

Alcohol Labelling in Australia: A Tool for Protecting Public Health and Countering Industry Marketing

**Health Law and Ethics Network seminar,
7 October 2025**

Professor Paula O'Brien, Melbourne Law School

Professor Simone Pettigrew, The George Institute for Global Health



AIMS

Alcohol Industry Monitoring system 2023-2025



Project investigators, staff, and associates



- Simone Pettigrew (George Institute)
- Jacquie Bowden (Flinders)
- Paula O'Brien (UMLB)
- Bella Straeuli (George Institute)
- Asad Yusoff (George Institute)
- Michelle Jongenelis (UMLB)
- Tazman Davies (George Institute)
- Tim Stockwell (UoVic, Canada)
- Mark Petticrew (LSHTM, UK)
- Aimee Brownbill (FARE)
- Julia Stafford (Cancer Council WA)
- Alexandra Jones (George Institute)
- Tanya Chikritzhs (NDRI)
- Angela Matheson (NSW MoH)
- Naomi Henrickson (WA MHC)
- Fraser Taylor (George Institute)
- Victoria Kostadinov (Flinders)
- Christina Norris (Flinders)
- Ashlea Bartram (Flinders)

A

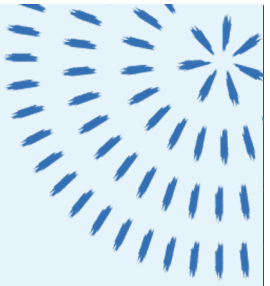
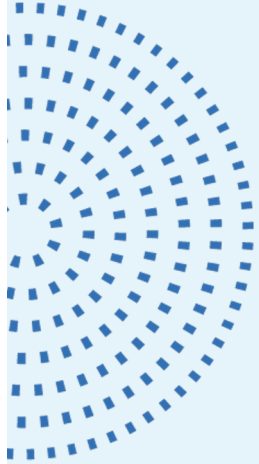
I

M

S

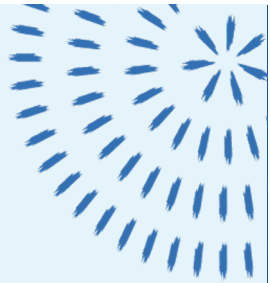
Parts of the presentation

- Part 1: The Regulatory Context for Alcohol Labelling in Australia
- Part 2: Overview of the AIMS Studies
- Part 3: Policy and Regulatory Implications of the AIMS Studies for Alcohol Labelling in Australia



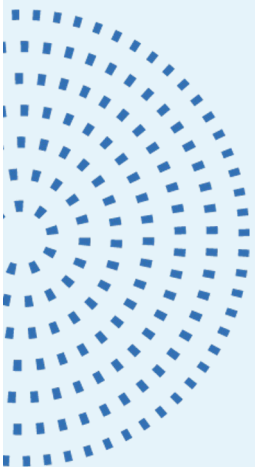
Part 1:

The Regulatory Context for Alcohol Labelling in Australia



Alcohol as a source of harms

- The most harmful of all psychoactive substances consumed in Australia when harms to others are taken into account: Bonomo et al, 2019
- Linked to more than 200 diseases: WHO, 2024
- Harms include 7 types of cancer, heart disease, FASD, injuries (from street violence, FV, road accidents), mental illness
- Australia: 4.1% of the burden of disease attributed to alcohol consumption



Alcohol consumption has declined in Australia...

- But about one third of people continue to consume alcohol at 'risky' levels in excess of the Australian drinking guidelines:
 - No more than 4 drinks on any drinking occasion
 - No more than 10 drinks per week

Labelling is one policy and regulatory response to reduce harms from alcohol

- **Labelling of alcohol products to provide information to consumer** with possible objectives being one or more of the following:
 - To respect and fulfil the consumer's right to information about what they are ingesting
 - To enable consumers to make informed choices about their alcohol consumption
 - To change consumer behaviour with respect to alcohol consumption
 - To counter industry marketing on the alcohol product



How are alcohol labelling laws set in Australia?

