



# IBA BEER LABELING GUIDELINES

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## INTRODUCTION

### A. SCOPE OF GUIDANCE

- These Guidelines are intended to assist IBA members to create beer labels that conform to regulatory requirements.
- These Guidelines apply to pre-packaged beer only, covering single unit (can/bottle), multi-pack and carton packaging.
- When designing labels, IBA members should keep in mind the core principle of 'legal and responsible':
  - Legal** Labels must comply with all relevant laws and regulations.
  - Responsible** Labels must demonstrate a high standard of social responsibility.
- These Guidelines are therefore structured to ensure you consider:
  - Mandatory Label Information
  - Requirements for Optional Label Information
  - Additional Labeling Elements.
- These Guidelines are designed for use in relation to beer sold in Australia and New Zealand (as the leading export market for Australian beer):
  - Under the Trans-Tasman Mutual Recognition Agreement, food products that are legally labeled in Australia can in most cases be sold in New Zealand without amendment.
  - Other export markets may have their own set of rules, so ensure that you research and/or obtain advice on the rules for each particular market.
  - It is also useful to consult with your local distributor or importer in foreign markets, as this will help to ensure that they are satisfied that the label meets their market's requirements and that they carry some responsibility for the content of the label.

### B. THE DEFINITION OF BEER

- These Guidelines relate to beer as defined in Standard 2.7.2 of the Australia New Zealand Food Standards Code.
- Beer is defined as: *The product, characterised by the presence of hops or preparations of hops, prepared by the yeast fermentation of an aqueous extract of malted or unmalted cereals, or both.*
- This includes beers with additions of cereal products and other sources of carbohydrate, sugars, salts, herbs and spices.
- If a product does not conform to the definition of beer in Standard 2.7.2, it must not be described or otherwise sold as beer.

### C. REGULATORY AUTHORITIES

The following organisations have a role in regulating beer labeling in Australia:

- Food Standards Australia and New Zealand
- Department of Agriculture and Water Resources
- State and Territory Food Regulators
- Australian Competition and Consumer Commission (ACCC)
- National Measurement Institute
- Alcohol Beverages Advertising Code Scheme (ABAC).

### D. RELEVANT STANDARDS

These Guidelines primarily refer to the Australia New Zealand Food Standards Code, as produced under the *Food Standards Australia New Zealand Act 1991*.

The following standards are referenced in this document:

- Standard 1.2.2 Food identification requirements
- Standard 1.2.3 Mandatory warning and advisory statements and declarations
- Standard 1.2.5 Date marking of food
- Standard 1.2.7 Nutrition, health and related claims
- Standard 1.2.8 Nutrition information requirements
- Standard 1.3.1 Food additives
- Standard 1.3.3 Processing aids
- Standard 2.7.1 Labeling of alcoholic beverages and food containing alcohol
- Standard 2.7.2 Beer.

### E. LOGOS THAT MAY BE FEATURED ON YOUR LABEL

The following logos are accessible on the [IBA website](#):

- Standard drinks logo
- Drinkwise pregnancy advisory message and other logos
- Recycle logo
- Gross weight logo

In addition, IBA members may apply to use the Independence Seal on their labeling.

### F. CONSEQUENCES OF NON-COMPLIANCE

- Failure to comply with mandatory labeling requirements can incur significant regulatory consequences, including product recall and prosecution by State and Territory food regulators.
- Labels that are considered false, misleading or deceptive can also be the subject of regulatory enforcement by the ACCC or equivalent authorities in New Zealand.
- Fines, prosecutions and other regulatory consequences have been imposed upon brewers in the past for non-compliance.
- Failure to comply with labeling requirements may also have business consequences as retailers may refuse to stock your beer.

### G. DISCLAIMER

- These Guidelines are prepared by the Australian Independent Brewers Association. Material may not be published or reproduced without permission of the IBA.
- This document represents the IBA's interpretation of labeling regulatory codes and standards as at October 2018. All due care and attention has been exercised in the preparation of these Guidelines. However, labeling regulations may change over time.
- This document is not intended as legal advice and members rely upon it at their own risk. The IBA and their officers, employees or agents disclaim any liability of any kind for any inaccuracy, error, omission or other flaw in the information contained in these Guidelines, and for any loss and/or damage that may arise from reliance on the information presented.

