

eurocare

European Alcohol Policy Alliance

## Consumer information

OPEN DAY  
EU Alcohol and Health Forum





19 November 2010





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In focus	Upcoming events	Alcohol in the news	Our newsletter
<p><b>4th European Alcohol Policy Conference 21 – 22 June 2010, Brussels</b></p> <p>This conference will be the fourth in a series of alcohol policy conferences (Warsaw 2004, Helsinki 2006, Barcelona 2008).</p> <p>The purpose of the conference is to promote and disseminate knowledge about current thinking on alcohol and alcohol policy matters;</p> <p style="text-align: right;"><a href="#">See more</a></p>	<p>EC Law and trade agreements' Impact on public health and alcohol policy. 25 - 26 February, Riga.</p> <p>The Information Day about the 2009 Calls for proposals</p> <p>Third Foetal Alcohol Syndrome (FAS) Symposium 28 March 2009, Zutphen, Netherlands</p> <p>WHO Consultation Meetings on Global Alcohol Strategy</p> <p style="text-align: right;"><a href="#">See more</a></p>	<p>US - Combined Measures Of Maternal Drinking Can Predict Resulting Problems In Children</p> <p>Canada - Line between alcoholic, non-alcoholic drinks blurred, lawmakers told</p> <p>US - Smoke, alcohol combo socks liver</p> <p>Australia - Zinc May Counter Effects of Alcohol In Early Pregnancy</p> <p style="text-align: right;"><a href="#">See more</a></p>	<p>Subscribe</p> <p>Read all issues</p> <p style="background-color: #DC143C; color: white; text-align: center; padding: 5px;"><b>Members only</b></p> <p>Username: <input type="text"/></p> <p>Password: <input type="password"/></p>

Special Topics	Latest News
<ul style="list-style-type: none"> <li>EU Alcohol Strategy</li> <li>Alcohol and Health Forum</li> <li>Advertising</li> <li>Labeling</li> <li>Taxes</li> <li>Alcohol Policy and the WHO</li> <li>Road Safety</li> <li>Alcohol and Pregnancy</li> <li>Alcohol Industry</li> <li>Trade and development</li> <li>EU Health Strategy</li> </ul>	<div style="border-bottom: 1px solid black; padding-bottom: 10px;">  <p><b>09/02/2009</b> Public Health Programme: Information Day 2009 European commission - Executive Agency for Health and Consumers (EAHC). The Information Day about the 2009 Calls for proposals will be held in Luxembourg on 18 March 2009. (...)</p> </div> <div style="border-bottom: 1px solid black; padding-bottom: 10px;">  <p>'Alcohol and Health Forum' Commitments Database now online Voluntary actions made by members of the European Alcohol and Health Forum can now be viewed on an online database on the DG Sanco Website. (...)</p> </div> <div style="border-bottom: 1px solid black; padding-bottom: 10px;">  <p><b>04/02/2009</b> Alcohol and risky sexual behaviour among young people: send contributions to DG SANCO DG SANCO continues its discussions on sexual health for young people and has invited stakeholders to send their expressions of interest to participate in the ongoing debate. (...)</p> </div> <div style="padding-bottom: 10px;">  <p><b>28/01/2009</b> Eurocare is very pleased with the amendments tabled by the socialist shadow rapporteur regarding alcoholic beverages Eurocare was very pleased to see the amendments tabled by Dorette Corbey (shadow rapporteur for the socialists) to the Commission's proposal on food information to consumers proposal. (...)</p> </div>



## Eurocare's view on labelling

1. Consumers have the right to be aware of the ingredients contained in beverages.
2. Relevant nutrition information like kcal
3. Certain ingredients can cause allergies or intolerances
4. Alcoholic strength (total grams)
5. Health and safety warnings



# Examples developed in Australia

**HEALTH WARNING**



**Alcohol is a drug.  
You can become dependent on it.**

Drink no more than 2 standard drinks on any day to reduce your lifetime risk of harm from alcohol-related disease or injury.

Standard Drinks  
20  
700mL  
37%  
ALC/VOL

INGREDIENTS: CARBONATED WATER, BOURBON WHISKEY, SUGAR, COLOUR, FOOD ACID, FLAVOUR/  
NUTRITIONAL INFORMATION

AVE. QUANTITY	PER 100mL	PER 100mL
Energy	17.2kJ / 4.13kcal	97.2kJ / 23.3Cal
Protein	2g	2g
Fat	3.4g	3.4g
Carbohydrates	5.5g	5.5g

**HEALTH WARNING**



**Women who drink less than 2 standard drinks a day reduce their life time risk of developing breast cancer.**

Standard Drinks  
21  
700mL  
37.5%  
ALC/VOL

INGREDIENTS: CARBONATED WATER, SUGAR, FOOD ACIDS, FLAVOUR, PRESERVATIVE, COLOUR

NUTRITIONAL INFORMATION

AVE. QUANTITY	PER 100mL	PER 100mL
Energy	301 kJ / 72Cal	301 kJ / 72Cal
Protein	3g	3g
Fat	1g	1g
Carbohydrates	2g	2g

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## Eurocare's preliminary library health and warning messages



**ALCOHOL MAY HARM  
YOUR UNBORN CHILD**

**1 IN 4 OF ALL ROAD DEATHS  
INVOLVE ALCOHOL**

**1 in 6 CHILDREN LIVE IN  
FAMILIES WITH ALCOHOL  
PROBLEMS**



**1 IN 4 DEATHS  
AMONG YOUNG MEN  
INVOLVES ALCOHOL**

**ALCOHOL REDUCES MALE  
AND FEMALE FERTILITY**



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EUROCARE is a network of public health organizations. It advocates the prevention and reduction of alcohol-related harm in Europe through effective and evidence based alcohol policy. [www.eurocare.org](http://www.eurocare.org)

**This paper was produced for a meeting organized by Health & Consumers DG and represents the views of its author on the subject. These views have not been adopted or in any way approved by the Commission and should not be relied upon as a statement of the Commission's or Health & Consumers DG's views. The European Commission does not guarantee the accuracy of the data included in this paper, nor does it accept responsibility for any use made thereof.**