STATE OF PLAY IN THE USE OF ALCOHOLIC BEVERAGE LABELS TO INFORM CONSUMERS ABOUT HEALTH ASPECTS

ACTION TO PREVENT AND REDUCE HARM FROM ALCOHOL

GfK Belgium, Public Services
Leuven, October 2013

METHODOLOGY

Methodology and Sampling

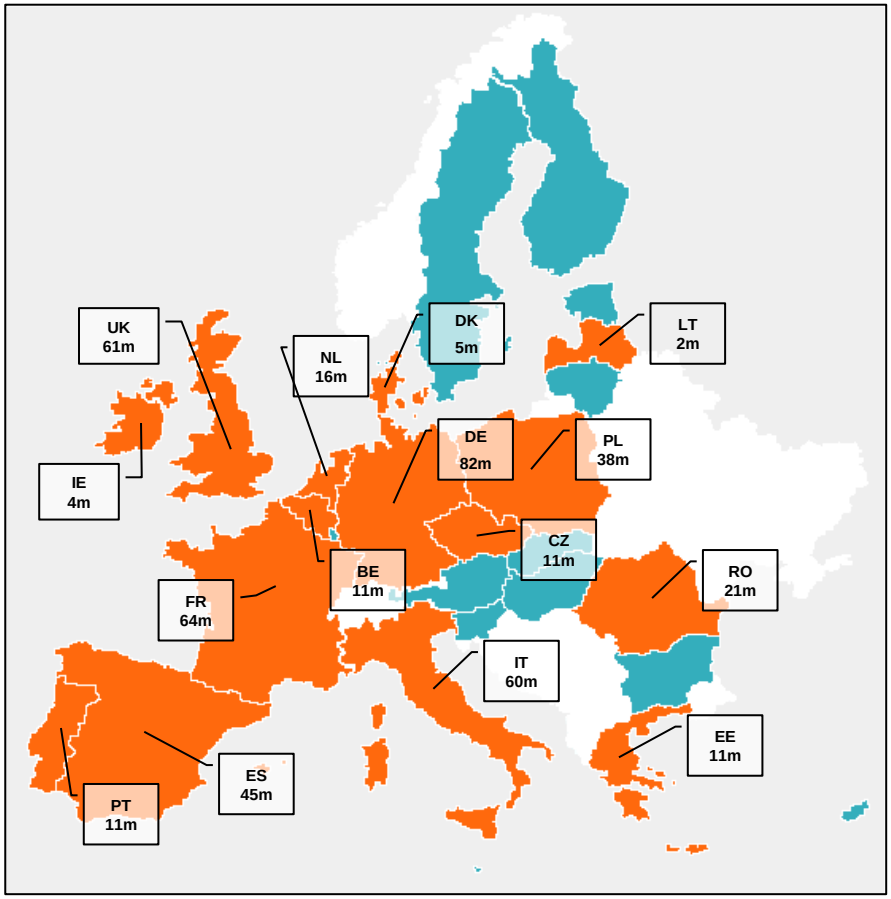
The overarching aim is to **examine the state of play in the use of alcoholic beverage labels** to inform consumers about the health aspects of alcohol consumption.

Criteria	Categories
Countries	15 countries
Retailers and cities	Large, medium and small retailers (in the larger cities) 4 retailers per country ▪ 1 large retailer per country ▪ 3 medium/small retailers per country
Beverage categories	4 alcoholic beverage categories In all countries: beer, spirit, wine Where appropriate: other (e.g. cider, alcopops) Brands and products in different sizes within each alcoholic beverage category
Brands and products	All brands and products (with health-related information apart from the mandatory alcohol percentage)
Other criteria	Different sizes of packaging

Countries covered

We selected **15 Member States** that represent **89%** of the EU population and have a high number of commitments under the European Alcohol and Health Forum.

