standard 2.7.1 says mL/100g or mL/100mL or X% Alcohol By Volume or words/expressions of the same or similar effect).

We recommend alc./vol. as this layout in lower case is accepted worldwide (except USA which is fl.oz.) and is the only format accepted in Canada.

Labelling of beer must be accurate to within +/- 0.3% alcohol by volume.

NOTE: Decimal values must be represented with a decimal point and NOT a European decimal comma.

5. STANDARD DRINKS STATEMENT (MANDATORY)

It is mandatory to declare the number of standard drinks a beer contains. This can be in the form of a statement

“CONTAINS APPROXIMATELY X.X STANDARD DRINKS”

or the standard drinks beer glass symbol with the correct number inserted.

It is recommended the symbol have a minimum height of 14 mm and a 3mm clear zone.

Use standard rounding rules i.e. 1. 14 to 1.1 and 1.17 to 1.2



Refer to Table 2.1 to calculate the correct standard drinks.

6. COUNTRY OF ORIGIN (MANDATORY IN AUSTRALIA ONLY)

This is mandatory in Australia but not New Zealand. New Zealand products that are legally labelled in the New Zealand market may be sold in Australia.

A PDF of these requirements can be read at:

[Australian Competition & Consumer Commission](#)

[Australia New Zealand Food Standards Code](#)

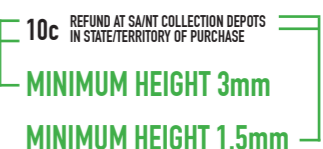
NOTE: The country of origin statement claimed on the label shall match what is claimed on the multi-pack and the carton.

7. NAME AND ADDRESS OF SUPPLIER (MANDATORY)

The label must contain the name and business address of the “supplier”. The “supplier” may be the brewery or contract brewery, packer, vendor or importer. It is permitted to include more than one set of details e.g. brewery and importer details. There must be a physical address. It is recommended to also put a website or contact phone number or email address. The supplier named on the label is presumed to be responsible for the product and will be the first party contacted if there is a compliance issue under the Food Act 2014.

8. 10c REFUND STATEMENT (MANDATORY IN AUSTRALIA)

It is a requirement in the state of South Australia and/or the Northern Territory that the individual beverage container display the 10c refund statement:



The numeric “10” must have a minimum text height of 3mm and the smallest letter in the wording must be a minimum text height of 1.5mm.

A minimum 3mm “free space” boundary around the refund marking is recommended. This should go on the bottle/can only and not the packaging.

9. BEST BEFORE DATE (MANDATORY)

The label on a Beer must include its best-before date (unless the best-before date of the beer is two years or more). The best-before date must use the words ‘Best Before’ accompanied by the date or a reference to where the date is located in the label.

For example:
“FOR BEST BEFORE, SEE BOTTLE”.

The form of date is prescribed, examples of acceptable date formats are:

23 12 2014

23 Dec 2014

Dec 23 2014

Dec 2014 (only for products with > 3 months shelf-life)

12 2014 (only for products with > 3 months shelf-life)

Table 1.1

Volume statement text height requirements

MAXIMUM DIMENSIONS OF PRODUCT	MINIMUM CHARACTER HEIGHT
120mm or under	2.0mm
Over 120mm but not over 230mm	2.5mm
Over 230mm but not over 360mm	3.3mm
Over 360mm	4.8mm

Table 2.1

Standard Drinks Formula

To calculate the standard drinks, please use the following formula:

Volume of container (LITRES)	X	% Alcohol by volume (mL / 100mL)	X	Specific gravity of ethanol (0.789)	=	Standard drinks
0.33 (LITRES)	X	4.8 (%ALC/VOL)	X	0.789	=	1.24* (STANDARD DRINKS)

For example: A 330mL bottle of beer at 4.8% Alc/Vol is calculated as:

* This would round down to 1.2 Standard Drinks

NOTE: Products containing less than 10 standard drinks must be rounded to 1 decimal place. Products containing more than 10 standard drinks should be rounded to the nearest whole number.

Beer Labeling Guide

SINGLE UNIT

10. PREGNANCY ADVISORY (RECOMMENDED)

All Products and packaging are recommended to include a pregnancy advisory message.

