

**EUROCARE**

**European Alcohol Policy Alliance**

**LABELLING - No evidence = no impact?**

**What can be achieved through labelling:  
existing research and political context**

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# Background

- 30.1.2008 EC adopted the Proposal for a regulation on the provision of food information to consumers
- Based on: Council Directive 90/496/EEC (amended in 2003/120/EC) and Council Directive 2000/13/EC
- From 2003 consultations with stakeholders on both general and food labelling
- Impact Assessments

# Labelling proposal and alcoholic beverages

- Alcoholic beverages like beer, wine and spirit are excluded from ingredients listing and nutrition labelling
- Mixed alcoholic beverages will have such labels (like orange juice)


However – a report is to be prepared 5 years after adoption

# Legibility

- Mandatory information must be printed in minimum size (3 mm)
- Significant contrast between the writing and the background
- Voluntary information (e.g. slogans or claims) must not be presented in a way that adversely affects the presentation of mandatory information.

## Recommendations to be considered

- Precise and consistent messages as part of an integrated strategy to provide information to consumers about alcohol.
- Standardised informational panels that are visible, readable, understandable, and non-promotional.
- Labels should be separate and apart from other information on the label.
- Information such as alcoholic strength, kcal and health warnings should feature on the front of the container.

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- Ingredient labels should disclose the presence of all additives.
  - Calorie labelling provide a constant, low-cost reminder that alcohol consumption adds empty calories to the diet.
  - Alcoholic products should contain information on the total grams of alcohol and not just its alcohol concentration (% by volume)

# Health Warnings

- Pre-tested health warnings determined by the European Institutions or MS
- Rotating Health Warnings on
- Pregnancy
- Driving
- Operating machinery
- Taking antibiotics
- Risk of dependence

# Research

Any European country introducing warning labels should ensure that adequately funded longitudinal research is employed to test the impact of the warning labels on knowledge, expectancies and behaviour, controlling for the impact of competing messages from the marketing of alcohol.

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