These include the 12 most populated Member States:



Health related information

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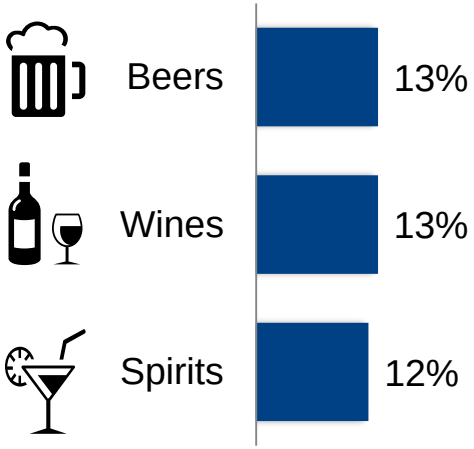
Alcohol with at least one health related message



Health related information

- Warning for pregnant women
- Information about units/grams
- Legal age limits for purchasing or consuming alcoholic beverages
- Messages about drinking in moderation
- Drinking and driving

Alcohol Country level – messages

Beers

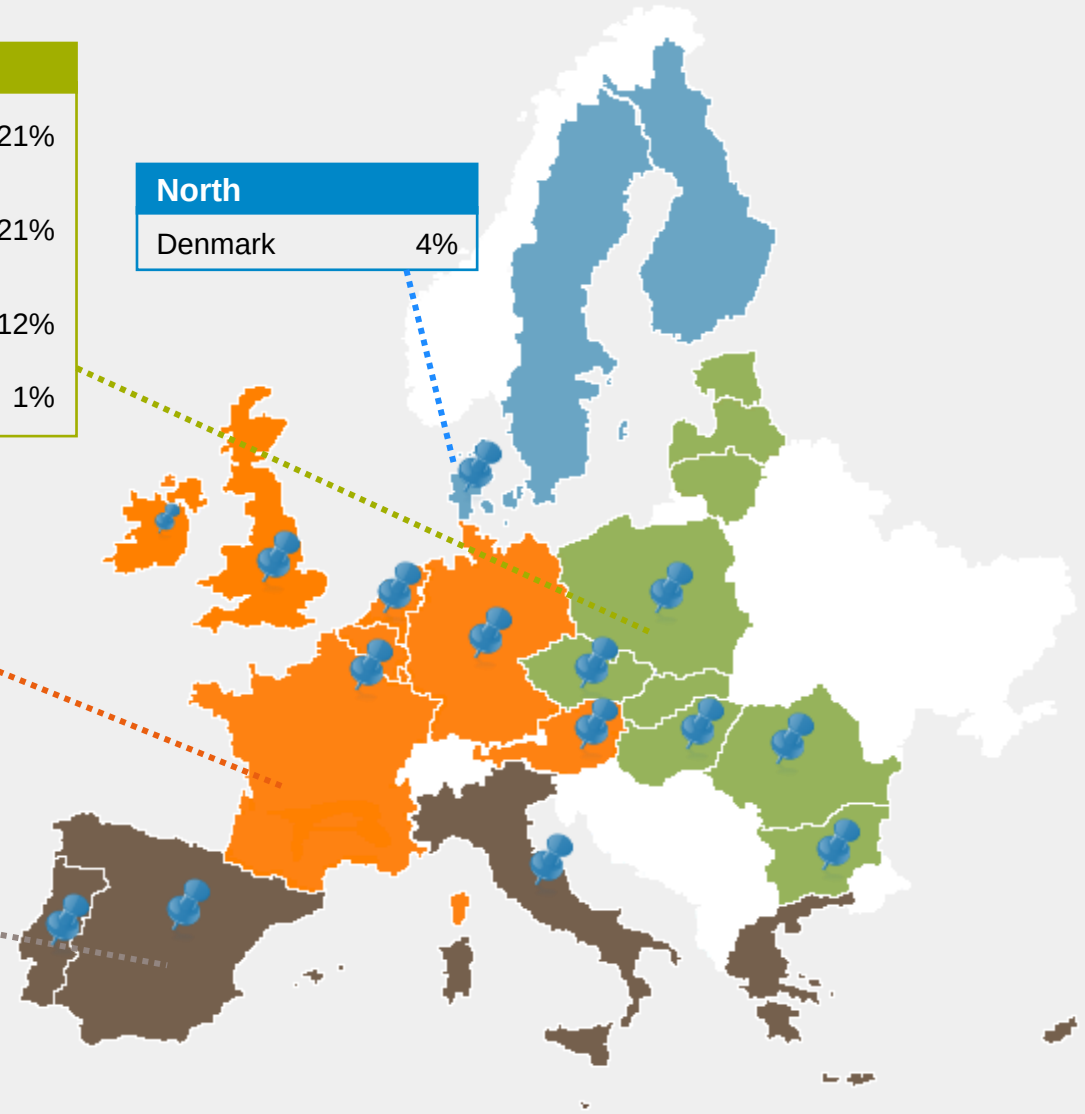
In France, the pregnancy warning is mandatory