# MANDATORY LABEL INFORMATION

You must include the following information on your label.

## 1. PRODUCT DESCRIPTION (STANDARD 1.2.2)

- There must be a reference to beer or a beer style on the label. This description must indicate the true nature of the product (e.g. "Blue Monster" is not adequate).
- If a product does not conform to the definition of beer in Standard 2.7.2, it must not be described or otherwise sold as beer.
- Where abbreviations are used, e.g. IPA, it is recommended that they are named in full in addition to the abbreviation e.g. India Pale Ale. This can be on the back of the label.

## 2. VOLUME STATEMENT (NATIONAL TRADE MEASUREMENT REGULATIONS 2009)

- The volume statement must be present on the front label and be in the same direction as the branding.
- It must be separated by at least 2mm in all directions from other graphic matter or copy.
- For these purposes, the front label of a cylindrical package is considered to cover no more than one third of the circumference of the package and the volume statement must be fully within that area.
- The unit of measurement must be represented in mL, cL or L (not ML).
- The characters must be clear and in a colour that provides a distinct contrast with the colour of the background. The text height of the volume statement is dependent upon the package height.

VOLUME STATEMENT – MINIMUM SIZE REQUIREMENTS	
Maximum Dimensions of Product	Minimum Character Height
120mm or under	2.0mm
Over 120mm but not over 230mm	2.5mm
Over 230mm but not over 360mm	3.3mm
Over 360mm	4.8mm

- The filling and labeling of packages for beer is governed by the *National Measurement Act 1960* and its subordinate regulations and guidelines. The filling of beer packages must be done in conformity with [these rules](#).

## 3. ALCOHOL CONTENT (STANDARD 2.7.1)

- An alcohol content statement is required for any alcoholic beverage that is 0.5% alcohol content by volume (ABV) or higher.
- This must state the alcohol content on the front or back label (or both).

ALCOHOL CONTENT STATEMENT – FORM REQUIREMENTS	
Product ABV	Minimum Character Height
Less than 1.15% ABV	Alcohol content must be expressed in words as follows: 'CONTAINS NOT MORE THAN X% ALCOHOL BY VOLUME'.
1.15% ABV or above	Alcohol content must be expressed in any of the following ways: <ul style="list-style-type: none"> <li>mL/100 g</li> <li>mL/100 mL</li> <li>Percentage ABV (e.g. 6% ABV)</li> </ul> The statement must be accurate to within + or - 0.3% ABV. Decimal values must be represented with a decimal point and NOT a European decimal comma.

## 4. STANDARD DRINKS STATEMENT (STANDARD 2.7.1)

- If a beer contains more than 0.5% ABV (measured at 20°C), the label must state the number of standard drinks that beer contains.
- Always use standard rounding rules i.e. 1.14 to 1.1 and 1.17 to 1.2.

### STEP ONE: CALCULATE THE NUMBER OF STANDARD DRINKS IN THE RELEVANT BEER

STANDARD DRINKS FORMULA
Volume of Container (Litres) x % Alcohol by Volume (mL/100mL) x Specific gravity of ethanol = Standard drinks
For example, a 330mL bottle of beer at 4.8% ABV is calculated as: 0.33(Litres) x 4.8 (% ABV) x 0.789 = 1.24 standard drinks*
*This rounds down to 1.2 standard drinks

### STEP TWO: INDICATE THE NUMBER OF STANDARD DRINKS ON THE LABEL. THERE ARE TWO OPTIONS.

STANDARD DRINKS STATEMENT – FORMS	
<b>Option 1: Standard Drinks Statement</b>	"CONTAINS APPROXIMATELY X.X STANDARD DRINKS"
<b>Option 2: Standard Drinks Logo</b>	Standard drinks beer glass symbol with the correct number of standard drinks inserted.



## 5. COUNTRY OF ORIGIN (MANDATORY IN AUSTRALIA: ACCC COUNTRY OF ORIGIN FOOD LABELING STANDARD)

- Beer labels must carry a country of origin text statement about where the food was grown, produced or made.
- This statement must be legible and prominent on each:
  - single unit
  - multi-pack
  - carton.