- Alcohol labelling rules for Australia AND New Zealand by (at least) a two-step process:
 - Food standard *drafted* by Food Standards Australia and New Zealand *and*
 - *Accepted/rejected* by the Food Ministers' Meeting (Cth, states, territories and NZ – 10 decision-makers)



Labelling requirements in Australia:

- Basic information about producer name, address etc
- Allergen information
- Alcohol content for more than 0.5% ABV
- Standard drinks information



Labelling requirements in Australia: pregnancy and alcohol warning

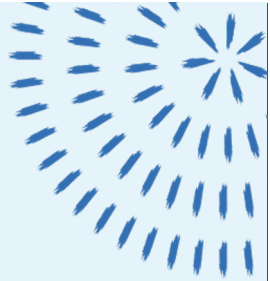
- Pregnancy and alcohol warning: public health success story (but not without its costs)
 - Preceded by industry voluntary label
 - Mandatory only on alcohol *labelled* on or after 1 August 2023
 - Mandatory text and design elements including size
 - No requirement for position on product
 - Some allowance for corrugated cardboard outer layers - no red required



Labelling requirements in Australia: energy labelling

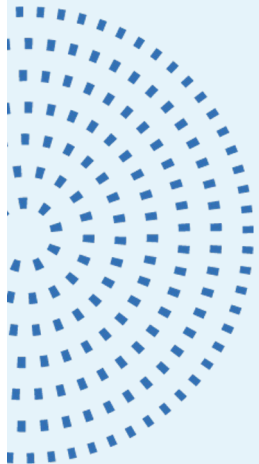
- New FSANZ requirement
- Energy information by serving and by 100ml
- All products must bear the energy label from 13 August 2028

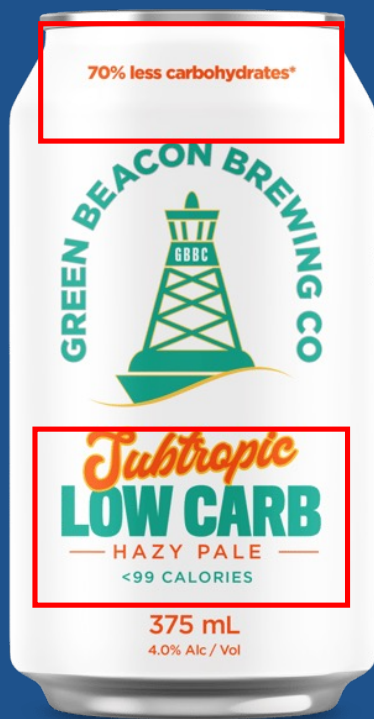
ENERGY INFORMATION		
Servings per package: (insert number of servings)		
Serving size: mL ([insert number] standard drinks)		
Quantity per serving		Quantity per 100 mL
Energy	kJ (Cal)	kJ (Cal)

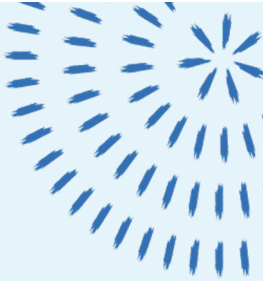
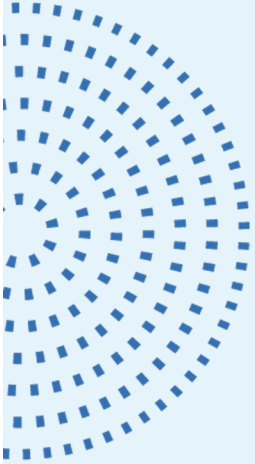


Labelling restrictions in Australia:

- Prohibition on health claims about alcohol
- Prohibition on nutrition claims about alcohol *except for*:
 - Energy
 - Carbohydrates
 - Sugar
 - Gluten
- Many claims (natural, includes fruit) unregulated under FSANZ (but must still not be misleading or deceptive)







Part 2:

Overview of the AIMS Studies

Methods

Retailer audits

Focus groups

Consumer surveys

A I M S





Human/ animal
features

'Nature'

