

24 September, 2012

Winemakers announce label campaign

The Winemakers' Federation of Australia today called on all winemakers to adopt pregnancy warnings and broader consumer information messages on wine bottles and containers as soon as operationally possible.

"While many in the winemaking industry have already incorporated consumer messaging on their products, a partnership announced today between the Federation and DrinkWise Australia will give all winemakers the opportunity to get involved quickly and at no cost," said WFA President Tony D'Aloisio.

"We are in the process of contacting all Australian winemakers with information on how they can access this labelling initiative."

The DrinkWise campaign is comprehensive. Label messages will be supported by a retail point-of-sale campaign as DrinkWise works with government to provide educational materials to consumers in outlets where alcohol is sold, including cellar doors.

The core campaign message encourages consumers to "Get the Facts" from the DrinkWise website (www.drinkwise.org.au), which provides evidence-based information on alcohol to help people make informed choices. This core message can be used on labels or in tandem with either the internationally recognised "pregnant lady" pictogram or the text message "It is safest not to drink while pregnant" (see overleaf).

WFA's three largest members – Accolade Wines, Treasury Wine Estates and Premium Wine Brands – have begun incorporating the joint messaging and will be more than 50% compliant by the middle of 2013. Other winemakers and producers will now have the opportunity to get involved in the same campaign.

WFA Chief Executive Paul Evans said the move reflected the wine industry's genuine commitment to support initiatives designed to promote appropriate alcohol consumption through education.

"Label changes are complex for winemakers because of the wide range of brands, styles and vintages, as well as the time delay between production, bottling, cellaring and eventual sale," he said. "But as the peak industry association we are committed to encouraging our members and all winemakers to embrace this campaign as quickly as possible."

DrinkWise Australia is an independent, not-for-profit organisation funded by voluntary contributions from the alcohol industry. It was established in 2005, with some supporting Federal Government funding, to co-ordinate and fund activities designed to affect generational change in the way all Australians consume alcohol.

This includes the successful "Kids absorb your drinking" and "Kids and alcohol don't mix" campaigns and a range of practical resources that inform and support the community about alcohol use.

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The three recommended labelling options are below.