	Grown in	Produced in	Made in
<b>Requirements for Use</b>	Can only be used if the beer contains ingredients grown exclusively from a particular country.	Can only be used if the beer contains ingredients sourced exclusively from a particular country.	Can be used if the product underwent its last substantial transformation in that country.
<b>Example</b>	'Grown in Australia'	'Produced in Australia'	'Made in Australia' 'Product of Australia'

- This is only a brief overview of country of origin labeling requirements. Due to the complexity of the regulations, please refer to the relevant sections of the [Country of Origin Food Labeling Information Standard 2016](#) (Country of Origin Standard) to determine which statement applies to your product.
- Although only text requirements are necessary for beer, you can use the 'kangaroo' and 'bar' logos within the Country of Origin Standard. However, there are stringent guidelines for the use of these logos. These are available in the Country of Origin Standard in the link above.

## 6. SUPPLIER & PACKER NAME & ADDRESS (STANDARD 1.2.2)

- The label must contain the name and business address of the 'supplier'.
    - The 'supplier' may be the brewer, contract brewer, packer, vendor or importer.
    - It is permitted to include more than one set of details e.g. brewer and contract brewer.
    - The label must feature a physical business address in either Australia or New Zealand.
    - Also recommended: website, phone, email, social media contacts.
  - In Australia, the label is also required to be marked with the name and address of the person who packed the product or on whose behalf it was packed. (*Regulation 4.7 National Trade Measurement Regulations 2009*).
- In general, this will be one and the same person as the supplier and therefore does not need to be presented separately. However, the address should be a place in Australia where a document may be served personally on the person (i.e. not a P.O. Box).

## 7. 10c REFUND STATEMENT

- It is a requirement in various states and territories that the individual beverage container display the 10c refund statement, as follows:

**10c refund at collection depots/points in participating State/Territory of purchase**

- Note: each product must first be registered with the relevant state EPA.
- The numeric "10" must have a minimum text height of 3mm and the smallest letter in the wording must be a minimum text height of 1.5mm. A minimum 3mm "free space" boundary around the refund marking is recommended.
- This should go on the bottle/can only, not the multi-pack or carton.

## 8. BEST-BEFORE DATE (STANDARD 1.2.5)

- The label on a beer must include its best-before date, unless the best-before date of the beer is more than two years away.
- The best-before date is the date at which the beer will remain fully marketable and will retain any specific qualities for which express or implied claims have been made.
- The best-before date must use the words 'Best Before', accompanied by the date or a reference to where the date is located in the label. For example: "FOR BEST BEFORE, SEE BOTTOM OF CAN".
- The best-before date must be clearly legible and indelible on all saleable units.
- The IBA also recommends that you include a 'packed on' date to provide additional information to consumers. Note that a 'packed on' date is not a valid substitute for a best-before date.

ACCEPTABLE DATE FORMATS	
Shelf Life of Products	Allowed formats
Under 3 months	Best Before: Dec 2014 Best Before: 2014 Dec Best Before: 12 2014
3 months or more	Best Before: 23 12 2014 Best Before: 23 Dec 2014 Best Before: Dec 23 2014

## 9. PREGNANCY ADVISORY

- New requirements for mandatory pregnancy warning labels on packaged alcoholic beverages were gazetted in the Australia New Zealand Food Standards Code (the Code) on 31 July 2020.
- Businesses have three years from 31 July 2020 to implement these requirements.
- There are 4 label's depending on the unit volume and or packaging. Refer to next page.

## 10. LOT IDENTIFICATION (STANDARD 1.2.2)

- Lot identification must appear on all packaging.
- Where a manufacturer has multiple production lines, or uses a limited production line for multiple food preparations, the best-before dates are not considered sufficient to indicate lot identification. Otherwise it is acceptable to state: *Lot Code: See Best Before Date*.
- "Lot identification" means a number or other information that identifies:
  - the premises where the food was prepared or packed, and
  - the lot of which the food is a part.
- "Lot" means an amount of a food that the manufacturer or producer identifies as having been prepared, or from which foods have been packaged or otherwise separated for sale, under essentially the same conditions, for example:
  - from a particular preparation or packing unit, and
  - during a particular time ordinarily not exceeding 24 hours.

