
Sent: Monday, 21 October 2019 9:32 AM
To: submissions
Subject: Pregnancy warnings on wine labels

To whom it may concern,

We would like to object to including the pregnancy warning on the mandatory requirements for wine labels as we don't have any evidence that doing so would reduce the harm This is taken from the NZ Drug Foundation website.

A 2001 study by C S Stockley published in the International Journal of Drug Policy found that health advisory warnings were inappropriate for reducing alcohol-related harms because they generally didn't work. A more recent Australian study appearing in Drug and Alcohol Review (February 2009) found there was little evidence that warning labels have had any influence on drinking behaviour in the USA.

To take action without any evidence to support it would seem foolhardy.

However if it were to go ahead could it please be that the size and type be the same as EU requirements so as to eliminate the need for further labelling costs being imposed on small wineries. We have a complex matrix for wine labels across many countries and for small producers in NZ this is a barrier to export costs when we have to relabel for each market. So making the labelling requirements the same as say EU would ease this burden

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