



**Department of Health Western Australia:
Submission to Proposal P1050 – Pregnancy warning labels on
alcoholic beverages**

Environmental Health Directorate
Public and Aboriginal Health
Department of Health Western Australia
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Date of Submission: 24 October 2019

B. For organisations, the level at which the submission was authorised:

Manager

C. Summary

The Department of Health WA (DOH) would like to thank Food Standards Australia New Zealand (FSANZ) for opportunity to provide responses to the Call for Submissions (CFS); and acknowledges the body of work, undertaken by FSANZ to inform decision making, including the consumer testing and literature review. The Environmental Health Directorate, DOH prepared this response.

The DOH responses are underpinned by the public commitment shown by governments, public health, medical and research professionals, and the alcohol industry, to assist with reducing the permanent harm that alcohol can cause developing babies across Australia and New Zealand. Developing babies are a particularly vulnerable group in the population, and have the right to protection. It is agreed that pregnant women, and the community, need to know that alcohol consumption during pregnancy can cause lifelong harm to a developing baby. These facts should take precedence in label design decision making.

The responses below, reflect the DOH position that the pregnancy warning label should aim to achieve maximum impact, be evidence based, and proven to resonate with, and be understood by, the target audience(s). The rationale for the comments are drawn from the CFS; the Food Regulation Standing Committee Decision Regulation Impact Statement: Pregnancy warning labels on packaged alcoholic beverages (DRIS)¹; and the decision of the Australia and New Zealand Ministerial Forum on Food Regulation in October 2018, and the following general points:

¹ Food Regulation Standing Committee Decision Regulation Impact Statement (DRIS): Pregnancy warning labels on packaged alcoholic beverages. Available from: <https://foodregulation.gov.au> (accessed 21 October 2019).

- The primary target is pregnant women. As such, the primary target group segment tested in the FSANZ consumer research was proximate pregnant (participant or participants partner/spouse who was currently pregnant, had a child in last 18 months prior to the survey, or was likely to be pregnant in the 18 months post survey). The secondary target is to provide information to the community about the need for pregnant women to not drink alcohol.
- It is expected that for a warning statement to be effective, it must first be seen (noticed, readable). Following this, the warning statement should most effectively convey the desired public health message. It is noted in the CFS that the FSANZ literature review concluded “larger, front of pack, warning using colour, signal words and pictorial elements are likely to attract more attention than warning labels lacking those elements.”
- The CFS, and the DRIS, specified the following design elements:

“Pregnancy warning labels should include both a pictogram and warning message. It is recommended that FSANZ give consideration to pregnancy warning labels that are evidence based and proven to resonate with and be understood by the target audience(s). Evidence suggests that effective pregnancy warning labels:

 - Combine a pictogram with a warning message for maximum impact (however, a pictogram is considered more effective than a single health warning message);
 - Include text that is readable and possibly the same size as all other information on the product label;
 - Use short warning messages, and words such as “WARNING” or “HEALTH WARNING” to indicate it is a warning label;
 - Are separated from other information on the label (for example, placed in boxes with borders and away from messages such as ‘enjoy in moderation’); and
 - Use contrasting colours. Should not use the colour green as this can cause consumer confusion. Use of the colour red receives the most attention and is readily associated as being a warning. “
- The CFS notes the World Health Organization (WHO) identifies four aspects for an effective health warning including a signal word, identification of the problem, explanation of the consequences if exposed to the problem, and instructions to avoid the problem. As drinking alcohol whilst pregnant can cause lifelong harm to a developing baby i.e. the consequence if exposed to the problem (i.e. alcohol) is the potential to cause ‘lifelong harm to the baby’. Therefore, an effective health warning needs to explain that the harm to the baby is ‘lifelong’.

D. Literature review on the effectiveness of warning labels (section 3.1.1 of CFS)

No comments

E. Consumer testing of warning statements (section 3.1.2)

The Department of Health WA (DOH) notes that in the FSANZ Consumer research, Roy Morgan clearly identified the text warning ‘Any amount of alcohol can cause lifelong harm to your baby’. Roy Morgan made conclusions on their consumer testing of warning statements as follows (Table 1).

It is also noted that Roy Morgan undertook a final question ‘Which label was considered to best convey the message to not drink alcohol while pregnant’ to help **clarify** which of the four labels best conveys that message. Most importantly, the results indicate for both Australia and New Zealand proximate pregnant survey participant segment (i.e. the primary target group) and for women, that ‘Any amount of alcohol can cause lifelong harm to your baby’ is clearly the stronger statement in comparison to ‘Any amount of alcohol can harm your baby’.

