

Please note that this document is provided as guidance only, and the information and graphics provided are adaptable to specific needs.

As part of a Public Health Responsibility Deal with the Government in March 2011, many companies within the UK alcohol industry have pledged to implement a health labelling scheme to better inform consumers about responsible drinking. The Portman Group has issued guidance and will be collating industry commitment. (contact: 020 7290 1460 / info@portmangroup.org.uk for further information)

Companies willing to add sensible drinking messages to their labels should include the following information:

Required:

- The number of UK units in the container
- The recommended Government safe drinking guidelines: “UK Chief Medical Officers recommend that men do not regularly exceed 3-4 units daily and women 2-3 units daily”
- Warning for pregnant women (logo or written statement)

Optional:

- A responsibility statement (e.g. “please drink responsibly”)
- Optional: www.drinkaware.co.uk or drinkaware logo

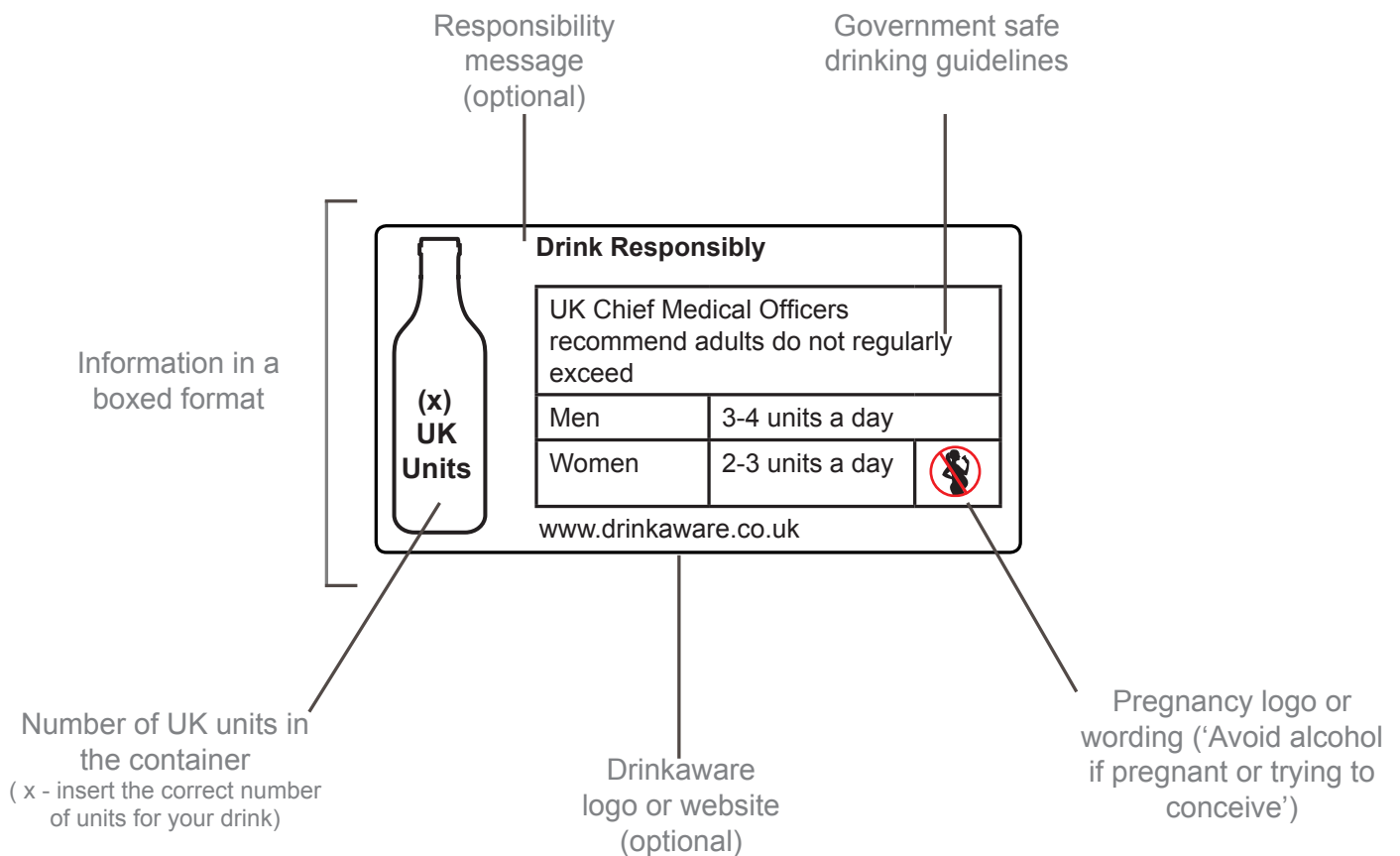
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Overall content and presentation