Product
description

Product
name

Volume

% alc



Ingredients

Country of origin

Importer

Company name

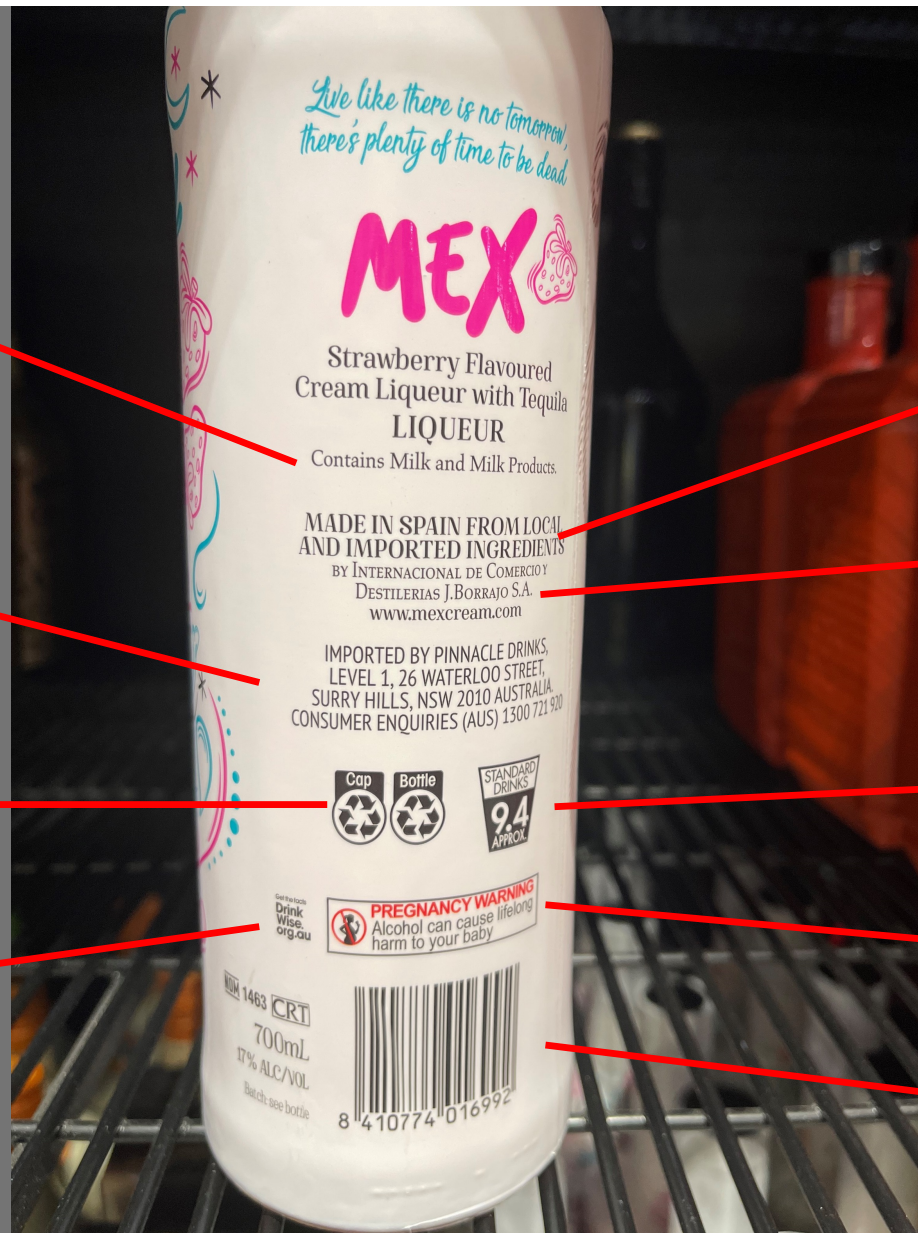
Packaging info

Standard drinks

DrinkWise

Warnings

Barcode



Nutrition information

Claims



QR codes



Health-related informatoin



Full Length Article

The prevalence of mandated and voluntary health information on alcohol products in Australia

Simone Pettigrew¹ , Asad Yusoff¹, Bella Sträuli¹, Leon Booth¹, Paula O'Brien²,
Jacquie Bowden³, Aimee Brownbill⁴, Julia Stafford⁵, Michelle I Jongenelis⁶, Tazman Davies¹,
Tanya Chikritzhs⁷, Tim Stockwell⁸, Fraser Taylor¹, Alexandra Jones¹

Table 1: Presence of key information elements on sampled alcohol products.