This can be either the written form:

"It is safest not to drink while pregnant"

or the logo version:



The Guild recommends the use of the logo. Please log in to the Guild website:

<http://brewersguild.org.nz>

and go to the members area to download copies of the logos referred to in this document.

11. LOT CODE (MANDATORY – Standard 1.2.2)

Lot identification shall appear on packaging to identify the production source and time and is a critical factor in the event of product recall.

Lot identification shall detail, in a clearly identifiable form, the premises where the food was packed or prepared, and the lot of the food in question. Where a manufacturer has multiple production lines, or uses a limited production line for multiple food preparations, the best-before dates are not considered to indicate lot identification. Otherwise it is acceptable to state: Lot Code: See Best Before Date.

The definition of 'lot':

"From a particular preparation or packing unit and during a particular time not exceeding 24 hours".

12. BARCODE (RECOMMENDED)

It is recommended to use an EAN-13 barcodes with the minimum GS1 standards listed below:

- 80% magnification
- Adequate light margins either sides of the bars
- Truncation not acceptable

For more information on barcodes contact:

www.gs1.co.nz

The Guild recommends you request that your printing company get the label GS1 tested prior to printing.

13. RESPONSIBLE DRINKING MESSAGES (RECOMMENDED)

Although it is not mandatory to have an icon displayed on a label, it is preferred to have it included if space permits. For full instructions on how to use these logos visit the links below:

DRINKWISE
www.drinkwise.org.au

CHEERS
www.cheers.org.nz

The Guild supports the Cheers! Initiative and encourages breweries to use the Cheers! logo as a way of driving consumers towards the www.cheers.org.nz website where there are tools and resources to help people.

To apply to use the Cheers! logo please visit the Guild members area.

Get the facts **DRINKWISE.ORG.AU**

MINIMUM HEIGHT 5.5mm

Cheers!

14. RECYCLE LOGO (RECOMMENDED)

If the container is made of recyclable materials, for example glass or aluminium, it is recommended that the labelling display a recycle symbol.



The Packaging Council has a useful guide:

<http://www.packaging.org.nz/assets/Uploads/Labelling-Page.pdf>

15. SULPHITES (MANDATORY – Standard 1.2.3)

It must be stated on the label if added sulphites are present in concentrations of 10mg/kg or more. These can be labelled using the food additive function and number e.g. Contains preservative 220 or contains sulphites/sulphur dioxide.

16. ALLERGENS (MANDATORY – Standard 1.2.3)

Allergens must be declared if they are present in the product whether as an ingredient, part of a compound ingredient, an additive, a processing aid or component of these. The most common allergens are:

- Cereals containing gluten and their products (eg, wheat, rye, barley, oats and spelt) (does not need to be declared on beer or spirit labels)
- Crustacea (eg, oysters, crayfish, crabs, prawns) and their products
- Egg and egg products
- Fish and fish products (isinglass does not have to be declared).
- Milk and milk products (eg lactose in milk stout)

- Tree nuts and sesame seeds and their products
- Peanuts, sesame seeds and soybeans, and their products
- Tree nuts and tree nut products other than coconut (eg pine nuts, walnuts, brazil nuts, almonds etc)
- Added sulphites in concentrations of 10mg/kg or more (see sulphites above).

If you have used these items in your products, you must declare them as allergens on your label.

17. LABEL MUST COMPLY WITH ASA CODE (MANDATORY)

Labels shall not link alcohol with daring, aggressive, unruly, irresponsible or anti-social behaviour, nor suggest any association with, acceptance of, or allusion to, tobacco, illicit drugs or volatile substances such as glue and petrol; explosives and weaponry. Alcohol advertising and promotions shall not be directed at minors nor have strong or evident appeal to minors in particular such as the use of heroes or heroines. They shall not use designs, motifs, or cartoon characters that have strong or evident appeal to minors i.e. using buzzy bee or the Red Baron on a label or advertising could be deemed to be appealing to minors.

A sparkling wine claimed "Bottled Happiness". They had to change their packaging as ASA upheld that implied that liquor will create a desirable change in mood. A label featuring sword fighting would not comply as it is weaponry. For more information see:

<http://www.asa.co.nz/codes/codes/code-for-advertising-and-promotion-of-alcohol/>

If you are unsure about whether a label (or advertising/website) etc. breaches the Code we recommend you get approval by the Liquor Advertising Pre-vetting System (LAPS). There is a nominal charge for this service see:

www.anza.co.nz/pre-vetting.