- The information, should be clear, legible, displayed on the primary packaging and not be difficult for consumers to find. (Companies are encouraged to use a font size no smaller than the main body of information on the label and to include the information also on on-shelf secondary packaging).
- The information should be grouped together. (Companies are encouraged, though not required for the purposes of compliance, to differentiate the information from other information on the packaging, for example by use of a box, spacing, background colour, etc).
- The information should not appear on a part of the primary packaging that is dispensed with before or immediately when the product is opened.
- The label should not contain anything which serves to undermine the health messaging.

Elements to include on a label (Government's preferred format)



- In the case of a multi-serve container, the number of units per typical serving may additionally be displayed if desired. The typical serving for wine (up to alcohol 15% vol) should be taken as 125ml, and the typical serving for spirits or liqueurs should be taken as 25ml.
- Beer, cider and RTD containers above 500ml may, at the discretion of the company, be regarded as multi-serve. The typical serving in this case should be taken as 284 ml (1/2 pint).
- If the number of units in a typical serving has additionally been displayed (see above), the size of the typical serving should be stated, i.e. 125ml, 25ml or 284ml (1/2 pint).

Alternative formats:

KNOW YOUR LIMITS

UK Chief Medical Officers recommend adults do not regularly exceed

Men	3-4 units a day	
Women	2-3 units a day	

(x) UK Units

(x) UK units

drinkaware.co.uk

(x) - insert the correct number of units for your drink

Please drink responsibly

UK Chief Medical Officers recommend that men do not regularly exceed 3-4 units daily, and women 2-3 units daily.

Avoid alcohol if pregnant or trying to conceive

(x) UK Units

(x) UK units

drinkaware.co.uk

(x) - insert the correct number of units for your drink

Design elements:

Pregnancy logos:

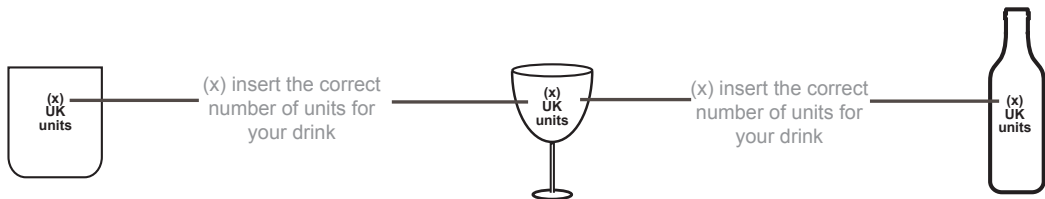


or

Pregnancy warning:

Avoid alcohol if pregnant or trying to conceive

Glass and bottle icons:



Spirits & other drinks

Wine and wine type drinks

Standard bottle

Please note that the graphic elements above are available on the WSTA website:

<http://www.wsta.co.uk/what-we-do/social-responsibility/133-info/521-uk-voluntary-labelling-scheme-guidance>

Drinkaware logo

Any organisation that wishes to refer to Drinkaware, or the Drinkaware website, must obtain prior consent from them by entering into a Trademark Licence Agreement.

For more information please visit the Drinkaware website at: <http://www.drinkaware.co.uk/about-us/drinkaware-logo/information-about-the-logo>

Below are a few examples of possible variations of the Drinkaware logo:

drinkaware.co.uk
for the facts about alcohol

drinkaware.co.uk
for the facts about alcohol

drinkaware.co.uk
for the facts

drinkaware

drinkaware.co.uk for the facts

drinkaware.co.uk

Example of label



WINE BRAND

12.0% ALC
IMPORTED BY JO BLOGGS
CONTAINS SULPHITES
2010 VINTAGE





1 2345687910

Drink Responsibly

UK Chief Medical Officers recommend adults do not regularly exceed

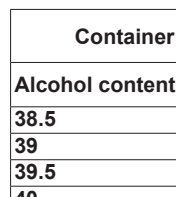
Men	3-4 units a day	
Women	2-3 units a day	