Table 1. Extract of conclusions from Roy Morgan report¹

Element	Page reference ²	Conclusion (extracted from Roy Morgan report) ¹ .
Conveys message	Page 7 Table A	“ ‘Any amount of alcohol can cause lifelong harm to your baby’ has the strongest claims that it best conveys the message ‘Not to drink during pregnancy’ “
Believable	Page 8 Table B	“ ‘Any amount of alcohol can cause lifelong harm to your baby’ and ‘Alcohol can harm your baby’ were best rated in terms of believability”.
Credible	Pages 8-9 Table C	“The three labels ‘Any amount of alcohol can cause lifelong harm to your baby’ and ‘Any amount of alcohol can harm your baby’ and ‘Alcohol can harm your baby’ were rated almost equally in terms of credibility.....New Zealand females shown the label ‘Alcohol can harm your baby’ had significantly higher mean score for credibility than did those in this segment shown any of the other labels, <u>perhaps giving it a slight edge on the other labels in terms of credibility.</u> ”
Applies to me	Pages 9-10 Table D	It can be concluded that amongst Australians the label ‘Any amount of alcohol can cause lifelong harm to your baby’ rated best in terms of applicability, but no one label could be assessed as being the preferred label amongst New Zealanders.”
Convincing	Page 10 Table E	“Australian males, Proximate pregnant and not proximate pregnant’ shown the label ‘Any amount of alcohol can cause lifelong harm to your baby’ had significantly high mean scores compared with those shown the other three labels....Therefore this label could be regarded as the most convincing among Australians. No one label was clearly rated as the most credible amongst New Zealanders, although those shown the label “Alcohol can harm your baby” obtained a significantly high mean score compared with the other labels shown for New Zealand females.” <i>[The DOH notes that ‘Alcohol can harm your baby’ had significantly low mean score in comparison to the other labels for Australian females, proximate pregnant and not proximate pregnant; and low mean score for males.]</i>
Summary	Page 11	The label “Any amount of alcohol can cause lifelong harm to your baby” had consistently and significantly high mean scores amongst Australians across all five rating questions, with a slight preference for this label also evident amongst the key target segment of Australians in proximity to pregnancy. In New Zealand there was no clear evidence that any specific label was preferred over the others, although there appeared to be a slight preference for the label “Alcohol can harm your baby” in terms of significance of mean scores attained. No preferred label was evident amongst the New Zealand proximate pregnant segment however.
Label considered to best convey the message	Pages 11-12	“No matter which label was originally shown to respondents across both countries significantly higher proportions selected the label “Any amount of alcohol can cause lifelong harm to your baby” as the one that best conveyed the message “to not drink any alcohol while pregnant” (see Chart A).” “When all respondents were shown all four labels it was clear that the label considered the best to convey the message ‘not to drink while pregnant’ was ‘Any amount of alcohol can cause lifelong harm to your baby’. This label was nominated by over 45% of all respondent segments regardless of the label they originally saw.” “Chart A analyses the label best conveying the message by sex across the two countries. More than 50% of females and males in each country selected the label “Any amount of alcohol can cause lifelong harm to your baby” as the one that best conveyed the message “to not drink any alcohol while pregnant”, significantly higher proportions than those naming any of the other three labels. Results were also analysed by proximity to pregnancy in each country in Chart B. This chart again shows that more than 50% of those in proximity to pregnancy and not in proximity to pregnancy selected the label “Any amount of alcohol can cause lifelong harm to your baby” as the one that best conveyed the message. ”

² Roy Morgan. September 20, 2019. Exploring human behaviour from every angle. Alcohol warning label survey report.

F. Pictogram (section 3.2.2.2)

The Department of Health WA supports the proposed pictogram specified in the CFS.

G. Warning statement (section 3.2.2.3)

The Department of Health WA (DOH) considers that consumers should be provided with the strongest evidence based statement (refer to Summary and response E (section 3.1.2) of this submission). As such, the DOH supports using the strongest and evidence based statement **'Any amount of alcohol can cause lifelong harm to your baby'**. The evidence clearly found that this is the best warning label to convey to the target consumers the statement to not drink alcohol while pregnant'. FSANZ's consumer research participants, particularly proximate pregnant and females, understand the statement, and it provides the required information on the consequences, and it is relevant to them.

Research indicates the importance of including the consequences on the developing baby and lifelong effects messaging. Awareness of the specific risks to the unborn child arising from drinking alcohol during pregnancy has been found to be poor in the Australian female childbearing population³. In an Australian based study on women's alcohol consumption during pregnancy and their understanding of risk to the fetus, Peardon et al. (2011)^{4, p.3 of 10} found that:

"Knowing that alcohol use in pregnancy can affect the unborn child and, that alcohol exposure in pregnancy can lead to lifelong disabilities in the child, were the only items of knowledge associated with alcohol use in pregnancy. Women who lacked this knowledge were more likely to intend to drink if pregnant."