## 11. SULPHITES AND ALLERGENS (STANDARD 1.2.3)

- Allergens must be declared if they are present in the product whether as an ingredient, part of a compound ingredient, an additive, a processing aid or component of these.
- Allergens that may be present in beer that require declaration include:
  - Added sulphites in concentrations of 10mg/kg or more
  - Crustacea (for example: oysters, crayfish, crabs, prawns) and their products
  - Egg and egg products
  - Fish and fish products (excluding isinglass)
  - Milk and milk products except for alcohol distilled from whey (for example: lactose in milk stout)
  - Peanuts and peanut products
  - Soybeans and soybean products
  - Tree nuts and tree nut products other than coconut (for example: pine nuts, walnuts, brazil nuts, almonds)
  - Lupins and lupin products.
  - Cereals containing gluten and cereal products (e.g. wheat, rye, barley, oats and spelt) are considered allergens. However, beer packaging does not need to list this as an allergen.
- If you have used these items in your products, you must declare them as allergens on your label. This includes use as an additive or processing aid.
- It is important to check the allergen status of all inputs, as they may contain allergens that you are not aware of. Find more information on allergens [here](#).

## 12. USE OF OTHER INGREDIENTS

- The *Australia and New Zealand Food Standards Code* contains specific reference to ingredients that are permitted or prohibited to be used in the production of beer.
- If products are present that have not been permitted within the definition of beer, then your product is not beer and it may be subject to different rules, including labeling and tax rules.
- If you are planning to produce a product that contains new or unfamiliar ingredients, you must ensure you comply with the following standards:
  - [Standard 1.3.1 – Food Additives](#)
  - [Standard 1.3.3 – Processing Aids](#)
  - [Standard 1.4.4 – Prohibited and Restricted Plants and Fungi](#)
  - [Standard 1.5.1 – Novel Foods](#)

# PREGNANCY WARNING LABEL INFORMATION

You must use the following information to select the correct label.

## 1. DEFINITIONS

Definitions for terms used in the Code requirements for pregnancy warning labels that are used in this document are outlined below:

- Individual unit means a container that:
  - is an innermost package; and
  - contains a beverage with more than 1.15% alcohol by volume.
- Pregnancy warning pictogram means the following pictogram with the silhouette of a pregnant woman holding a wine glass within a circle with a strikethrough
- Pregnancy warning mark means the following image comprising:
  - the pregnancy warning pictogram
  - the signal words 'Pregnancy Warning' and
  - the statement 'Alcohol can cause lifelong harm to your baby' all within a border
- Pregnancy warning label means either the pregnancy warning pictogram or the pregnancy warning mark.
- Prescribed alcoholic beverage means a beverage that:
  - has more than 1.15% alcohol by volume; and
  - either:
    - is for retail sale; or
    - is sold as suitable for retail sale without any further processing, packaging or labelling; and
  - does not include a beverage that:
    - is sold for retail sale; and
    - is packaged in the presence of the purchaser.
- Size of type means the measurement from the base to the top of a letter or numeral.

## 2. LABEL SUITE

### LABEL TYPE 1 - PREGNANCY WARNING MARK

- Prescribed alcoholic beverage/individual unit with a volume over 200 ml but not over 800 ml

### LABEL TYPE 2 - PREGNANCY WARNING MARK

- Prescribed alcoholic beverage/individual unit with a volume over 800 ml.

### LABEL TYPE 3 - PREGNANCY WARNING MARK

- Outer package<sup>1</sup> of prescribed alcoholic beverage with a volume:
  - over 200 ml
  - over 200 ml with more than one individual unit in the package
  - not over 200 ml with more than one individual unit in the package.

### LABEL TYPE 2 - PREGNANCY WARNING PICTOGRAM

- Prescribed alcoholic beverage/individual unit with a volume over 800 ml.
- Prescribed alcoholic beverage/individual unit with a volume not over 200 ml.
- Outer package<sup>1</sup> of a prescribed alcoholic beverage with a volume not over 200 ml and packaging that includes only one individual unit

## 3. LABEL ELEMENTS

### FONT AND PICTOGRAM SIZES

Each pregnancy warning label must comply with minimum size requirements for size of type and pictogram diameter.

#### LABEL TYPE 1



#### LABEL TYPE 2



#### LABEL TYPE 3



#### LABEL TYPE 4



## 4. LABEL COLOURS

Each pregnancy warning label must comply with the colour requirements.