18. IRRESPONSIBLE PROMOTION OF ALCOHOL (MANDATORY - S237 Sale and Supply of Alcohol Act)

A person commits an offence if, in the course of carrying on a business, that person does anything that encourages people, or is likely to encourage people, to consume alcohol to an excessive extent, whether on licensed premises or at any other place. This section can potentially apply to labelling so you need to take into account if anything on the label could be deemed to be encouraging people to drink to an excessive extent.

19. GLUTEN FREE OR LOW GLUTEN CLAIMS (MANDATORY - Standards 1.2.7 and 1.2.8)

The quantity of gluten in a particular product can be expressed scientifically as a certain number of parts of gluten contained in each million parts of the product: parts per million, or ppm, of gluten. Currently, it's not possible to test down to zero ppm of gluten.

The most sensitive commercially available test can detect gluten down to 3 ppm, and that test reports anything lower as "undetectable". Therefore <3ppm gluten per 100ml is accepted in New Zealand as gluten free.

A product which contains wheat, barley, rye oats or spelt cannot claim to be gluten free. However, the product can claim to be low gluten if it contains less

than 20ppm per 100ml. A Nutritional Information Panel (NIP) is required for a "low gluten" claim, but not if the product is gluten free. If the product is gluten free, MPI recommend including a NIP and stating gluten as 0g.

20. INGREDIENTS LIST (MANDATORY FOR NON-ALCOHOLIC BEVERAGES ONLY).

Ingredient labelling is not mandatory for beer but if you choose to provide a list then ingredients must be listed in order of largest to smallest with percentage labelling of "characteristic ingredients" i.e. the percentage of oranges in orange juice.

If you also produce non-alcoholic beverages, it is mandatory to list ingredients in order of largest to smallest.

21. NUTRITIONAL INFORMATION PANEL (NIP)

A NIP is not mandatory for beer. Consumers are becoming more interested in ingredients and NIP of products so while neither of these are mandatory, it is worth thinking about whether to include this sort of information on your website.

If you produce non-alcoholic beverages, it is mandatory to include a NIP. In limited circumstances e.g. for an inner package that is not for individual sale, if there is limited space on the bottle label, the NIP can be printed on the outer packaging only.

22. NUTRITION, HEALTH AND RELATED CLAIMS

A nutrition content or health claim cannot be made for beer containing more than 1.15 percent alcohol by volume except for nutrition content claims about energy/carbohydrate. Requirements for reduced energy (calories), reduced carbohydrate, lower, and synonyms must be at

least 25% lower than the same quantity of a reference product. Refer to schedule 1 of Standard 1.2.7.

Such nutrition content claims are also comparative claims so a statement must be included to compare the property of the claimed beer with a reference beer.

It is also possible that 'low carbohydrate' statement could be made – although outside schedule 1 of Standard 1.2.7.

Where a nutrition content claim is made about energy/carbohydrate a NIP must be included on the label in the required format. Refer to Standard 1.2.8.

Health claims cannot be made on websites or other publicity material (i.e. "drinking a glass of red wine a day is good for you" can be written by a journalist in an article but you cannot make this type of claim on your own website).

23. LOW/REDUCED ALCOHOL CONTENT STATEMENTS

To be described as Low alcohol, beer must contain 1.15 percent alcohol by volume or less. The Australia New Zealand Food Standards Code prohibits any product containing more than 1.15% alcohol from being represented as a low alcohol beverage.

The Advertising Standards Authority Code for Advertising and Promotion of Alcohol defines "light" or "lite" as containing a maximum of 2.5% alcohol by volume. In the absence of any explicit restriction, it is assumed that alcohol content statements (eg. "lower" or "reduced" or light/lite alcohol) are currently permitted in relation to a product's alcohol content. Although outside the nutrition claim framework producers may choose to follow a similar approach by ensuring that they include the identity of the reference product and the

difference between the alcohol content in the claimed beer and the reference beer.