The DOH notes there does not appear to be a clear rationale for selecting the statement 'Any amount of alcohol can harm your baby'. The 'Any amount of alcohol can harm your baby' statement was clearly shown not to be the strongest statement, including for the primary target audience. A comparison between the FSANZ consumer testing means scores for statement 2 'Any amount of alcohol can cause lifelong harm to your baby' and statement 3 'Any amount of alcohol can harm your baby' has been provided (Attachment 1).

The DOH notes that as the statement 'Any amount of alcohol can cause lifelong harm to your baby' was tested, it was clearly a viable option. Conversely, if it was not a viable option, it should not have been tested. Further, if the length of the statement (i.e. 8 words versus 11 words) was to be a specific criteria, then the statement length criteria should have been tested. Should a statement be required to take up less space on the label, an alternative text which incorporates the key concepts of 'any alcohol', and 'permanent harm', could be considered, as follows:

Any amount of alcohol can harm your baby for life
--

The DOH considers this label captures the intent of 'lifelong harm' in a more concise and simple version, and which should not require further consumer research to be undertaken.

H. Design labelling elements (section 3.2.2.4)

Signal word(s)

The Department of Health WA supports the use of a signal word 'Health Warning'

³ Peardon E, Payne J, Henley N, D'antoine H, Bartu A, O'Leary C, Bower C, Elliott EJ. Women's knowledge and attitudes regarding alcohol consumption in pregnancy: a national survey. BMC public Health. 2010 Dec;10(1):510.

⁴ Peardon E, Payne J, Henley N, D'antoine H, Bartu A, O'Leary C, Bower C, Elliott EJ. Attitudes and behaviour predict women's intention to drink alcohol during pregnancy: the challenge for health professionals. BMC Public Health. 2011 Dec;11(1):584.

Warning label size

The Department of Health WA (DOH) **does not** support the current warning label sizes, including the cut off alcoholic beverage volume level of ≤ 200 mL (single container, inner(s) and outer packaging), as shown in the CFS, Table 10. The DOH makes the following points:

- The CFS lists the types of alcoholic beverages sold ≤ 200 mL as liqueur. However, this misses the significant product lines available on the market place such as wine at 187.5 mL (Splits/Piccolo, Wine in a glass, wine in glass tubes) and 200 mL bottles of spirits. Splits/Piccolo (187.5 mL) products are well known products, and are commonly used for single serves in convenience, travel and hospitality sectors.
- The design elements for size should reflect risk i.e the fact that alcohol is a known teratogenic substance. Setting the limit for single containers of alcohol ≤ 200 mL has been made without consideration of risk. For example, a 200 mL bottle of vodka with 40% alcohol by volume, has around 6.3 standard drinks.
- A very brief online examination of several 200 mL spirit products and 187.5 mL wine products currently available on the Australian market, found there appears to be large spaces available on the label to include the warning text and pictogram (refer to Attachment 2). Some of these products are already carrying a text pregnancy warning, along with the DrinkWise logo.
- The CFS does not take into account current alcohol product market trends for the target group of interest. The alcohol industry is aware of the opportunities to market smaller volume products to young adults or Millennials (Attachment 2). For example, 200 mL spirits are known to appeal to this demographic due to cost.
- The Australia New Zealand Food Standards Code (the Code) defines small packages as a package with a surface area of less than 100 cm^2 .
- Consistency of placement location (where the warning is located on the package) is known to be an important labelling design element for safety warnings, such as allergen declarations. As this location is not being prescribed, the elements of size and statement content become even more important in assisting the health warning to be noticed.

As such, the DOH **supports** the proposed requirements for the size of the pregnancy warning labels for the outer packages and packages containing individual portion packs. However, the DOH also **supports** the following amendments to FSANZ proposed warning label sizes in the CFS:

- A packaging volume cut off of ≤ 100 mL for alcoholic beverage products to only carry the pictogram. Where the alcoholic beverage volume limit is set to **≤ 100 mL**, a pictogram size of 8 mm in size for the inner, and 8 mm in size for the outer is supported.
- The next size category for alcoholic beverage volumes in Table 10 of the CFS, to be amended to a range from >100 mL to 800 mL. For this volume range, for single container, and each layer of packaging other than the outer package, and individual portion packs, the sizes of the pregnancy warning elements should be as follows:
 - Pictogram – 8mm diameter
 - Health warning text – 3 mm size
- For all pregnancy warning labels, that the Health Warning text statement be changed to either:
 - Any amount of alcohol can cause lifelong harm to your baby
 - Any amount of alcohol can harm your baby for life

Colour and contrast

The Department of Health WA **supports** all of FSANZ's design elements for colour and contrast as proposed in section 3.2.2.4 of the CFS.

