

Pregnancy warning labels for packaged alcoholic beverages

(as required by the Australia New Zealand Food Standards Code)

Downloadable labels

July 2020

Disclaimer

Use of this document and/or the pregnancy warning labels it contains do not negate any legal obligations imposed by the Australia New Zealand Food Standards Code (the Code) or other relevant legislation at the Commonwealth or state or territory level in Australia, or in New Zealand. Businesses should ensure they are fully aware of the labelling requirements of the Code and other legislation and seek legal advice.

The information in this document should not be relied upon as legal advice or used as a substitute for legal advice. Businesses need to apply their own skills and knowledge in determining compliance with the labelling requirements of the Code. Businesses should consider obtaining independent legal advice, or undertaking appropriate training in labelling requirements.

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Food Standards in Australia and New Zealand

FSANZ is responsible for developing and maintaining the Code. The Code sets out the legal requirements for food produced or imported for sale in Australia and New Zealand. The Code can be accessed from the [FSANZ website](#).

FSANZ is not responsible for the enforcement of the Code or for providing advice on food compliance issues. In Australia, responsibility for enforcing the Code rests with state and territory government agencies, and in relation to imported food, the Australian Government Department of Agriculture, Water and the Environment. In New Zealand, this is the responsibility of the Ministry for Primary Industries, public health units or local governments.

Contents

Introduction.....	4
Definitions.....	4
Label suite.....	5
Label elements.....	6
Font and pictogram sizes.....	6
Font type.....	6
Clear space around pregnancy warning mark.....	6
Label colours.....	7
Downloadable label files.....	8

Introduction

New requirements for mandatory pregnancy warning labels on packaged alcoholic beverages were gazetted in the [Australia New Zealand Food Standards Code](#) (the Code) on **31 July 2020**.

Businesses have three years from 31 July 2020 to implement these requirements.

This document provides downloadable pregnancy warning labels required by the Code.

Definitions

Definitions for terms used in the Code requirements for pregnancy warning labels that are used this document are outlined below:

Individual unit means a container that:

- (a) is an innermost package; and
- (b) contains a beverage with more than 1.15% alcohol by volume.

Pregnancy warning pictogram means the following pictogram with the silhouette of a pregnant woman holding a wine glass within a circle with a strikethrough.



Pregnancy warning mark means the following image comprising:

- (a) the pregnancy warning pictogram,
- (b) the signal words 'Pregnancy Warning' and
- (c) the statement 'Alcohol can cause lifelong harm to your baby' all within a border.



Pregnancy warning label means either the pregnancy warning pictogram or the pregnancy warning mark.

Prescribed alcoholic beverage means a beverage that:

- (a) has more than 1.15% alcohol by volume; and
- (b) either:
 - (i) is for retail sale; or
 - (ii) is sold as suitable for retail sale without any further processing, packaging or labelling; and
- (c) does not include a beverage that:
 - (i) is sold for retail sale; and
 - (ii) is packaged in the presence of the purchaser.

Size of type means the measurement from the base to the top of a letter or numeral.

[Back to contents >>](#)

Label suite

Label Type 1 - Pregnancy Warning Mark

Prescribed alcoholic beverage/individual unit with a volume over 200 ml but not over 800 ml.



Label Type 2 - Pregnancy Warning Mark

Prescribed alcoholic beverage/individual unit with a volume over 800 ml.



Label Type 3 - Pregnancy Warning Mark

Outer package¹ of prescribed alcoholic beverage with a volume:

- over 200 ml
- over 200 ml with more than one individual unit in the package
- not over 200 ml with more than one individual unit in the package.



Label Type 4 - Pregnancy Warning Pictogram

- Prescribed alcoholic beverage/individual unit with a volume not over 200 ml.
- Outer package¹ of a prescribed alcoholic beverage with a volume not over 200 ml and packaging that includes only one individual unit.



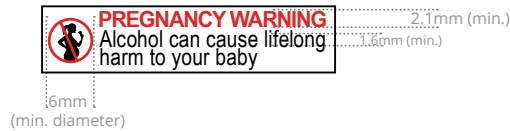
¹ A transportation outer is not required by section 2.7.1—8 of the Code to display a pregnancy warning label.

Label elements

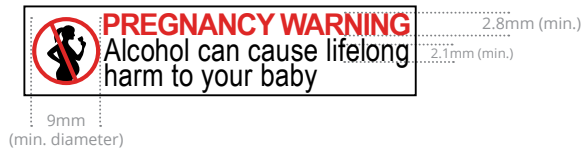
Font and pictogram sizes

Each pregnancy warning label must comply with minimum size requirements for size of type and pictogram diameter.

Label Type 1



Label Type 2



Label Type 3



Label Type 4



Font type

The Signal Words 'PREGNANCY WARNING' must be:

- UPPER CASE
- bold
- a sans serif typeface.

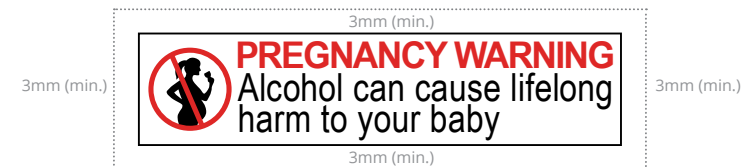
The Statement 'Alcohol can cause lifelong harm to your baby' must be:

- Sentence case
- a sans serif typeface.

Clear space around the pregnancy warning mark

The pregnancy warning mark must be displayed on the package with a clear space that surrounds the outside of the border of the pregnancy warning mark and is at least 3 mm in width. The colour of the clear space outside of the border of the pregnancy warning mark is not prescribed.

Example uses Label Type 3.



[Back to contents >>](#)

Label colours

Each pregnancy warning label must comply with the colour requirements.

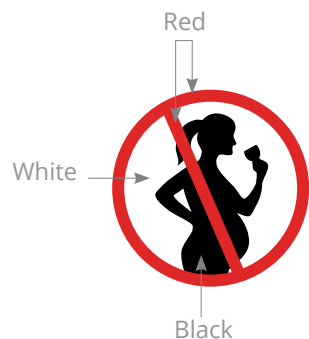
Pregnancy warning mark must be in the following colours:

- **Signal words** - RED
- **Statement** - BLACK
- **Border** - BLACK
- **Background** within the border - WHITE
- **Silhouette of pregnant woman** - BLACK
- **Pictogram circle and strikethrough** - RED
- **Background** within pictogram - WHITE



Pregnancy warning pictogram must be in the following colours:

- **Silhouette of pregnant woman** - BLACK
- **Pictogram circle and strikethrough** - RED
- **Background** within pictogram - WHITE

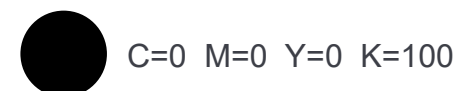


[Downloadable labels](#) use PMS 485. Other variations of red are permitted. CMYK versions are also available.

Spot Colour



CMYK



[Back to contents >>](#)

Downloadable label files

Label files are available for download in the following file formats:

Encapsulated PostScript (EPS)

(used for pre-print, opens in graphic programs i.e. Illustrator, InDesign - editable)

Available in spot colour and CMYK

High resolution JPEG

(multi-use - not editable)

Available in CMYK

PDF

(used for sharing and printing - not editable)

Available in CMYK

To download the labels and for further information, visit the [Pregnancy Warning Labels Downloadable Files web page](#).

[Back to contents >>](#)