	All products	Beer	Cider	Premix ^a	Spirits	Wine
Number of products (n)	5,923					
Volume per container ^b (%)	99					
Alcohol content ^b (%)	99					
Standard drinks per container ^b (%)	97					
Pregnancy message ^c (%)	86					
Voluntary health message (%)	65					

Health-related info



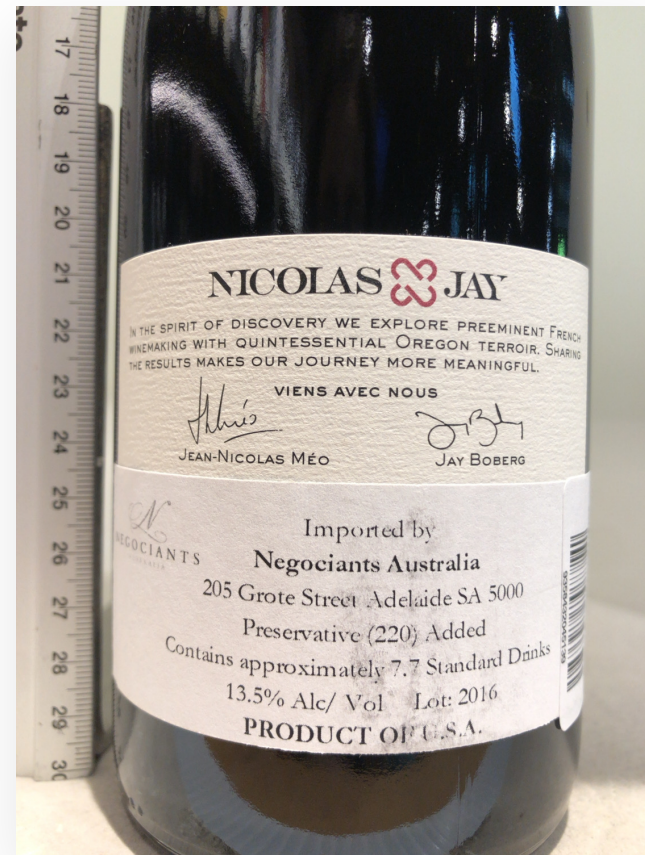
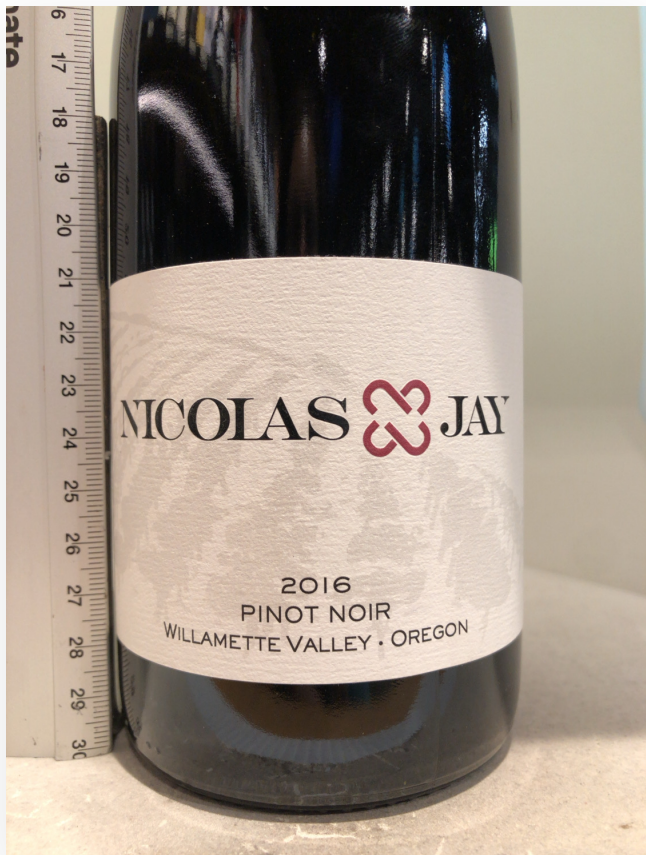
Full Length Article

The prevalence of mandated and voluntary health information on alcohol products in Australia

Simone Pettigrew¹, Asad Yusoff¹, Bella Sträuli¹, Leon Booth¹, Paula O'Brien²,
Jacquie Bowden³, Aimee Brownbill⁴, Julia Stafford⁵, Michelle I Jongenelis⁶, Tazman Davies¹,
Tanya Chikritzhs⁷, Tim Stockwell⁸, Fraser Taylor¹, Alexandra Jones¹

	All products	Beer	Cider	Premix ^a	Spirits	Wine
Number of products (n)	5,923	760	94	607	1,221	3,241
Volume per container ^b (%)	99	99	100	99	99	99
Alcohol content ^b (%)	99	99	100	99	99	99
Standard drinks per container ^b (%)	97	98	100	99	96	98
Pregnancy message ^c (%)	86	85	95	90	85	85
Voluntary health message (%)	65	71	77	82	67	59