I. Summary of proposed pregnancy warning label design (section 3.2.2.5)

Please refer to the Department of Health WA suggested amendments (see responses in this submission to sections C, E, F, G and H)

J. Beverages to carry the pregnancy warning label (section 3.2.3)

The Department of Health WA supports the proposed option that pregnancy warning labels be required on beverages with alcohol content of 0.05% ABV.

K. Application to different types of sales (section 3.2.4)

The Department of Health WA supports the proposed application of pregnancy warning labels to different types of sales as proposed in section 3.2.4, and Table 11, of the CFS.

L. Application to different types of packages (section 3.2.5)

The Department of Health WA (DOH) does not support the application of pregnancy warning labels to different types of sales as proposed in section 3.2.5 of the CFS. The DOH considers it is important for consumers to be provided with the warning label at the point of purchase and consumption; and that this approach aligns with the primary objective in the DRIS i.e the pregnancy warning label must be visible to the consumer, for them to make informed purchasing and safe consumption decisions. As such, the DOH supports the pregnancy warning label being required on all layers of packaging.

M. Consideration of costs and benefits (section 3.4.1.1 of CFS)

The Department of Health WA (DOH) notes the issue raised by DrinkWise, that “The 2019/20 financial year of the Drinkwise FASD Awareness Program has been scheduled, using current messaging, with funding by Industry and assets already in place.”

With respect to the cost benefit analysis, the DOH notes that FSANZ has acknowledged there may be costs of changed messaging for that FASD Awareness Program, and has included this in their cost benefit analysis. The DRIS included status quo as one of the options for consideration. The CFS states that the DRIS and FSANZ literature review clearly found that some participants consider the DrinkWise statement ‘*its safest not to drink pregnant*’ meant ‘You can drink when pregnant but it is safer not to’; that the statement is ambiguous and weak, rather than a clear directive warning’; and ‘performed least well of the four statements’ tested by FSANZ in the Consumer Research conducted by Roy Morgan⁵. The DOH supports FSANZ’s cost benefit analysis conclusion statements, in section 3.4.1.1.6 of the CFS.

N. Transitional arrangements (section 4.1 of CFS)

No comments

O. Draft variation to the Australia New Zealand Food Standards Code (Attachment A of CFS)

The Department of Health WA (DOH) considers the draft variation (Attachment A of the CFS) should be amended to reflect all of the DOH’s submission responses in this submission.

P. Other comments (within the scope of P1050 – see section 1.5 of the CFS)

No comments.

⁵ Roy Morgan. September 20, 2019. Exploring human behaviour from every angle. Alcohol warning label survey report.

Comparison of major sub-segments of respondents for the top two warning statements⁶

Proximate Pregnant – Statement 2 versus Statement 3

Country	Extent that the label...															Label best conveys message 'not to drink any alcohol while pregnant'**		
	Conveys message			Is Believable			Is Credible			Applies to me			Is Convincing					
	Mean score			Mean score			Mean score			Mean score			Mean score			(% participants)		
Statement*	2	3	2-3	2	3	2-3	2	3	2-3	2	3	2-3	2	3	2-3	2	3	2-3
Australia	1.55	1.40	+0.15	1.60	1.38	+0.22	1.39	1.34	+0.05	0.61	0.25	+0.36	1.51	1.13	+0.38	54.1	24.1	+30.0
New Zealand	1.42	1.42	0	1.52	1.58	-0.06	1.34	1.38	-0.04	0.46	-0.01	+0.47	1.54	1.36	+0.18	53.3	24.4	+28.9

* **Statement 2** = Any amount of alcohol can cause lifelong harm to your baby; **Statement 3** = Any amount of alcohol can harm your baby;** CFS, Chart B, page 12.⁶

Green text: Significantly higher for means at 95% confidence level in that column (i.e the four different label statements) in CFS Tables 1- 5 of CFS.⁶

Red text: Significantly lower for means at 95% confidence level in that column (i.e the four different label statements) in CFS Tables 1- 5 of CFS.⁶

Blue text - Significantly higher at 95% confidence level, CFS, Chart B, page 12.⁶

