



**BACARDI-MARTINI
AUSTRALIA PTY LTD**



Submission to Proposal P1050 – Pregnancy warning labels on alcoholic beverages

25 October 2019

Bacardi Martini Australia

Bacardi Martini is a family-owned company full of passionate employees and iconic brands, shaped by our rich history of spirited entrepreneurship.

Bacardi Limited is built on the enduring legacy of a family. Ours is a vibrant, family owned spirits company, nurtured by seven generations of the Bacardí family. We are the largest, privately held spirits company. Bacardi was founded in 1862 in Santiago de Cuba, when Don Facundo Bacardí Massó revolutionized the spirits industry by creating the world's first light-bodied rum.

Our major Brands include

Bacardi Premium Rums
Grey Goose Vodka
Bombay Sapphire Gin
Patron Tequila
Martini Vermouths
Dewars Whisky's

Submission

Bacardi Martini Australia is a member of Spirits & Cocktails Australia and supports its submission.

We have been a supporter of the Drinkwise voluntary pregnancy labelling scheme since its inception and currently all of the 200+ sku's we sell in Australia feature a Drinkwise message or the strikethrough pregnant woman symbol.

We have demonstrated our commitment to informing consumers through this initiative. However as demonstrated in the Spirits & Cocktails Australia submission the consultation papers conclude that there is no evidence warning labels change drinking behavior, particularly in at risk groups.

As such the very high cost to our business and the impact that will have on our ability to employ people and invest in this market cannot be justified.

The sensible low-cost solution if a mandatory approach is to be taken is to mandate the existing Drinkwise scheme.

Regards



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Bacardi-Martini Australia

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