Missing volume



Missing %ABV



Missing standard drinks



Health-related info



Full Length Article

The prevalence of mandated and voluntary health information on alcohol products in Australia

Simone Pettigrew¹ , Asad Yusoff¹, Bella Sträuli¹, Leon Booth¹, Paula O'Brien²,
Jacquie Bowden³, Aimee Brownbill⁴, Julia Stafford⁵, Michelle I Jongenelis⁶, Tazman Davies¹,
Tanya Chikritzhs⁷, Tim Stockwell⁸, Fraser Taylor¹, Alexandra Jones¹

	All products	Beer	Cider	Premix ^a	Spirits	Wine
Number of products (n)	5,923	760	94	607	1,221	3,241
Volume per container ^b (%)	99	99	100	99	99	99
Alcohol content ^b (%)	99	99	100	99	99	99
Standard drinks per container ^b (%)	97	98	100	99	96	98
Pregnancy message ^c (%)	86	85	95	90	85	85
Voluntary health message (%)	65	71	77	82	67	59

All products (n = 5,923)	
Pregnancy message	86
Mandatory warning	63
Other ²	25
Voluntary health-related message	65
DrinkWise ³	53
Other	26

Compliance with pregnancy label specs



Full Length Article
Suboptimal industry adherence to the design specifications of the mandatory pregnancy warning label

Asad Yusoff¹, Bella Sträuli¹, Alexandra Jones¹, Paula O'Brien²,
Jacquie Bowden³, Michelle Jongenelis⁴, Aimee Brownbill⁵, Tim Stockwell⁶, Simone
Pettigrew¹

Product type	Number of sampled products	% Compliant
Total	743	89
Wine	419	90
Spirits	122	73
Beer	103	94
Premix	86	97
Cider	12	100

Non-compliant pregnancy warning labels



No black border



No white background

Location of PWL



International Journal of Drug Policy
Volume 135, January 2025, 104661



Research Paper

Suboptimal uptake and placement of a mandatory alcohol pregnancy warning label in Australia

Tazman Davies ^a, Paula O'Brien ^b, Jacqueline Bowden ^c, Bella Sträuli ^a, Asad Yusoff ^a, Michelle Jongenelis ^d, Alexandra Jones ^a, Aimee Brownbill ^a, Tanya Chikritzhs ^f, Julia Stafford ^g, Simone Pettigrew ^a



Single units (n = 2408):

Back: 92%

Side: 8%



Multi-packs (n = 123):

Bottom: 64%

Top: 11%

Side: 10%

Front: 8%

Back: 7%

The absence of mandatory pregnancy warning labels in online alcohol purchasing contexts

Simone Pettigrew✉, Tazman Davies, Paula O'Brien, Bella Sträuli, Mark Petticrew, Jacqui Bowden



Products	Number of products	Mandatory pregnancy warning displayed (%)	
		Featured product image	All product images
<i>All products</i>	8343	0.0	7.1
<i>Wine</i>	5827	0.1	6.9
<i>Spirits and premix</i>	1931	0.0	6.2
<i>Beer and cider</i>	585	0.0	11.8

Data web-scraped 1-3 August 2023





FREE PICK UP in 30mins



FREE Express Delivery on metro orders over \$149



FREE Standard Delivery on metro orders over \$149

[Spirits](#) > [Premix Drinks](#) > [Vodka Cruiser Mixed 10 Pack Bottles 275mL](#)

Vodka Cruiser >

Mixed 10 Pack Bottles 275mL

★★★★★ 4.7 (112 reviews) [Write a review](#)

 [Add to list](#)

 Top seller



About this product

 Log in or join free to unlock member prices

Pick up ✓ AVAILABLE

Delivery ✓ AVAILABLE



Pack (10)
\$46.99

MEMBER OFFER



Case (30)
\$119.85
Non-Member: \$124.99

Pack (10)

— 1 +

ADD TO CART

[FIND SOMETHING SIMILAR](#)

[FIND NEARBY](#)

 Pick up from:
Dan Murphy's Thornleigh

[Change](#)

Pick up

✓ Available





Dan Murphy's



Pick up: Thornleigh

Open 10 AM - 6 PM



Cart

About this product

Love to mix and match your favourite Vodka Cruiser varieties but always find it hard to pick and choose? Well, here is the answer! Five of your favourite Cruiser flavours are available in one convenient 10 pack that contains: 2 x Wild Raspberry, 2 x Pure Pineapple, 2 x Lush Guava, 2 x Summer Peach and 2 x Zesty Lemon-Lime.