Not Proximate Pregnant – Statement 2 versus Statement 3

Country	Extent that the label...															Label best conveys message 'not to drink any alcohol while pregnant'**		
	Conveys message			Is Believable			Is Credible			Applies to me			Is Convincing					
	Mean score			Mean score			Mean score			Mean score			Mean score			% participants		
Statement*	2	3	2-3	2	3	2-3	2	3	2-3	2	3	2-3	2	3	2-3	2	3	2-3
Australia	1.44	1.31	+0.13	1.50	1.28	+0.22	1.15	1.14	+0.01	-0.89	-1.04	+0.15	1.13	1.02	+0.11	56.6	28.9	+27.7
New Zealand	1.50	1.47	+0.03	1.39	1.33	+0.06	1.25	1.14	+0.11	-1.13	-0.89	-0.24	1.16	1.10	+0.04	56.5	24.2	+32.3

* **Statement 2** = Any amount of alcohol can cause lifelong harm to your baby; **Statement 3** = Any amount of alcohol can harm your baby;** CFS, Chart B, page 12.⁷

Green text: Significantly higher for means at 95% confidence level in that column (i.e the four different label statements) in Tables 1- 5 of CFS.⁶

Red text: Significantly lower for means at 95% confidence level in that column (i.e the four different label statements) in Tables 1- 5 of CFS.⁶

Blue text - Significantly higher at 95% confidence level, CFS, Chart B, page 12.⁶

⁶ FSANZ October 4, 2019. Call for submissions – Proposal P1050 Pregnancy warning labels on alcoholic beverages (CFS)

Females – Statement 2 versus Statement 3

Country	Extent that the label...															Label best conveys message ‘not to drink any alcohol while pregnant’**		
	Conveys message			Is Believable			Is Credible			Applies to me			Is Convincing					
	Mean score			Mean score			Mean score			Mean score			Mean score			% participants		
Statement*	2	3	2-3	2	3	2-3	2	3	2-3	2	3	2-3	2	3	2-3	2	3	2-3
Australia	1.45	1.43	+0.02	1.44	1.43	+0.01	1.22	1.24	-0.02	-0.23	-0.41	+0.18	1.28	1.21	+0.07	52.4	28.7	+23.7
New Zealand	1.55	1.38	+0.17	1.46	1.49	- 0.06	1.28	1.22	+0.06	-0.64	-0.73	+0.09	1.31	1.23	+0.08	53.3	28.5	+24.8

* **Statement 2** = Any amount of alcohol can cause lifelong harm to your baby; **Statement 3** = Any amount of alcohol can harm your baby;** CFS, Chart A, page 12.⁶

Green text: Significantly higher for means at 95% confidence level in that column (i.e the four different label statements) in Tables 1- 5 of FSANZ of CFS.⁶

Red text: Significantly lower for means at 95% confidence level in that column (i.e the four different label statements) in Tables 1- 5 of CFS.⁶

Blue text - Significantly higher at 95% confidence level, CFS, Chart A, page 12.⁶

Males – Statement 2 versus Statement 3

Country	Extent that the label...															Label best conveys message 'not to drink any alcohol while pregnant'**		
	Conveys message			Is Believable			Is Credible			Applies to me			Is Convincing					
	Mean score			Mean score			Mean score			Mean score			Mean score			% participants		
Statement*	2	3	2-3	2	3	2-3	2	3	2-3	2	3	2-3	2	3	2-3	2	3	2-3
Australia	1.47	1.22	+0.25	1.59	1.17	+0.42	1.18	1.10	+0.08	-0.86	-1.26		1.16	0.88	+0.28	59.8	27.3	+32.5
New Zealand	1.41	1.52	-0.11	1.37	1.33	+0.04	1.26	1.21	+0.05	-0.98	-0.54		1.15	1.13	+0.02	58.1	20.0	+38.1

* **Statement 2** = Any amount of alcohol can cause lifelong harm to your baby; **Statement 3** = Any amount of alcohol can harm your baby;** CFS, Chart A, page 12.⁶

Green text: Significantly higher for means at 95% confidence level in that column (i.e the four different label statements) in Tables 1- 5 of CFS.⁶

Red text: Significantly lower for means at 95% confidence level in that column (i.e the four different label statements) in Tables 1- 5 of CFS.⁶

Blue text - Significantly higher at 95% confidence level, CFS, Chart A, page 12.⁶

Examples of alcoholic products ≤ 200 mL

1. Piccolo / Split / $\frac{1}{4}$ bottle = 187.5

A bottle commonly used for single serves in convenience, travel and hospitality.



