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To whom it may concern,

I 100% support the proposal to label alcoholic beverages with energy content at the very least. In recent years more and more products have been making claims about having less calorie content, for example Pure Blonde Ultra Low Carb Lager – They claim to have 80% less carbs than regular beer and 50% less calories than wine per ml. These statements are unable to be verified by a consumer as neither Pure Blonde, a 'regular beer' nor 'wine' are required to list their energy content or carbohydrate content. The claim also can be misleading in that 'regular beer' and 'wine' is not well defined, as there are many different types of beer and wine. The claim that Pure Blonde has 50% less calories per ml than wine per ml is also a misleading statement as most wines are at least double the alcohol content compared to their product, so when comparing them on a per serving or per standard drink comparison, Pure Blonde would likely have higher calorie content, but again this is unable to be verified by a consumer.

Having clearly labelled energy content on alcoholic beverages will help consumers to make an informed choice about what they are putting in their bodies, and help prevent companies from making unverifiable claims about their products. As a consumer I do look at energy content of almost all food that I eat on a per serve and per 100mg/ml basis, but am completely unable to do so when it comes to alcoholic beverages. I do think energy content should be the bare minimum that is added to alcoholic beverages, but ideally more information such as sugar, added sugar and carbohydrates should be added too.

Thank you,

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