Pregnancy warning mark must be in the following colours:

- Signal words - RED
- Statement - BLACK
- Border - BLACK
- Background within the border - WHITE
- Silhouette of pregnant woman - BLACK
- Pictogram circle and strikethrough - RED
- Background within pictogram - WHITE

Pregnancy warning pictogram must be in the following colours:

- Silhouette of pregnant woman - BLACK
- Pictogram circle and strikethrough - RED
- Background within pictogram - WHITE

### SPOT COLOUR

PMS 485 (Pantone Coated)

Black

### CMYK

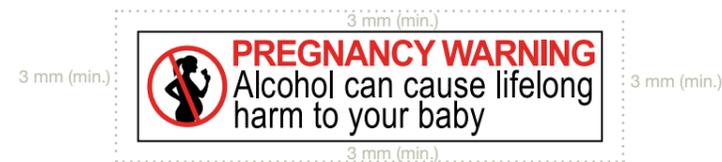
C=6 M=98 Y=100 K=1

C=0 M=0 Y=0 K=100

Downloadable labels use PMS 485. Other variations of red are permitted. CMYK versions are also available via the <https://www.foodstandards.gov.au/industry/labelling/Pages/pregnancy-warning-labels-downloadable-files.aspx>

## CLEAR SPACE AROUND THE PREGNANCY WARNING MARK

The pregnancy warning mark must be displayed on the package with a clear space that surrounds the outside of the border of the pregnancy warning mark and is at least 3 mm in width.



<sup>1</sup> A transportation outer is not required by section 2.7.1–8 of the Code to display a pregnancy warning label.

# REQUIREMENTS FOR OPTIONAL LABEL INFORMATION

This section deals with information you may choose to include on your label. If you include it, you must abide by the following regulatory controls.

It is important to remember that beer labels cannot:

- carry health claims
- encourage or be likely to encourage excessive consumption
- be aimed at or be likely to have special appeal for minors
- make representations as to being non-intoxicating, or
- be false or liable to mislead or deceive consumers.

## 13. FALSE, MISLEADING OR DECEPTIVE CLAIMS

- All beer labels must conform to the Australian Consumer Law (ACL).
- Among other things, the ACL prohibits the following behaviours in trade or commerce:
  - Engaging in conduct that is misleading or deceptive or is likely to mislead or deceive.
  - In connection with the supply or possible supply of goods or services or in connection with the promotion by any means of the supply or use of goods or services:
    - making a false or misleading representation that goods are of a particular standard, quality, value, grade, composition, style or model or have had a particular history or particular previous use
    - making a false or misleading representation that goods or services have sponsorship, approval, performance characteristics, accessories, uses or benefits
    - making a false or misleading representation concerning the place of origin of goods.
  - Engaging in conduct that is liable to mislead the public as to the nature, the manufacturing process, the characteristics, the suitability for their purpose or the quantity of any goods.
- Any claims that you make must be able to be substantiated i.e. they should be based on evidence.
- Similar provisions may be found in some State and Territory food laws as well as in New Zealand's *Fair Trading Act 1986*.
- The range of issues covered by these rules is extremely broad and may cover issues such as green, natural, boutique and similar claims. Guidance is available from the [ACCC](#).

## 14. RESPONSIBLE MARKETING

- Beer producers should be aware of the quasi-regulatory system for alcohol advertising administered by Ad Standards in Australia.
- All alcohol advertising, including product packaging, should conform to the ABAC Responsible Alcohol Marketing Code (ABAC) and alcohol advertising should also conform to the AANA Advertiser Code of Ethics.
- ABAC has particular relevance for beer labeling. It applies four standards relating to:
  - Responsible and moderate portrayal of alcohol beverages
  - Responsibility toward minors
  - Responsible depiction of the effects of alcohol
  - Alcohol and safety
- IBA members are strongly recommended to familiarise themselves with the ABAC system, which also offers a [pre-vetting service](#).
- In New Zealand, a Code for the Advertising and Promotion of Alcohol is administered by the [Advertising Standards Authority](#).

## 15. HEALTH CLAIMS

- Health claims are not permitted on the label of an alcoholic beverage.
- A health claim is a claim which states, suggests or implies that a food or property of food has, or may have, a health effect i.e. an effect on the human body, including an effect on one or more of the following: a biochemical, physiological, functional process or outcome, growth and development, physical performance, mental performance and a disease, disorder or condition.