East	
Czech Republic	21%
Latvia (Republic)	21%
Poland (Republic)	12%
Romania	1%

North	
Denmark	4%

West	
France	100%
Netherlands	34%
Belgium	25%
Germany	15%
United Kingdom	12%
Ireland	4%

South	
Italy	23%
Portugal	23%
Spain	14%
Greece	3%



Beer

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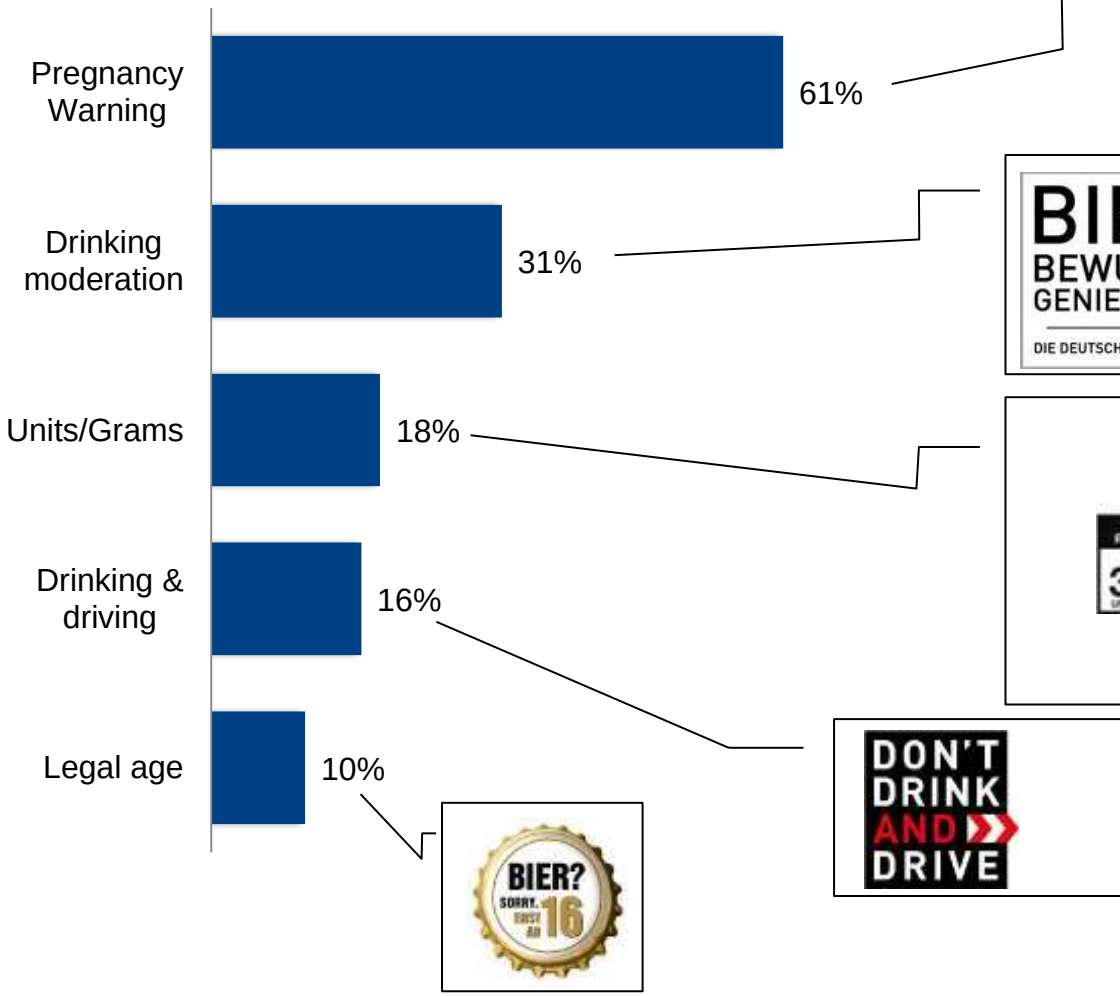
Alcohol Europe – beer with messages



Avoid alcohol if pregnant or trying to conceive

According to the Surgeon General, women should not drink alcoholic beverages during pregnancy because of risk of birth effects

BIER BEWUSST GENIESSEN. DIE DEUTSCHEN BRAUER.