Jacob's Creek Shiraz Cabernet 187mL Red Wine Per Bottle

from Dan Murphy's Hyde Park

Jacob's Creek

Medium bodied with flavours of blackberry, plum and hints of peppery spice. Smooth tannins and subtle oak influence make this an easy drinking wine. Enjoy with grilled steak or ... [more »](#)

\$2.49

 **Dan Murphy's Hyde Park**
950.0 m · West Perth

Online shops

\$2.49 [Dan Murphy's](#)

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Jacob's Creek Chardonnay 187mL White Wine Per Bottle

 **\$2.49** from Dan Murphy's +1 store

Jacob's Creek Chardonnay has attractive melon and fresh fruit flavours complemented by subtle toasty oak are hallmarks of this ...

Jacob's Creek



Sparkling White Piccolo 200ml

from Tastebuds

Azahara directly translates to 'Orange Blossom' in Spanish which pays homage to the vineyards at Deakin Estate which run alongside the beautiful Orange orchards. Pale straw in ...

[See more details at Tastebuds »](#)

\$7.95

Free delivery

Tastebuds

87% positive (245)

[Visit site](#)

2. Wine in a glass – WIAG = 187.5 mL (same as a Piccolo / Split)

<https://wineinaglass.com.au/>

Wine in a Glass

But not as you know it.

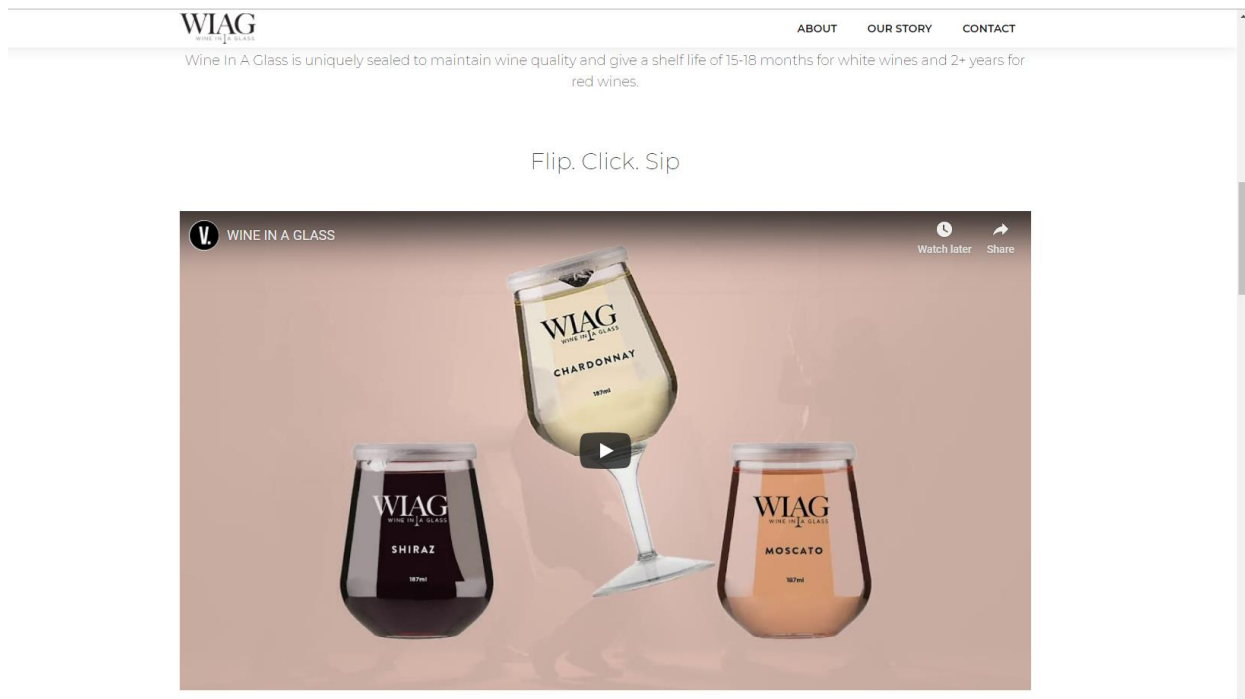
Its convenience and ability to offer incredibly fast serve-times for busy bars makes Wine In A Glass the natural choice for sporting events, festivals, picnics or barbecues. Consumers can enjoy a glass of wine without having to worry about carrying glasses or drinking out of flimsy plastic tumblers.

Made from high quality, food grade PET, the 187mL glass gives the look, feel, and weight of a 'proper' wine glass.



Not only is Wine In A Glass fully recyclable, it's also *Australian-owned, bottled, packed and printed using premium Australian wine and proudly supporting Australian wineries.*

Wine In A Glass is uniquely sealed to maintain wine quality and give a shelf life of 15-18 months for white wines and 2+ years for red wines.