## 16. NUTRITION CONTENT CLAIMS (STANDARD 1.2.7)

- Nutrition content claims are claims about the presence or absence of energy (e.g. calories or kj), a biologically active substance, dietary fibre, minerals, potassium, protein, carbohydrate, fat, salt, sodium or vitamins, or glycaemic index or glycaemic load.
- "Gluten free", "lighter in calories" and "sugar free" are examples of nutrition content claims.
- It is not permitted to make nutrition content claims other than an energy content (calorie), carbohydrate content or gluten content claim on the label of an alcoholic beverage containing more than 1.15% ABV.
- If you include a Nutrition Content Claim then you also must include a Nutrition Information Panel (See point 24).

### ENERGY/CARBOHYDRATES/SUGARS (STANDARD 1.2.8)

In order to make an energy or carbohydrate content claim, the following elements must be included on the label:

- A nutrition information panel (NIP)
- If a comparative claim is made (e.g. 'reduced calorie', 'lighter', 'reduced carbohydrate' or similar terms) the claim must include:
  - the identity of the reference food, and
  - the difference between the amount of the property of food in the claimed food and the reference food.

**Example:** "Reduced calorie beer – at least 25% less calories compared to the standard [X Brand] IPA."

- Terms such as "reduced", "lighter" or their synonyms will only be permitted where the reduction in content is at least 25% compared to the reference product.

### GLUTEN (STANDARDS 1.2.7, 1.2.8)

Gluten is the main protein in wheat, rye, oats, barley, triticale and spelt that is relevant to the medical conditions coeliac disease and dermatitis herpetiformis.

- **Low Gluten:** A NIP is required for a *low gluten* claim. For a product to be labeled as low in gluten, it must contain no more than 20mg gluten per 100g.
- **Gluten-Free:** A NIP is not required for a *gluten free* claim. For a product to be labeled as "gluten free", it must contain no:
  - detectable gluten, or
  - oats or oat products, or
  - cereals containing gluten that have been malted, or products of such cereals.

# ADDITIONAL LABELING ELEMENTS

The following labeling elements are recommended and should be considered as part of your labeling process.

## 17. LOW ALCOHOL OR REDUCED ALCOHOL STATEMENTS (STANDARD 2.7.1)

- To be described as low alcohol, beer must contain 1.15% ABV or less.
- Refer to the following table for restrictions on certain claims that can be made in relation to low or reduced alcohol beer.

LOW ALCOHOL OR REDUCED ALCOHOL CLAIMS	
ABV	Restricted Claims
>0.5%	Label cannot claim to be 'non-intoxicating' or words with a similar meaning
>1.15%	Label cannot claim to be 'low alcohol'
Any alcohol content	Label cannot expressly or by implication suggest that the product is 'non-alcoholic'

**Note:** New Zealand's Advertising Standards Authority defines "light" or "lite" as containing a maximum of 2.5% ABV.

## 18. BRAND NAME

- It is typically a requirement of retailers that the brand name appears on the front of the label. A clear brand name assists consumers in identifying the product's manufacturer.

## 19. IBA INDEPENDENCE SEAL

- IBA Members may apply for a [licence](#) to use the IBA Independence Seal.
- The use of the Seal on a label indicates to consumers that the beer is independently produced. Members must use the Seal in accordance with the [IBA Independence Seal Usage Guidelines](#).

## 20. RESPONSIBLE DRINKING MESSAGES

- The IBA supports the use of responsible drinking messages on alcohol packaging and other DrinkWise and Cheers! initiatives.
- For full instructions on how to access and use responsible drinking messages, register on the [DrinkWise](#) website.
- If your beer is exported to New Zealand, go to the [Cheers!](#) website for instructions on how to use responsible drinking messages.

## 21. BARCODE

- It is recommended to use an EAN-13 barcodes with the minimum GS1 standards listed below:
  - 80% magnification
  - Adequate light margins either sides of the bars
  - Truncation not acceptable
- The IBA recommends you request that your printing company get the label GS1 tested prior to printing. Visit the GS1 Australia [website](#) for more information on barcodes.

## 22. RECYCLE LOGO

- If the container is made of recyclable materials, for example glass or aluminium, it is recommended that the labeling display a recycle symbol.
- Please visit the Planet Ark [website](#) for more information on recycling logos.