ALCOHOL KNOW YOUR LIMITS

Enjoy Responsibly

www.drinkaware.co.uk

SHOULD NOT REGULARLY EXCEED
MEN 3-4 UNITS DAILY
WOMEN 2-3 UNITS DAILY

Standard Drinks 7.0

1.7 UK Units

UK Chief Medical Officers recommend
Adults do not regularly exceed:
Men 3-4 units daily
Women 2-3 units daily

DON'T DRINK AND DRIVE

Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems.

Alcohol Europe – beer and info messages

Information we consider:

Layout

Where is the message → mostly back, regardless of message …
Text or logo → mostly one or the other, depending on message …
Framed messages or not

Presentation

Understand … mostly, but …
Visible … mostly, but …

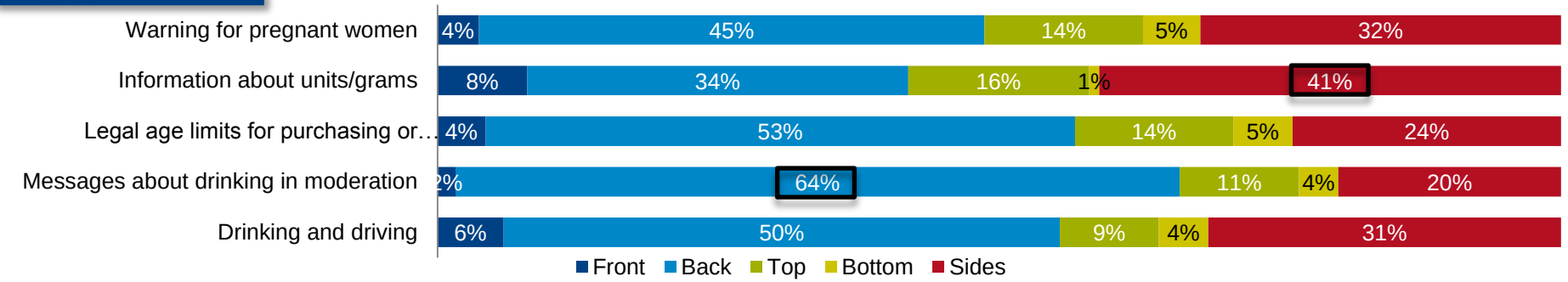
Size

Size of label on package
Size of message on label

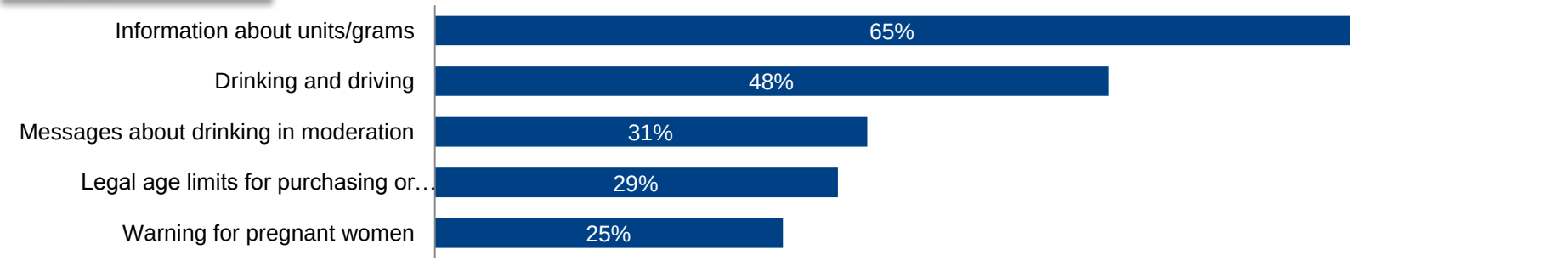
Alcohol Europe – beer and info per message