24. FAIR TRADING ACT 1986

All information on beer packaging (as well as any other material used to present or describe a beer) is subject to the Fair Trading Act 1986 which prohibits misleading or deceptive conduct in trade, conduct that is liable to mislead in respect of goods, and false or misleading representations as to quality, grade, composition, style or nature of products. i.e. you cannot say "brewed according to the Bavarian Purity Laws" if you are adding sugar.

Section 12A of the Fair Trading Act was amended in 2013 and now requires substantiation of representations made in trade. A representation is unsubstantiated if the person making the representation does not, when the representation is made, have reasonable grounds for the representation, irrespective of whether the representation is false or misleading.

25. ENVIRONMENTAL, SUSTAINABILITY AND ORGANIC CLAIMS

The Commerce Commission requires that "Businesses making environmental claims including statements about sustainability, recycling, carbon neutrality, energy efficiency, use of natural products or impact on animals and the natural environment—should ensure those claims are accurate, scientifically sound and substantiated." The Guild recommendation is that all such claims should be substantiated by current full certification to an appropriate third party scheme as substantiation is now an explicit legal requirement under Section 12 of The Fair Trading Act.

Labelling Examples

1. BRAND NAME



2. PRODUCT DESCRIPTION

4. ALCOHOL CONTENT

3. VOLUME STATEMENT



6. COUNTRY OF ORIGIN

13. RESPONSIBLE DRINKING MESSAGES

8. 10c REFUND STATEMENT

4. ALCOHOL CONTENT

12. BARCODE



7. NAME AND ADDRESS OF SUPPLIER

10. PREGNANCY ADVISORY

14. RECYCLE LOGO

9. BEST BEFORE DATE

11. LOT CODE

5. STANDARD DRINKS STATEMENT

3. VOLUME STATEMENT

MULTI-PACKS

If a multi-pack is to be sold as a single retail unit then it should meet all of the requirements below. If there is a possibility that the multi-pack will be split and individual packages sold separately, then these should be fully labelled as well. The labels on the outer and inner packaging must always be consistent.

- 1. BRAND NAME**
(RECOMMENDED)
- 2. PRODUCT DESCRIPTION**
(MANDATORY)
- 3. VOLUME STATEMENT (QUANTITY IN MULTI-PACK x VOLUME OF PRODUCT)**
(MANDATORY - Reg 79 of the NZ Weights and Measures Regs)

It is recommended that the volume statement be present on the front label of the multi-pack and be in the same direction as the branding. The unit of measure should be represented in mL or L.

Reg 79B states that the total quantity of all the packages in the outer package; or the number of the packages contained in the outer package and the quantity of each of those packages be marked – that is in addition to the marking on each individual package.

- 4. ALCOHOL CONTENT (alc./vol.)**
(MANDATORY)

If the pack is a mixed pack containing beers with different alcohol contents the range should be shown for example as 4.3% - 4.8 alc./vol.

5. STANDARD DRINKS STATEMENT
(MANDATORY)

It is mandatory to declare the number of standard drinks a beer contains. This can be in the form of a statement:

“EACH BOTTLE CONTAINS APPROXIMATELY X.X STANDARD DRINKS”

or the standard drinks beer glass symbol with the multi-pack quantity preceding it, for example: 6 x “the beer glass symbol” with the correct number inserted. It is recommended that this symbol has a minimum height requirement of 14 mm and have a 3mm clear zone.



If the pack is a mixed pack containing beers with different alcohol contents it should list all the different standard drinks contained in the pack.

- 6. COUNTRY OF ORIGIN**
(MANDATORY IN AUSTRALIA)
- 7. BEST BEFORE DATE**
(MANDATORY)
- 8. LOT CODE**
(MANDATORY)
- 9. BARCODE**
(RECOMMENDED)

The Guild recommends all multi-packs have an EAN-13 barcode which meets with the minimum GS1 standards listed below:

- 80% magnification
- Adequate light margins either sides of the bars
- Truncation not acceptable

10. DRINKWISE LOGO (AUSTRALIA) OR CHEERS! LOGO (NZ)
(RECOMMENDED)



11. PREGNANCY ADVISORY
(RECOMMENDED)

The uptake of the voluntary pregnancy warning labelling will be reviewed in 2016, therefore it is recommended by the Guild that breweries, where possible do this by 2016 so that it remains voluntary.

