

# FAQs on Code requirements for pregnancy warning labels

## 1 What Food Standards Code standards were amended to include requirements for pregnancy warning labelling?

### Standard 1.1.2 – Definitions used throughout the Code

New definitions related to pregnancy warning labelling have been added to subsection 1.1.2—2(3). These include the terms:

- Individual unit
- Pregnancy warning label
- Pregnancy warning mark
- Pregnancy warning pictogram
- Prescribed alcoholic beverage

### Standard 2.7.1 – Labelling of alcoholic beverages and food containing alcohol

Standard 2.7.1 has been amended from both [Proposal P1050 \(Pregnancy warning labels on alcoholic beverages\)](#) and [Application A1256 \(Colour of pregnancy warning labels for corrugated cardboard packaging\)](#).

See, in particular, Division 4.

**Note:** Existing requirements in the Code may also apply to pregnancy warning labelling.

You can view the amended Standards in the Code for more detail (these links will take you to an external website).

- [Standard 1.1.2 – Definitions used throughout the Code](#)
- [Standard 2.7.1 – Labelling of alcoholic beverages and food containing alcohol](#)

## 2 Are there explanatory statements for these new requirements?

Yes, there are.

[Read the explanatory statement for P1050.](#)

The link to the explanatory statement for A1256 will be provided when available.

## 3 What alcoholic beverages have to display a pregnancy warning label?

Packaged alcoholic beverages with more than 1.15% alcohol by volume for retail sale in Australia and New Zealand (or sold as suitable for retail sale without any further processing, packaging or labelling) must display a pregnancy warning label – with one

exception: when the beverage is packaged in the presence of the purchaser. In this case, it doesn't need a pregnancy warning label. This includes, for example:

- wine or beer served in a glass at a restaurant or bar
- fill your own container at a bottle store
- additional packaging applied in the presence of the retail purchaser.

The requirement to display a pregnancy warning label applies to, for example, relevant packaged alcoholic beverages that are:

- made and packaged on the premises where they are offered for retail sale
- delivered packaged and ready to consume at the request of the retail purchaser
- sold at a fund-raising event
- displayed in an assisted service display cabinet
- sold from a vending machine
- sold at retail in a hamper.

Find the references in the Code (these links will take you to an external website):

- definition of 'prescribed alcoholic beverage' in [subsection 1.1.2—2\(3\)](#)
- [section 2.7.1—8](#)
- definition of 'package' in [subsection 1.1.2—2\(3\)](#).

#### **4 When do relevant alcohol products have to start following the new requirements?**

Requirements for pregnancy warning labels on alcoholic beverages were gazetted in the Code on 31 July, 2020. In addition, new alternative requirements for pregnancy warning labels for corrugated cardboard outer packaging were gazetted in the Code on 4 May 2023.

Businesses have until 1 February 2024 to ensure post-printed corrugated cardboard outer packaging, containing more than one individual unit of an alcoholic beverage, displays either the existing or optional alternative pregnancy warning label.

Businesses have until 31 July 2023 to comply with pregnancy warning labelling requirements for all other packaging and individual containers,

#### **5 Do alcoholic beverages imported into Australia or New Zealand have to show the pregnancy warning label?**

Yes, they do. All packaged alcoholic beverages with more than 1.15% alcohol by volume for retail sale in Australia and New Zealand must have a pregnancy warning label.

**6 What if an imported alcoholic beverage already has a pregnancy warning label? Does it have to be removed or covered for sale in Australia or New Zealand?**

No, it doesn't - but you do have to also add the local pregnancy warning label. It's okay to have both at the same time.

**7 Can a pregnancy warning label be displayed via a sticker fixed to the alcoholic beverage label (i.e. via overstickering)?**

Yes, the Code doesn't prohibit the use of stickers for providing labelling information. The warning label is required on the product when it's available for retail sale.

**8 Does the pregnancy warning need to be in a particular place on the beverage label?**

No, it can be put anywhere on the beverage label.

**9 Do alcoholic beverages sold to caterers have to have a pregnancy warning label?**

No, they don't. A pregnancy warning label is only required on packaged alcoholic beverages for retail sale.

If a beverage sold to a caterer is then sold for retail sale it would need to display the warning label, unless an exemption applied such as it being packaged in the presence of the purchaser.

**10 If an alcoholic beverage was produced and labelled before the transition period is over, does it need a pregnancy warning label for retail sale after the end of the transition period?**

No, it doesn't. Alcoholic beverages packaged and labelled **before** the transition period ends can be sold **after** the transition period without a pregnancy warning label.

[Read more about the transition period for changes to the Code arising from P1050 \(Pregnancy warning labels on alcoholic beverages\)](#)

[Read more about the transition period for changes to the Code arising from Application A1256 \(Colour of pregnancy warning labels for corrugated cardboard packaging\)](#)

(The links above will take you to an external site.)

## **11 Do pregnancy warning labels need to be placed on the outer packaging of a multipack or individual unit, as well as each individual unit?**

Yes, if the multipack or box containing an individual unit is for retail sale. The outer package is the outer-most layer of packaging for retail sale.