Layout

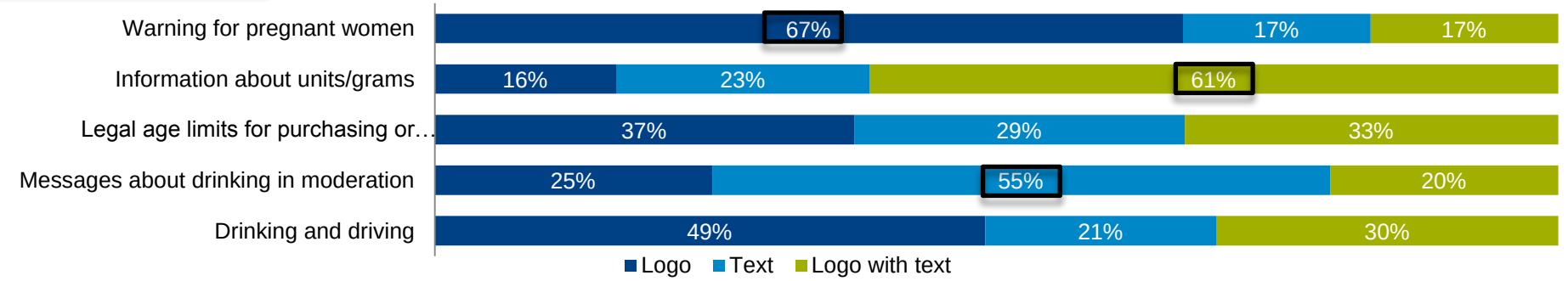
Position



Framed

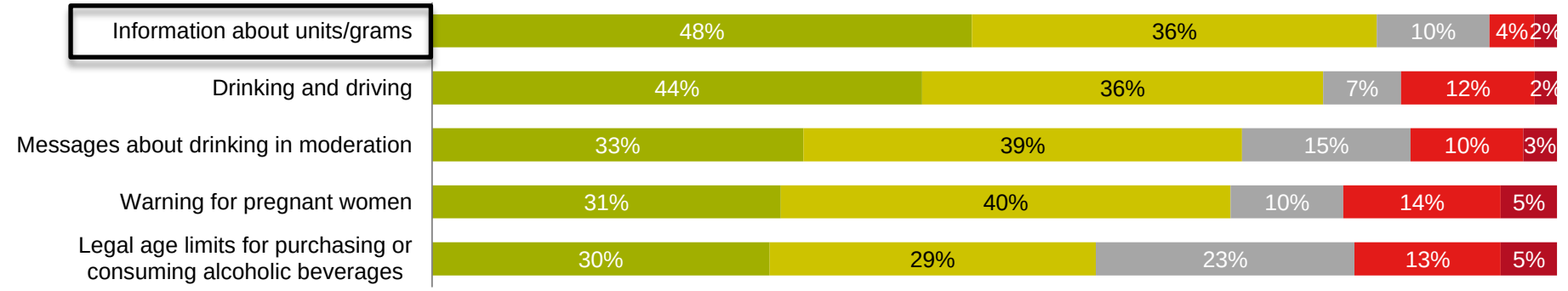


Logo/text

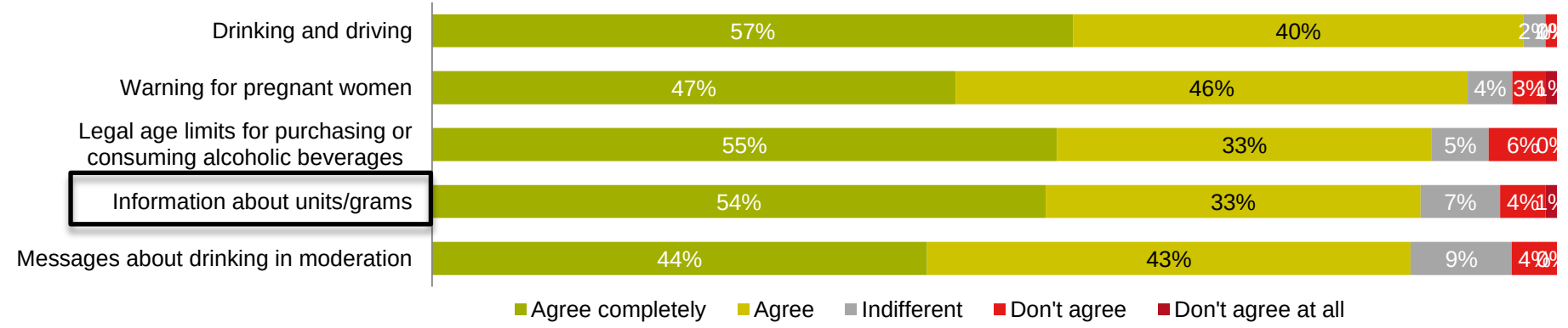


Alcohol Europe – beer and info per message
Presentation

Visible



Understandable



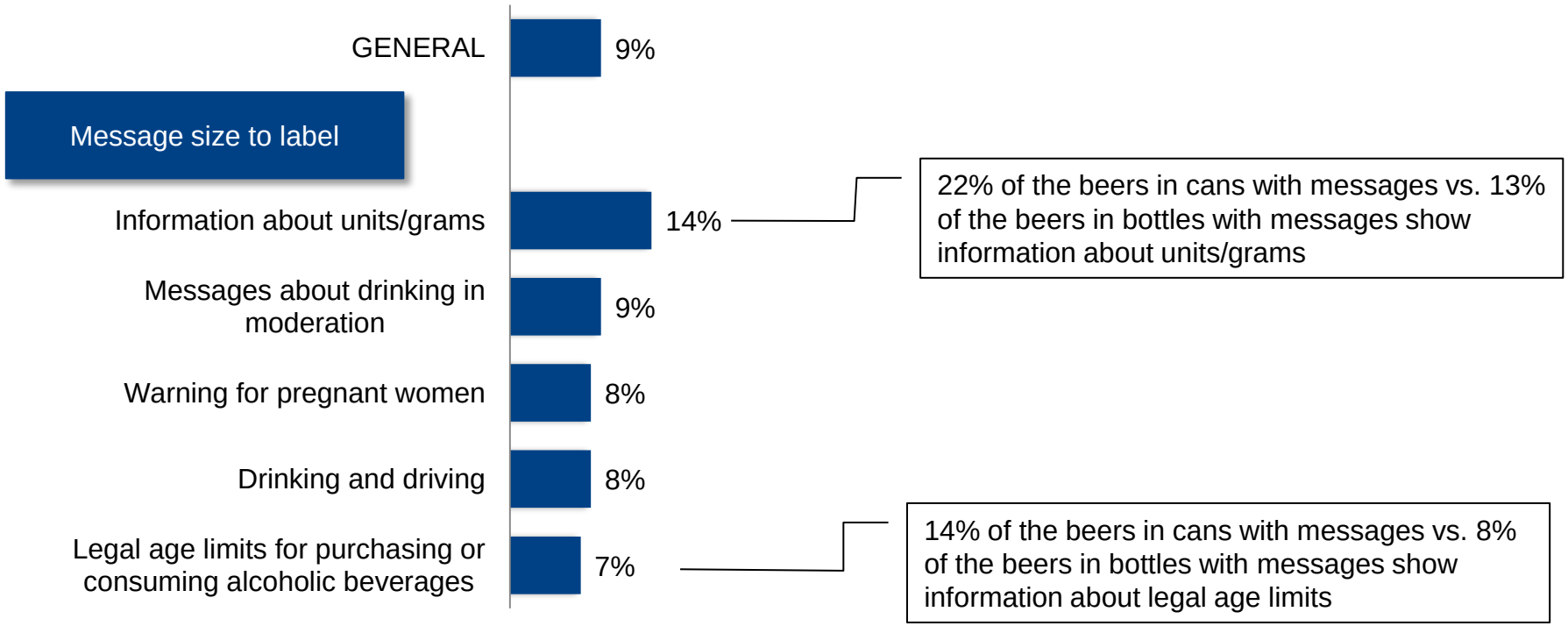
Alcohol Europe – beer and size messages

Label size to product (proportion %)

Label size to product

Information available on beer packaging

Message size to label



22% of the beers in cans with messages vs. 13% of the beers in bottles with messages show information about units/grams

14% of the beers in cans with messages vs. 8% of the beers in bottles with messages show information about legal age limits

Next steps

1. Checking of all data on all levels

2. Analysing all categories

3. Reporting including conclusions and recommendations

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THANK YOU FOR YOUR ATTENTION

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