This can be either the written form: **“It is safest not to drink while pregnant”**

or the logo version:



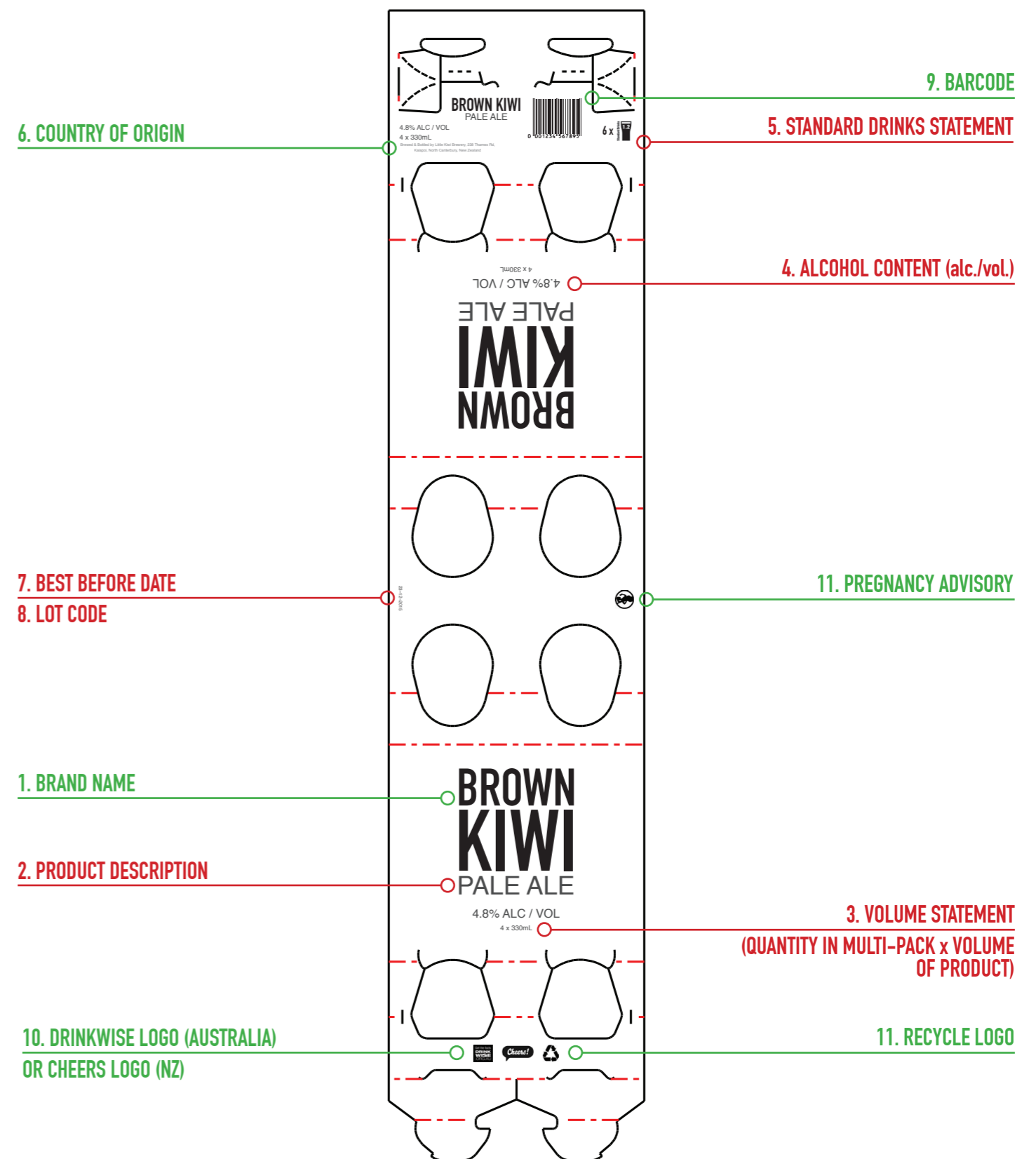
12. RECYCLE LOGO
(RECOMMENDED)

If the multi-pack is made of recyclable materials, for example cardboard, the labelling should display a recycle symbol.

Multi-Packs made from Flexible or Soft Plastic wraps are not recyclable in Australian kerb side recycling collection bins and should NOT display a recycle symbol.