Flip. Click. Sip




<https://drinkintube.net.au/store> (accessed 17 Oct 2019)


ONLINE STORE GIFT CARDS PHOTOS NEWSLETTER CONTACT MORE > 


A REVOLUTIONARY
NEW CONCEPT OF
PREMIUM WINES
BY THE GLASS





AVAILABLE AS GIFT BOXES OR SINGLES






Ever want a glass of wine, but don't want to open the bottle?
Now have a glass on your terms. No commitment. No guilt. Just a lovely glass when you want it.

3. Spirits – small volume bottles

200 mL Vodka – 40% alcohol by volume ~ **6.3 standard drinks**





200mL

Grey Goose

Grey Goose Vodka 200mL

Premium Vodka 40% 200mL

Rate

Bottle	Case (12)
\$28.99	\$333.22
Add 	Add 

Grey Goose, the "World's Best Tasting Vodka" is distilled only once using a continuous column distillation process, that ensures the quality and flavour essence c ... [see more](#)

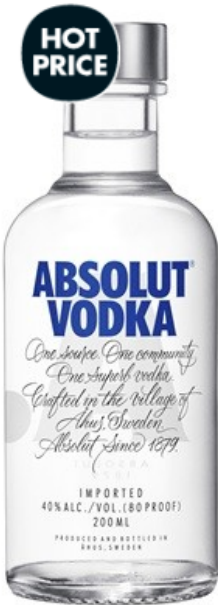
Style Vodkas Premium Vodkas

Region France

Shop online and collect in store

Home › Spirits › Absolut Vodka 200mL

Select your store to see availability



Absolut

Vodka 200mL

\$23.00 Each ★★★★★ (0) [Write a review](#)

Click & Collect Delivery

1

Add to cart

SPECIAL

Product Details

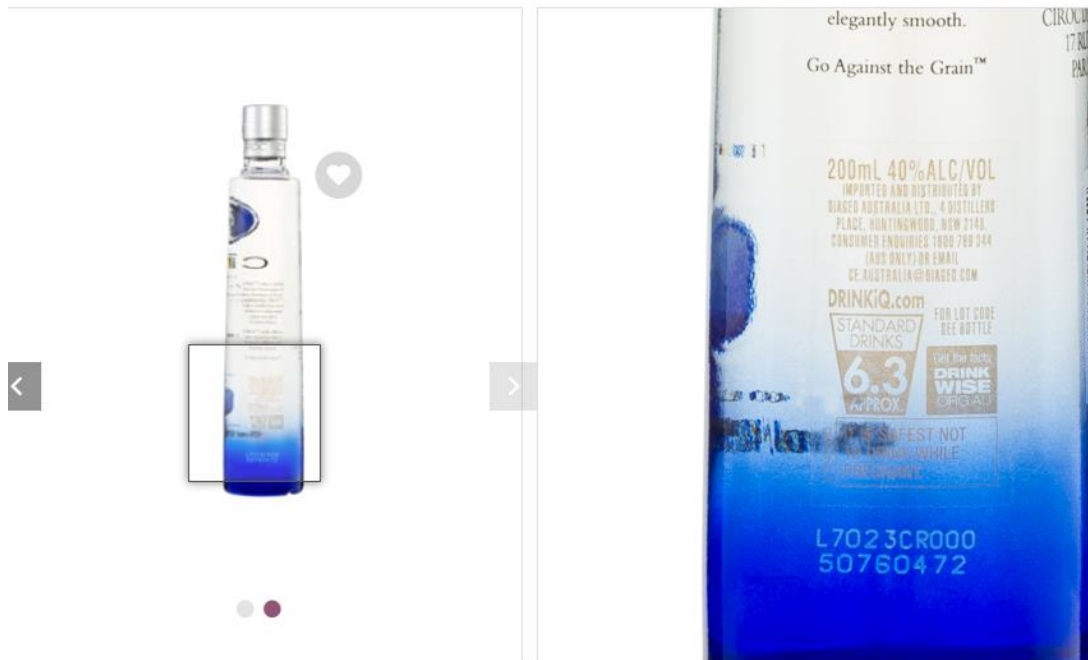
This 200mL Absolut Vodka bottle makes for that unique little thankyou gift.