Product specifications



FIND NEARBY



Pick up from:

Dan Murphy's Thornleigh

Change

Pick up

✓ Available

We recommend this in a bundle

A curated selection of products that go great together.



Vodka Cruiser

Mixed 10 Pack Bottles 275mL

\$46.99 pack (10)



Gift Bag

Shimmer - Single Bottle

\$2.50 each



Gift Bag Premium

Canvas Single Bag

\$6.49 each



Want more? You can easily change the quantity once it's in your cart

ADD SELECTED TO CART

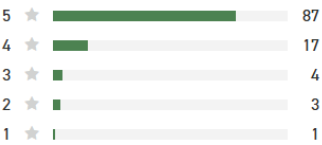
CUSTOMER REVIEWS

96% of reviewers would recommend this to a friend

★★★★★ Average customer rating: 4.7

WRITE A REVIEW

Rating snapshot



Customer Reviews



Showing 1-4 of 87 reviews

Sort by Highest rating

★★★★★

Easy drink

Lolo
23 August 2025 - Adelaide, SA

An easy drink, maybe too easy but definitely a favourite with the girls. Reasonably priced when bought in this 10 pack and multiple flavours so something to suit everyone.

✓ I would recommend to a friend

★★★★★

Smooth drink

Sevinch
13 July 2025 - Sydney

All good even you drink so much it will not hurt you

✓ I would recommend to a friend

★★★★★

My favorite 🥰

Mish
02 August 2025

A classic and refreshing drink. Completes the festivities

✓ I would recommend to a friend

★★★★★

Favourite

Windy
19 January 2025 - Adelaide, S.A.

I love Cruisers as a summer drink. Usually have one on a Friday night.

✓ I would recommend to a friend

Recommended for you

MIGHT BE INTERESTED IN HAVE ANOTHER LOOK TOP PRODUCTS DISCOVER MORE

Showing 1-5 of 18 products



Vodka Cruiser
Zero Sugar Mixed 10 Pack
Cans 275mL



\$39.95 pack (10)
\$119.85 case (30)

ADD TO CART ^



Hard Rated
10pk Cans 375mL



MEMBER OFFER
\$42 per bottle

Non-Member: \$44.95 pack (10)

ADD TO CART ^



Vodka Cruiser
Wild Raspberry Bottles
275mL



\$14.95 pack (4)
\$89.70 case (24)

ADD TO CART ^



Billson's
Vodka Mixed Cans 10x355mL



MEMBER OFFER
\$45 per pack of 10

Non-Member: \$52.99 pack (10)

ADD TO CART ^



Vodka Cruiser
Lush Guava Bottles 275mL



\$14.95 pack (4)
\$89.70 case (24)

ADD TO CART ^

Delivery & Pickup

Explore options that suit you

Help Centre

Browse topics to find the help you need

Stores

Find your nearest Dan Murphy's

My Dan's Membership

Join for free or login

Shopping

[How to order online](#)

[Delivery & Pick up](#)

[Track your order](#)

[Returns & Refunds](#)

[Product Recalls](#)

[My Account](#)

[Stores](#)

About

[The Dan Murphy's Story](#)

[Lowest Liquor Price Guarantee](#)

[Careers](#)

[Endeavour Marketplace](#)

[Endeavour Group](#)

[Sustainability](#)

[My Dan's Loyalty Program](#)

Services

[Help Centre](#)

[Gifting](#)

[Gift Cards](#)

[Wedding Orders](#)

[Corporate Events & Gifting](#)

[Party Planning](#)

[Report a Trolley](#)

[Merchant's Signature Service](#)

Get social with Dan's

[!\[\]\(2a01e3dc37cbd5af2b057412454e475f_img.jpg\) Facebook](#)

[!\[\]\(ef3394642dc32a66dcc60d08788fa67c_img.jpg\) Instagram](#)

[!\[\]\(7aedd24013299adbe7a040a372d8df87_img.jpg\) YouTube](#)

Download our App





SELF
EXCLUSION

Looking to help reduce your access to alcohol, or know someone who needs help? [Self Exclusion](#)



PREGNANCY WARNING. Alcohol can cause lifelong harm to your baby



Choose to
Drink
Wise.