## 23. INGREDIENTS LIST (STANDARD 1.2.4)

- Beer labels are not required to list ingredients. However, many consumers are interested in the contents of a product.
- If you choose to include a list of ingredients, then you will need to comply with all of the requirements in the *Food Standards Code* regarding ingredient labeling.
- You can find FSANZ guidance [here](#).

## 24. NUTRITION INFORMATION PANEL (NIP) (STANDARD 1.2.8)

- A NIP is not usually mandatory for beer. However, if you make a nutrition content claim regarding energy/carbohydrates/sugars or low gluten, then the product must carry a NIP.
- Consumers are becoming more interested in ingredients and NIP of products, so while neither of these are mandatory, it's worth thinking about whether to include this sort of information on your label.
- If you choose to do so, then you will need to comply with all of the requirements in the *Food Standards Code* regarding the NIP. You can find FSANZ guidance [here](#).

## 25. GROSS WEIGHT OF CARTON

- Some retailers require the gross weight of carton packaging to be displayed on two adjacent sides of the carton.
- If the gross weight of the carton exceeds 10kg, a CAUTION LIFT symbol/logo should be displayed on all six sides of the carton.
- If the gross weight of the carton exceeds 16kgs, a risk assessment may need to be conducted prior to the product being accepted by certain retailers.



# IBA BEER LABELING GUIDELINES SINGLE UNIT CHECKLIST

For each beer you release, print the checklists, tick off the requirements and then scan and file the completed checklists as part of your compliance process. Each numbered point on the checklist below refers to the corresponding numbered point on pages 2-3 of these Guidelines.

## MANDATORY INFORMATION

- 1 Product Description
- 2 Volume Statement
- 3 Alcohol Content
- 4 Standard Drinks Statement/Graphic 'Contains approximately X.X standard drinks'
- 5 Country of Origin
- 6 Supplier & Packer Name & Address
- 7 10c Refund Statement
- 8 Best Before Date
- 9 Pregnancy Advisory
- 10 Lot Identification
- 11 Sulphites & Allergens
- 12 Use of Other Ingredients

## REQUIREMENTS FOR OPTIONAL LABEL INFORMATION

- 13 No False/Misleading/Deceptive Claims
- 14 Responsible Marketing 
  - Responsible/moderate portrayal
  - Responsibility toward minors
  - Responsible depiction of effects of alcohol
  - Alcohol and safety
- 15 No Health Claims
- 16 No Nutrition Content Claims Except 
  - Energy/Carbohydrate
  - Gluten
- 17 Low Alcohol/Reduced Alcohol Claims

## ADDITIONAL ELEMENTS

- 18 Brand Name
- 19 IBA Independence Seal
- 20 Responsible Drinking Message
- 21 Barcode 
  - Size: 80% magnification
  - Adequate light margins on either side of bars
  - No truncation
  - Tested through GS1
- 22 Recycle Logo
- 23 Ingredients List
- 24 Nutrition Information Panel