www.drinkaware.co.uk

Unit content calculator per container size and abv

Container size in ml	100	125	187	200	250	284	350	375	500	568	700	750	1000
Alcohol content													
5.5	0.6	0.7	1.0	1.1	1.4	1.6	1.9	2.1	2.8	2.8	3.9	4.1	5.5
6	0.6	0.8	1.1	1.2	1.5	1.7	2.1	2.3	3.0	3.0	4.2	4.5	6.0
6.5	0.7	0.8	1.2	1.3	1.6	1.8	2.3	2.4	3.3	3.3	4.6	4.9	6.5
7	0.7	0.9	1.3	1.4	1.8	2.0	2.5	2.6	3.5	3.5	4.9	5.3	7.0
7.5	0.8	0.9	1.4	1.5	1.9	2.1	2.6	2.8	3.8	3.8	5.3	5.6	7.5
8	0.8	1.0	1.5	1.6	2.0	2.3	2.8	3.0	4.0	4.0	5.6	6.0	8.0
8.5	0.9	1.1	1.6	1.7	2.1	2.4	3.0	3.2	4.3	4.3	6.0	6.4	8.5
9	0.9	1.1	1.7	1.8	2.3	2.6	3.2	3.4	4.5	4.5	6.3	6.8	9.0
9.5	1.0	1.2	1.8	1.9	2.4	2.7	3.3	3.6	4.8	4.8	6.7	7.1	9.5
10	1.0	1.3	1.9	2.0	2.5	2.8	3.5	3.8	5.0	5.0	7.0	7.5	10.0
10.5	1.1	1.3	2.0	2.1	2.6	3.0	3.7	3.9	5.3	5.3	7.4	7.9	10.5
11	1.1	1.4	2.1	2.2	2.8	3.1	3.9	4.1	5.5	5.5	7.7	8.3	11.0
11.5	1.2	1.4	2.2	2.3	2.9	3.3	4.0	4.3	5.8	5.8	8.1	8.6	11.5
12	1.2	1.5	2.2	2.4	3.0	3.4	4.2	4.5	6.0	6.0	8.4	9.0	12.0
12.5	1.3	1.6	2.3	2.5	3.1	3.6	4.4	4.7	6.3	6.3	8.8	9.4	12.5
13	1.3	1.6	2.4	2.6	3.3	3.7	4.6	4.9	6.5	6.5	9.1	9.8	13.0
13.5	1.4	1.7	2.5	2.7	3.4	3.8	4.7	5.1	6.8	6.8	9.5	10.1	13.5
14	1.4	1.8	2.6	2.8	3.5	4.0	4.9	5.3	7.0	7.0	9.8	10.5	14.0
14.5	1.5	1.8	2.7	2.9	3.6	4.1	5.1	5.4	7.3	7.3	10.2	10.9	14.5
15	1.5	1.9	2.8	3.0	3.8	4.3	5.3	5.6	7.5	7.5	10.5	11.3	15.0
15.5	1.6	1.9	2.9	3.1	3.9	4.4	5.4	5.8	7.8	7.8	10.9	11.6	15.5
16	1.6	2.0	3.0	3.2	4.0	4.5	5.6	6.0	8.0	8.0	11.2	12.0	16.0
16.5	1.7	2.1	3.1	3.3	4.1	4.7	5.8	6.2	8.3	8.3	11.6	12.4	16.5
17	1.7	2.1	3.2	3.4	4.3	4.8	6.0	6.4	8.5	8.5	11.9	12.8	17.0
17.5	1.8	2.2	3.3	3.5	4.4	5.0	6.1	6.6	8.8	8.8	12.3	13.1	17.5
18	1.8	2.3	3.4	3.6	4.5	5.1	6.3	6.8	9.0	9.0	12.6	13.5	18.0
18.5	1.9	2.3	3.5	3.7	4.6	5.3	6.5	6.9	9.3	9.3	13.0	13.9	18.5
19	1.9	2.4	3.6	3.8	4.8	5.4	6.7	7.1	9.5	9.5	13.3	14.3	19.0
19.5	2.0	2.4	3.6	3.9	4.9	5.5	6.8	7.3	9.8	9.8	13.7	14.6	19.5
20	2.0	2.5	3.7	4.0	5.0	5.7	7.0	7.5	10.0	10.0	14.0	15.0	20.0
20.5	2.1	2.6	3.8	4.1	5.1	5.8	7.2	7.7	10.3	10.3	14.4	15.4	20.5
21	2.1	2.6	3.9	4.2	5.3	6.0	7.4	7.9	10.5	10.5	14.7	15.8	21.0
21.5	2.2	2.7	4.0	4.3	5.4	6.1	7.5	8.1	10.8	10.8	15.1	16.1	21.5