Style	Vodka	Standard Drinks	6
Packaging	Bottle	Alcohol Content	40.0
Closure	Screw cap	Origin	Swed
Product Code	8843149		

Example of the amount of available space for the warning text and pictogram. This product has a pregnancy warning text – *It is safest not to drink while pregnant*

Home > CÎROC > CÎROC Vodka 200mL

CÎROC Vodka 200mL



details

is a rich tasting vodka distilled five French grapes and finished in a copper pot still in Southern France. Slightly sweet, our ultra-premium

Varietal	Vodka	Size	200mL
Standard Drinks	6.3	Alcohol Volume	40%
Country	France	Brand Name	CÎROC

<https://www.wineintelligence.com/press-releases/press-release-young-consumers-in-australia-are-more-comfortable-buying-wine-in-alternative-size-formats-compared-to-their-older-peers-according-to-a-new-report-by-wine-intelligence/> (Accessed 17 Oct 2019)



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ALL NEWS, AUSTRALIA, CLOSURES, PACKAGING, PRESS RELEASE

PRESS RELEASE: YOUNG CONSUMERS IN AUSTRALIA ARE MORE COMFORTABLE BUYING WINE IN ALTERNATIVE SIZE FORMATS COMPARED TO THEIR OLDER PEERS, ACCORDING TO A NEW REPORT BY WINE INTELLIGENCE



For Immediate Release: Thursday 12 April 2018

Young consumers in Australia are more comfortable buying wine in alternative size formats compared to their older peers, according to a new report by Wine Intelligence

The most recent report published by Wine Intelligence, *Wine Packaging Formats and Closures in the Australian Market 2018*, shows that younger consumers under the age of 35 in the country are more likely than older consumers to buy wine in alternative formats, specifically large 1.5L bottles or smaller half-bottle formats; although their first preference

remains standard-sized wine bottles in common with the market as a whole.

This trend can be seen in data on purchase, conversion and affinity, revealing that younger Australian wine drinkers not only have more openness towards and awareness of packaging formats beyond the standard 750ml bottle, but they actively purchase it as well. In Australia, 1.5L bottles are an important packaging format for party gifting and rosé, particularly premium rosé, while smaller formats are important in the sparkling wine category.

In addition to these types of alternative bottles, earlier this year, Woolworth's liquor division, Endeavour Drinks Group (EDG), launched wine available in a 250ml aluminium can. While this is not the first time these products have been available on-shelf in Australia, it is the first time that a major retailer has backed the launch of such a prolific range of varieties and styles. The launch date of these products occurred after the collection of data for this report.

According to the report, the 750ml glass bottle remains the pack format of choice amongst regular wine drinkers, with over 80% having purchased their wine in this format in the last 3 months.

Rodney Sammut, Country Manager for Australia and New Zealand commented: "There are definitely continued packaging innovation opportunities available within the Australian market place. As an industry we should be actively exploring more of these options, especially as we continue to feel the impact of some of the more significant changing consumer dynamics. As with all change, some consumers may show initial resistance to the offer, but if our screwcap experience has taught us anything, it is that these perceptions can be changed and both we, and more importantly, our customers will benefit."

Notes to editors:

Report details:

Further details about the report can be found [here](#)

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<http://www.evinyardapp.com/blog/2016/07/11/10-marketing-trends-for-wineries/>

(Accessed 17 Oct 2019)

10 marketing trends for wineries (*Extract*)

Selling wines is not an easy job, now more than ever wineries have to determine consumption trends and master marketing to increase sales. Not only that wineries all over the World are competing against each other, but the consumers are changing as well. **That's why marketing "tricks" have to be in line with new consumer trends.**

We examined emerging consumers trends and present top 10 marketing strategies which wineries can use to boost sale....

.....#6 Millennials

Millennials or the Y-generation was born between 1981 and 2000 – currently ages between 16 and 35. They will soon represent the vast majority of working force in the world and therefore the main consumers. Millennials are the generation that has grown up with the IT technology and are skilled and confident in social networks. Unlike previous generations, the money is not so important to them, they are looking to the future with optimism and hope, appreciate challenges and are socially conscious. They are looking for alternatives in all aspects of their life – work, entertainment, eating, etc. Due to the fact that their consumption just started and will continue to grow over the next years, it makes sense to take a step closer to their needs and wishes now.

READ ALSO: Impact of wine production life cycle on the environment



They are looking for packages suited to their nomadic lifestyles and the size of their wallets. As well as non-conventional wines all across the globe. Wineries, if you want to get closer to Millennials generation you can start by selling wine in smaller bottles (approx. 2 dl), the interesting funky label won't hurt either. In France and Australia sells of "wine in tubes" which amount is equivalent to one glass of wine, is increasing. That kind of packaging can create added value, and in addition, small bottles are usually sold at a higher price. *We will write more about Millennials and their wine preferences in some other blog post.

Photo: (Xpadite Group) Sell of wine in "wine tubes" is increasing.