For example, a pregnancy warning label must be displayed on these if they are presented for retail sale:

- for a box containing a bottle of wine: on the box and on the bottle of wine
- for a carton containing multiple bottles of wine: on the carton and on each bottle of wine
- for a pack containing multiple bottles/cans of beer (such as a 'six pack'), on the pack and on each bottle/can of beer.

There are two exemptions to this requirement. A pregnancy warning label is not required on:

- an outer package if a pregnancy warning label on an individual unit can be clearly seen and is not obscured by the outer package. For example, when clear wrapping is used around a bottle of wine, or plastic rings around six pack of beer
- a bladder inside a box of a prescribed alcoholic beverage – for example, the bladder inside a cask of wine.

**Note:** any packaging between the outer package and individual units, for example, tissue paper, does not need to display a pregnancy warning label.

Find the reference in the Code (this link will take you to an external website):

- [section 2.7.1—8](#)

## **12 Does packaging used to transport alcoholic beverages from one site to another and not used for retail sale have to display pregnancy warning labelling?**

No. Only packaging used for retail sale must display pregnancy warning labelling.

Find the reference in the Code (these links will take you to an external website):

- definition of 'prescribed alcoholic beverage' in [section 1.1.2—2\(3\)](#)
- [section 2.7.1—8](#).

## **13 What type of pregnancy warning label needs to be displayed on a prescribed alcoholic beverage?**

This depends on the volume of the prescribed alcoholic beverage, and whether the label is for a beverage container or outer packaging.

There are three types of pregnancy warning labels:

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### Pregnancy warning mark



Must be displayed on a prescribed alcoholic beverage with a volume over 200 ml

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### Optional alternative pregnancy warning mark



Optional alternative pregnancy warning mark can only be used for post-printed (flexographic) corrugated cardboard outer packaging that includes more than one individual unit.

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### Pregnancy warning pictogram



Must be displayed on a prescribed alcoholic beverage with a volume not over 200 ml

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The outer package of an individual unit with a volume not over 200 ml must show the **pregnancy warning pictogram**, while the outer package of an individual unit with a volume over 200ml must show the **pregnancy warning mark**.

The **pregnancy warning mark or where applicable, the optional alternative pregnancy warning mark**, must be shown on an outer package with more than one individual unit, no matter what volume is contained in each individual unit. For example:

- A single bottle of spirits with a volume of not more than 200 ml contained in an outer box must have a **pregnancy warning pictogram** on the outer packaging.
- Two 100ml bottles of liqueur contained in a box must have a **pregnancy warning pictogram** shown on each 100 ml bottle of liqueur. A **pregnancy warning mark** must be shown on the outer packaging (box).
- A 1L bottle of spirits and a 100ml bottle of liqueur contained in a box must show a **pregnancy warning mark** on the 1 L bottle, and a **pregnancy warning pictogram** on the 100ml bottle. A **pregnancy warning mark** must also be shown on the outer packaging (box).

Find the references in the Code (these links will take you to an external website):

- [section 2.7.1—8](#)
- tables to [2.7.1](#) subsections 9(3), 10(1) and (3), and 11(1) and (3)
- [section 2.7.1—13](#).

#### **14 Does the size of the pregnancy warning label matter?**

Yes it does, because there are minimum size requirements.

The minimum size requirements for a pregnancy warning label on an alcoholic beverage with one layer of packaging – for example, in a bottle or can - depend on the volume of beverage.

There are also minimum size requirements for a pregnancy warning label on:

- the outer packaging of alcoholic beverages
- on individual units of alcoholic beverages inside a box or multipack.

These requirements also depend on the volume of the alcoholic beverage concerned.

Find the reference in the Code (these links will take you to an external website):

- tables to 2.7.1 subsections 9(2) and (3); 10(2) and (3); 11(2) and (3)
- subsections 2.7.1—13 (3), (4) and (5).

#### **15 Are there any other label design requirements, apart from size?**

Yes. There are requirements for the following label design elements, including:

- text of the signal words and statement in the pregnancy warning mark
- form of the pictogram
- colour of text, elements of pictogram and pregnancy warning mark, and label background
- font type and case
- language
- border and clear space around the pregnancy warning mark.

Find the reference in the Code (these links will take you to an external website):

- definitions of 'pregnancy warning mark' and 'pregnancy warning pictogram' in subsection 1.1.2—2(3)
- section 2.7.1—12
- section 2.7.1—13.

#### **16 Are there any label design requirements that only apply to the optional alternative pregnancy warning mark?**

Yes. For the optional alternative pregnancy warning mark:

- the signal words, statement and border of the pregnancy warning mark and the circle, strikethrough and silhouette of a pregnant woman of the pregnancy warning pictogram, must all be in the colour black
- the background must be in the same colour as the outside liner made of kraft, recycled or white paper, the colours of which are brown, grey or white

- the strikethrough of the pregnancy warning pictogram must be displayed with a clear space on either side of the strikethrough so both the strikethrough and the silhouette of a pregnant woman are clearly legible.

Find the reference in the Code (this link will take you to an external website):

- subsections 2.7.1—13 (2), (6) and (9).