Dan Murphy's supports the Responsible Service of Alcohol

New South Wales | Liquor Act 2007: No Alcohol can be sold or supplied to anyone under 18. It's against the law. **ACT | Liquor Act 2010:** It is an offence to supply alcohol to a person under the age of 18 years. Penalties apply. **Victoria | Liquor Control Reform Act 1998:** WARNING - Under the Liquor Control Reform Act 1998 it is an offence to supply alcohol to a person under the age of 18 years (Penalty exceeds \$23,000) and for a person under the age of 18 years to purchase or receive liquor (Penalty exceeds \$900). **Western Australia | Liquor Control Act 1988:** WARNING - Under the Liquor Control Act 1988, it is an offence: to sell or supply liquor to a person under the age of 18 years on licensed or regulated premises; or for a person under the age of 18 years to purchase, or attempt to purchase, liquor on licensed or regulated premises. **South Australia | Liquor Licensing Act 1997:** Liquor must not be supplied to persons under 18. ABN 77 159 767 843. **Queensland | Liquor Act 1992:** It is an offence to supply liquor to a person under the age of 18 years. **Tasmania | Liquor Licensing Act 1990:** It is an offence for liquor to be delivered to a person under the age of 18 years. Penalty: Fine not exceeding 20 penalty units. It is an offence for a person under the age of 18 years to purchase liquor. Penalty: Fine not exceeding 10 penalty units. ABN 77 159 767 843.

Learn more: [Liquor Licensing Acts](#) | [RSA Commitment](#)

Energy labelling

ENERGY INFORMATION		
Servings per package: 23.3		
Serving size: 30 mL (0.9 standard drinks)		
	Quantity per serving	Quantity per 100 mL
Energy	254 kJ (61 Cal)	845 kJ (202 Cal)

CONTAINS 1% JUICE

Nutrition Facts	
Serving size	1 can
Amount per serving	
Calories	100
% Daily Value	
Total Fat	0g 0%
Sodium	35mg 2%
Total Carbohydrate	1g 0%
Total Sugars	<1g
Includes 0g Added Sugars	0%
Protein	0g
Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, vitamin D, calcium, iron and potassium.	

INGREDIENTS: SPARKLING WATER, ALCOHOL, ORANGE JUICE CONCENTRATE, NATURAL FLAVOR, CITRIC ACID, TARTARIC ACID, SODIUM CITRATE, DRIED ACEROLA CHERRY JUICE, STEVIA.



Contents lists available at [ScienceDirect](https://www.sciencedirect.com)

Appetite

journal homepage: www.elsevier.com/locate/appet

“There’s just a lot of numbers and I just want to have a drink”: The challenge of communicating the energy content of alcohol products

Simone Pettigrew^{a,*}, Bella Sträuli^a, Asad Yusoff^a, Paula O’Brien^b, Jacqueline Bowden^c, Michelle Jongenelis^d, Aimee Brownbill^e, Tanya Chikritzhs^f, Mark Petticrew^g, Angela Matheson^h, Fraser Taylor^a, Alexandra Jones^a

1. General support for provision of energy info

Energy labelling

ENERGY INFORMATION		
Servings per package: 23.3		
Serving size: 30 mL (0.9 standard drinks)		
	Quantity per serving	Quantity per 100 mL
Energy	254 kJ (61 Cal)	845 kJ (202 Cal)

CONTAINS 1% JUICE

Nutrition Facts	
Serving size	1 can
Amount per serving	
Calories	100
% Daily Value	
Total Fat 0g	0%
Sodium 35mg	2%
Total Carbohydrate 1g	0%
Total Sugars <1g	
Includes 0g Added Sugars	0%
Protein 0g	
Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, vitamin D, calcium, iron and potassium.	

INGREDIENTS: SPARKLING WATER, ALCOHOL, ORANGE JUICE CONCENTRATE, NATURAL FLAVOR, CITRIC ACID, TARTARIC ACID, SODIUM CITRATE, DRIED ACEROLA CHERRY JUICE, STEVIA.