Multi-pack Example



CARTON / SHIPPER

Outer packaging does not require full labelling if it is for transportation and distribution only and is intended to be removed before the product is offered for retail sale. However, it does need to carry:

- The product name
- The lot identification
- The supplier detail
- The quantity details as per Reg 79B.

Other information is permitted but not required. Recommended information e.g. barcode, recycling info and gross weight may also be added as appropriate.

1. BRAND NAME
(RECOMMENDED)

2. PRODUCT DESCRIPTION
(MANDATORY)

3. VOLUME STATEMENT (QUANTITY IN MULTI-PACK x VOLUME OF PRODUCT)
(MANDATORY - Reg 79 of the NZ Weights and Measures Regs)

It is recommended that the unit of measure must be represented in mL or L. For example: 4 x 6 x 330mL. It is recommended that the text height of the smallest character be a minimum text height of 5mm.

4. ALCOHOL CONTENT (alc./vol.)
(MANDATORY ONLY IF OUTER IS A RETAIL UNIT AS WELL AS A SHIPPER)

If the pack is a mixed pack containing beers with different alcohol contents the range should be shown for example as 4.3% - 4.8 alc./vol.

5. STANDARD DRINKS STATEMENT
(MANDATORY ONLY IF OUTER IS A RETAIL UNIT AS WELL AS A SHIPPER)

It is mandatory to declare the number of standard drinks a beer contains. This can be in the form of a statement:

“EACH BOTTLE CONTAINS APPROXIMATELY X.X STANDARD DRINKS”

or the standard drinks beer glass symbol with the carton quantity preceding it, for example: 24 x “the beer glass symbol” with the correct number inserted. This symbol has a minimum height requirement of 14 mm and must have a 3mm clear zone).



6. COUNTRY OF ORIGIN
(MANDATORY IN AUSTRALIA)

7. BEST BEFORE DATE
(MANDATORY)

8. LOT CODE
(MANDATORY)

9. BARCODE
(RECOMMENDED)

Most distribution networks are able to scan ITF-14, GS1-128 and EAN-13 barcode symbologies.

However, only EAN-13 barcodes will allow retail carton sales in all retail outlets. It is therefore recommended that EAN-13 barcodes be used on cartons/shippers.

The acceptable magnification range for an EAN-13 barcode is 150% minimum up to 200% maximum. We strongly recommend 200% for all printed cartons. The recommended positioning on the case is 19mm from the right hand side and 32mm from the base.

10. DRINKWISE LOGO (AUSTRALIA) OR CHEERS! LOGO (NZ)
(RECOMMENDED)



11. PREGNANCY ADVISORY
(RECOMMENDED)

The uptake of the voluntary pregnancy warning labelling will be reviewed in 2016, therefore it is recommended by the Guild that breweries, where possible do this by 2016 so that it remains voluntary.

This can be either the written form:

“It is safest not to drink while pregnant”

or the logo version:



12. RECYCLE LOGO
(RECOMMENDED)

If the carton is made of recyclable materials, for example cardboard, the Guild recommends that the carton displays a recycle symbol.



13. GROSS WEIGHT OF CARTON
(RECOMMENDED)

Woolworths and Pinnacle Liquor in Australia require the gross weight of the carton as follows:

(a) Displayed on two adjacent sides of the carton.

(b) If it exceeds 10kg, a CAUTION LIFT symbol/logo should be displayed on all six sides of the carton.

If the gross weight exceeds 16kg, a risk assessment will need to be conducted prior to the product being accepted into Woolworths/Pinnacle and other distribution centres.



Printed Carton Example

1. BRAND NAME

2. PRODUCT DESCRIPTION

11. RECYCLE LOGO

10. DRINKWISE LOGO (AUSTRALIA) OR CHEERS LOGO (NZ)

7. BEST BEFORE DATE
8. LOT CODE

4. ALCOHOL CONTENT (alc./vol.)

9. BARCODE

5. STANDARD DRINKS STATEMENT

11. PREGNANCY ADVISORY

6. COUNTRY OF ORIGIN

3. VOLUME STATEMENT (QUANTITY IN MULTI-PACK x VOLUME OF PRODUCT)

12. GROSS WEIGHT OF CARTON