22	2.2	2.8	4.1	4.4	5.5	6.2	7.7	8.3	11.0	11.0	15.4	16.5	22.0
22.5	2.3	2.8	4.2	4.5	5.6	6.4	7.9	8.4	11.3	11.3	15.8	16.9	22.5
23	2.3	2.9	4.3	4.6	5.8	6.5	8.1	8.6	11.5	11.5	16.1	17.3	23.0
23.5	2.4	2.9	4.4	4.7	5.9	6.7	8.2	8.8	11.8	11.8	16.5	17.6	23.5
24	2.4	3.0	4.5	4.8	6.0	6.8	8.4	9.0	12.0	12.0	16.8	18.0	24.0
24.5	2.5	3.1	4.6	4.9	6.1	7.0	8.6	9.2	12.3	12.3	17.2	18.4	24.5
25	2.5	3.1	4.7	5.0	6.3	7.1	8.8	9.4	12.5	12.5	17.5	18.8	25.0
25.5	2.6	3.2	4.8	5.1	6.4	7.2	8.9	9.6	12.8	12.8	17.9	19.1	25.5
26	2.6	3.3	4.9	5.2	6.5	7.4	9.1	9.8	13.0	13.0	18.2	19.5	26.0
26.5	2.7	3.3	5.0	5.3	6.6	7.5	9.3	9.9	13.3	13.3	18.6	19.9	26.5
27	2.7	3.4	5.0	5.4	6.8	7.7	9.5	10.1	13.5	13.5	18.9	20.3	27.0
27.5	2.8	3.4	5.1	5.5	6.9	7.8	9.6	10.3	13.8	13.8	19.3	20.6	27.5
28	2.8	3.5	5.2	5.6	7.0	8.0	9.8	10.5	14.0	14.0	19.6	21.0	28.0
28.5	2.9	3.6	5.3	5.7	7.1	8.1	10.0	10.7	14.3	14.3	20.0	21.4	28.5
29	2.9	3.6	5.4	5.8	7.3	8.2	10.2	10.9	14.5	14.5	20.3	21.8	29.0
29.5	3.0	3.7	5.5	5.9	7.4	8.4	10.3	11.1	14.8	14.8	20.7	22.1	29.5
30	3.0	3.8	5.6	6.0	7.5	8.5	10.5	11.3	15.0	15.0	21.0	22.5	30.0
30.5	3.1	3.8	5.7	6.1	7.6	8.7	10.7	11.4	15.3	15.3	21.4	22.9	30.5
31	3.1	3.9	5.8	6.2	7.8	8.8	10.9	11.6	15.5	15.5	21.7	23.3	31.0
31.5	3.2	3.9	5.9	6.3	7.9	8.9	11.0	11.8	15.8	15.8	22.1	23.6	31.5
32	3.2	4.0	6.0	6.4	8.0	9.1	11.2	12.0	16.0	16.0	22.4	24.0	32.0
32.5	3.3	4.1	6.1	6.5	8.1	9.2	11.4	12.2	16.3	16.3	22.8	24.4	32.5
33	3.3	4.1	6.2	6.6	8.3	9.4	11.6	12.4	16.5	16.5	23.1	24.8	33.0
33.5	3.4	4.2	6.3	6.7	8.4	9.5	11.7	12.6	16.8	16.8	23.5	25.1	33.5
34	3.4	4.3	6.4	6.8	8.5	9.7	11.9	12.8	17.0	17.0	23.8	25.5	34.0
34.5	3.5	4.3	6.5	6.9	8.6	9.8	12.1	12.9	17.3	17.3	24.2	25.9	34.5
35	3.5	4.4	6.5	7.0	8.8	9.9	12.3	13.1	17.5	17.5	24.5	26.3	35.0
35.5	3.6	4.4	6.6	7.1	8.9	10.1	12.4	13.3	17.8	17.8	24.9	26.6	35.5
36	3.6	4.5	6.7	7.2	9.0	10.2	12.6	13.5	18.0	18.0	25.2	27.0	36.0
36.5	3.7	4.6	6.8	7.3	9.1	10.4	12.8	13.7	18.3	18.3	25.6	27.4	36.5
37	3.7	4.6	6.9	7.4	9.3	10.5	13.0	13.9	18.5	18.5	25.9	27.8	37.0
37.5	3.8	4.7	7.0	7.5	9.4	10.7	13.1	14.1	18.8	18.8	26.3	28.1	37.5
38	3.8	4.8	7.1	7.6	9.5	10.8	13.3	14.3	19.0	19.0	26.6	28.5	38.0

