



This guide provides clear instructions for the use of the 'Standard Drinks' icon for wine labelling.

Information regarding 'standard drinks' is a compulsory element on alcohol labelling under Australia's Food Standards Code, for products containing more than 0.5% alcohol-by-volume.

This icon **replaces** the standard wording which has appeared on labels for the wine, beer and spirits industries in Australia.



The wine industry icon is part of a 'family' of images that have been developed in partnership by the industries for use on packaging to highlight the number of 'standard drinks' within wine, beer and spirits products.

The icons aim to reinforce messages about enjoying alcohol in moderation and to improve consumer awareness of the standard-drink message.



On the following pages there are examples of correct use of the wine industry icon, minimum sizes and correct fonts to enable each application of the icon to suit the requirements of wineries, graphic designer, printers and manufacturers. The icons have been designed to allow for maximum flexibility on packaging and they incorporate standard fonts for individuals to adjust the standard drink quantity to suit their product.

The wine industry icon is available from our web site at www.wfa.org.au/health. Please refer to page 5 for directions on how to download this file.

In addition to requiring a statement of alcohol content (ie – “13.2% Alcohol by Volume), Australia’s Food Standards Code requires that:

“ . . . 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.”

WFA has been advised by Food Standard Australia New Zealand (FSANZ) that the new icon can replace previous text descriptions, such as “Contains Approximately 7.8 Standard Drinks”.

The number of standard drinks in a container is calculated according to a specific formula laid out by FSANZ.

The formula is as follows:

Number of Standard Drinks = Container Volume (Litres) x
% Alcohol by Volume (mL/100mL) x 0.789*

(* where 0.789 is the specific gravity of ethanol)

For example, in a 750mL bottle of wine containing 13.2% alcohol by volume, the number of Standard Drinks is $0.75 \times 13.2 \times 0.789 = 7.8$ Standard Drinks.

Minimum size

Correct usage



The icon should appear no smaller than 14mm in height. It should appear in one-colour only, either in a dark colour (top), or reversed out of a dark background to distinguish it from the background (bottom). It is important that the icon is legible on your product packaging.

Correct size and presentation.

Do not alter the proportions of the logo.

The icon **should never** appear without the 'standard drinks' text.

The 'standard drinks' text **should not** be moved from its correct position, or be recreated in an alternative font.

Minimum clear space

Positioning



To protect the icon's status and integrity, it must be presented within clear space into which no other graphic or typographic elements intrude. The clear space establishes a 'protection zone' between the icon and other elements. This prevents the icon from being crowded or incorrectly linked to other elements.

For the 'standard drinks' icon the minimum clear space is defined by the capital X-height of Helvetica Neue Black Condensed 10.5 point (shown above).

The icon may be placed in any clearly visible position on the labelling, which may be on the front or rear label. Information on the correct presentation of wine labels is available from the Australian Wine and Brandy Corporation.

You can contact the AWBC's Compliance Centre on (08) 8228 2050 or visit www.awbc.com.au.



Consistent application of typography is important in maintaining the authenticity of any brand. Helvetica Neue Condensed has been selected because it is a widely available font and it allows for a tall 'X' height within a limited space, increasing legibility.

For any application the 'standard drinks' wording is consistent and is not to be adjusted or tampered with. The wording has been supplied in outline because it forms part of the icon artwork.



The only alteration required to the icon will be the numeric value of standard drinks per alcohol volume. This information will be centred within the wine glass shape and be 10.5 point Helvetica Neue 97 Black Condensed.

Helvetica Neue 97 Black Condensed 10.5 point
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