Contents lists available at [ScienceDirect](https://www.sciencedirect.com)

Appetite

journal homepage: www.elsevier.com/locate/appet

“There’s just a lot of numbers and I just want to have a drink”: The challenge of communicating the energy content of alcohol products

Simone Pettigrew^{a,*}, Bella Sträuli^a, Asad Yusoff^a, Paula O’Brien^b, Jacqueline Bowden^c, Michelle Jongenelis^d, Aimee Brownbill^e, Tanya Chikritzhs^f, Mark Petticrew^g, Angela Matheson^h, Fraser Taylor^a, Alexandra Jones^a

1. General support for provision of energy info
2. Copious confusion
 - Concept of energy
 - kJ vs cals
 - Standard drink vs serving size vs 100ml

Energy labelling

ENERGY INFORMATION		
Servings per package: 23.3		
Serving size: 30 mL (0.9 standard drinks)		
	Quantity per serving	Quantity per 100 mL
Energy	254 kJ (61 Cal)	845 kJ (202 Cal)

CONTAINS 1% JUICE

Nutrition Facts	
Serving size	1 can
Amount per serving	
Calories	100
% Daily Value	
Total Fat 0g	0%
Sodium 35mg	2%
Total Carbohydrate 1g	0%
Total Sugars <1g	
Includes 0g Added Sugars	0%
Protein 0g	
Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, vitamin D, calcium, iron and potassium.	
INGREDIENTS: SPARKLING WATER, ALCOHOL, ORANGE JUICE CONCENTRATE, NATURAL FLAVOR, CITRIC ACID, TARTARIC ACID, SODIUM CITRATE, DRIED ACEROLA CHERRY JUICE, STEVIA.	

1. General support for provision of energy info
2. Copious confusion
 - Concept of energy
 - kJ vs cals
 - Standard drink vs serving size vs 100ml
3. Signalling healthiness

That nutrition panel is kind of interesting – lots of zeroes (male, 51+ years).

(It's) glorified water ... it's healthier, you won't be as hungover the next day maybe (male, 18–30 years).

It's practically good for you (female, 51+ years).



Contents lists available at [ScienceDirect](https://www.sciencedirect.com)

Appetite

journal homepage: www.elsevier.com/locate/appet

“There's just a lot of numbers and I just want to have a drink”: The challenge of communicating the energy content of alcohol products

Simone Pettigrew^{a,*}, Bella Sträuli^a, Asad Yusoff^a, Paula O'Brien^b, Jacqueline Bowden^c, Michelle Jongenelis^d, Aimee Brownbill^e, Tanya Chikritzhs^f, Mark Petticrew^g, Angela Matheson^h, Fraser Taylor^a, Alexandra Jones^a

Studies in progress

- Prevalence of nutrition claims
- Effects of nutrition claims
- Effects of cancer warning labels
- Interaction between nutrition claims and cancer warnings
- Prevalence of zero alcohol products
- Consumers' responses to zero alcohol products

A

I

M

S

Thank you!



Asad Yusoff

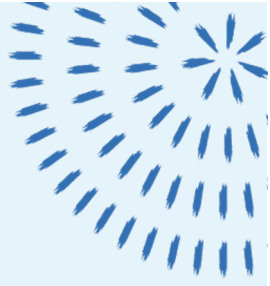


Bella Straeuli



Tazman Davies

Part 3:
**Policy and Regulatory Implications of the AIMS
Studies for Alcohol Labelling in Australia**



Lessons can be learnt from the pregnancy and alcohol warning labels

- Hard start date should be set, with all containers sold after X date required to bear label
 - Maybe allow stickers for stock already on the shelf?
- Three years too long for transition? Just a delaying tactic?
- Warning position should be specified by law
- Proper monitoring and enforcement is needed from states and territories



Nutrition claims and energy claims

- Monitoring needed of claims being made with respect to alcohol:
 - to check compliance
 - to determine whether further restrictions needed, with FSANZ review in 5 years of sugar and carb claims
- Further research needed into how consumers using new energy info label

Where to next for alcohol labelling in Australia? Cancer and alcohol labels...

XX grams XX kJ/ XX kcal	DRINKING ALCOHOL CAUSES LIVER DISEASE
	THERE IS A DIRECT LINK BETWEEN ALCOHOL AND FATAL CANCERS
	Visit askaboutalcohol.ie

**Ireland's new
alcohol label -
due to appear
on containers
from
September
2028**

Where to next for alcohol labelling in Australia? Family violence and alcohol labels...