Example: a 750ml bottle of wine with a 12% abv contains 9 units



Container size in ml	100	125	187	200	250	284	350	375	500	568	700	750	1000
Alcohol content (abv)													
38.5	3.9	4.8	7.2	7.7	9.6	10.9	13.5	14.4	19.3	19.3	27.0	28.9	38.5
39	3.9	4.9	7.3	7.8	9.8	11.1	13.7	14.6	19.5	19.5	27.3	29.3	39.0
39.5	4.0	4.9	7.4	7.9	9.9	11.2	13.8	14.8	19.8	19.8	27.7	29.6	39.5
40	4.0	5.0	7.5	8.0	10.0	11.4	14.0	15.0	20.0	20.0	28.0	30.0	40.0
40.5	4.1	5.1	7.6	8.1	10.1	11.5	14.2	15.2	20.3	20.3	28.4	30.4	40.5
41	4.1	5.1	7.7	8.2	10.3	11.6	14.4	15.4	20.5	20.5	28.7	30.8	41.0
41.5	4.2	5.2	7.8	8.3	10.4	11.8	14.5	15.6	20.8	20.8	29.1	31.1	41.5
42	4.2	5.3	7.9	8.4	10.5	11.9	14.7	15.8	21.0	21.0	29.4	31.5	42.0
42.5	4.3	5.3	7.9	8.5	10.6	12.1	14.9	15.9	21.3	21.3	29.8	31.9	42.5
43	4.3	5.4	8.0	8.6	10.8	12.2	15.1	16.1	21.5	21.5	30.1	32.3	43.0
43.5	4.4	5.4	8.1	8.7	10.9	12.4	15.2	16.3	21.8	21.8	30.5	32.6	43.5
44	4.4	5.5	8.2	8.8	11.0	12.5	15.4	16.5	22.0	22.0	30.8	33.0	44.0
44.5	4.5	5.6	8.3	8.9	11.1	12.6	15.6	16.7	22.3	22.3	31.2	33.4	44.5
45	4.5	5.6	8.4	9.0	11.3	12.8	15.8	16.9	22.5	22.5	31.5	33.8	45.0
45.5	4.6	5.7	8.5	9.1	11.4	12.9	15.9	17.1	22.8	22.8	31.9	34.1	45.5
46	4.6	5.8	8.6	9.2	11.5	13.1	16.1	17.3	23.0	23.0	32.2	34.5	46.0
46.5	4.7	5.8	8.7	9.3	11.6	13.2	16.3	17.4	23.3	23.3	32.6	34.9	46.5
47	4.7	5.9	8.8	9.4	11.8	13.3	16.5	17.6	23.5	23.5	32.9	35.3	47.0
47.5	4.8	5.9	8.9	9.5	11.9	13.5	16.6	17.8	23.8	23.8	33.3	35.6	47.5
48	4.8	6.0	9.0	9.6	12.0	13.6	16.8	18.0	24.0	24.0	33.6	36.0	48.0
48.5	4.9	6.1	9.1	9.7	12.1	13.8	17.0	18.2	24.3	24.3	34.0	36.4	48.5
49	4.9	6.1	9.2	9.8	12.3	13.9	17.2	18.4	24.5	24.5	34.3	36.8	49.0
49.5	5.0	6.2	9.3	9.9	12.4	14.1	17.3	18.6	24.8	24.8	34.7	37.1	49.5
50	5.0	6.3	9.4	10.0	12.5	14.2	17.5	18.8	25.0	25.0	35.0	37.5	50.0

Example: a 700ml bottle of spirits with a 40% abv contains 28 units

The calculations are based on UK units, using the following formula:

- $(\text{Container size in ml}) \times (\text{abv}) / 1000$