18. BRAND NAME

1. PRODUCT DESCRIPTION

3. ALCOHOL CONTENT

2. VOLUME STATEMENT



6. SUPPLIER & PACKER NAME & ADDRESS

9. PREGNANCY ADVISORY

19. IBA INDEPENDENCE SEAL

8. BEST BEFORE DATE

10. LOT IDENTIFICATION

4. STANDARD DRINKS STATEMENT/GRAPHIC

2. VOLUME STATEMENT

5. COUNTRY OF ORIGIN

20. RESPONSIBLE DRINKING MESSAGES

22. RECYCLE LOGO

7. 10C REFUND STATEMENT

3. ALCOHOL CONTENT

21. BARCODE

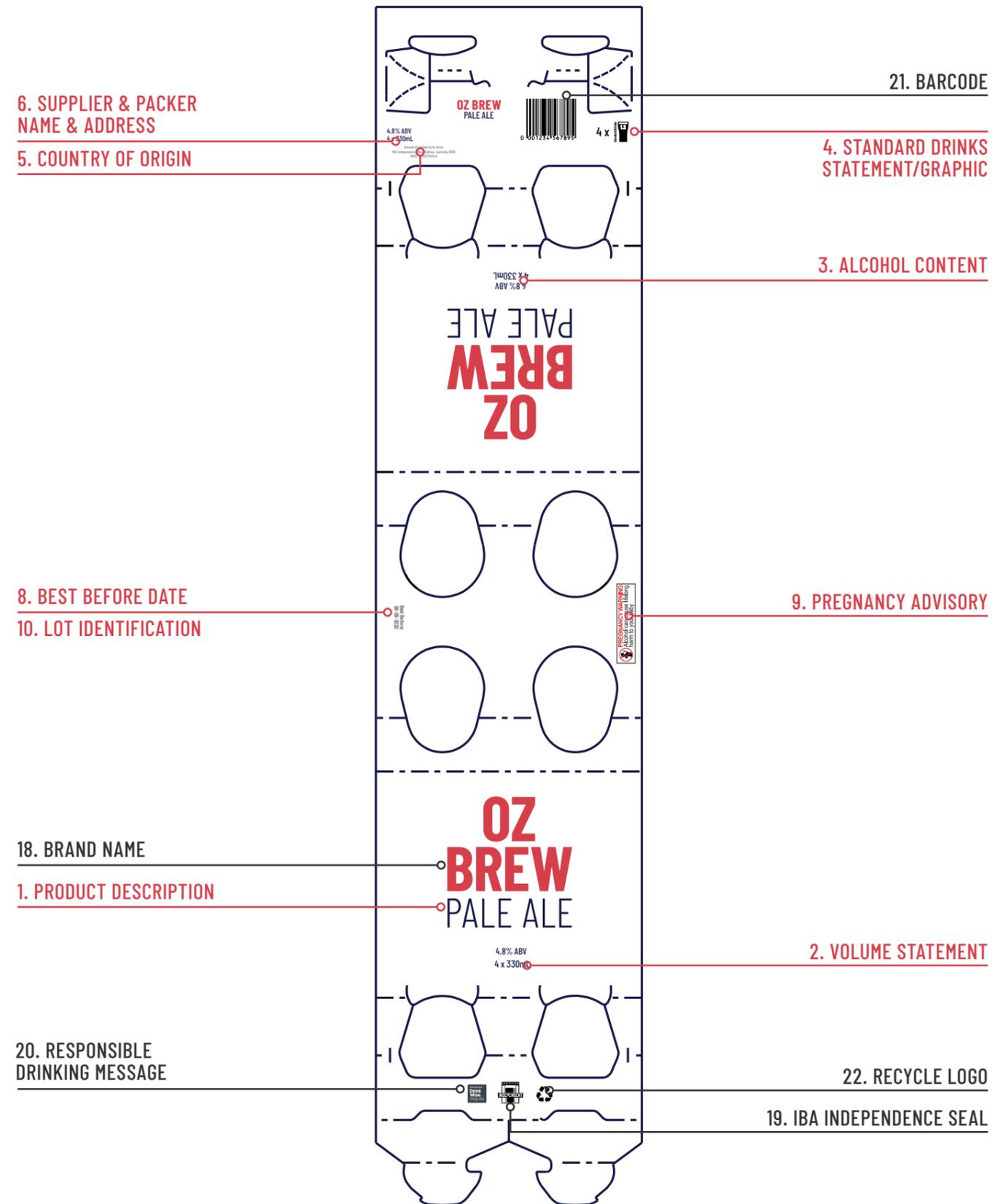


# IBA BEER LABELING GUIDELINES MULTI-PACK CHECKLIST

For each beer you release, print the checklists, tick off the requirements and then scan and file the completed checklists as part of your compliance process. Each numbered point on the checklist below refers to the corresponding numbered point on pages 2-3 of these Guidelines.

If a multi-pack is to be sold as a single unit, then it should meet all of the requirements below. If there is a possibility that the multi-pack will be split and individual packages sold separately, then these should be fully labeled as well. The label on the outer and inner packaging must always be consistent.

MANDATORY INFORMATION		✓
1	Product Description	<input type="checkbox"/>
2	Volume Statement (Quantity in multi-pack x Volume of Product)	<input type="checkbox"/>
3	Alcohol Content	<input type="checkbox"/>
4	Standard Drinks Statement/Graphic 'Each bottle/can contains approximately X.X standard drinks'	<input type="checkbox"/>
5	Country of Origin	<input type="checkbox"/>
6	Supplier & Packer Name & Address	<input type="checkbox"/>
8	Best Before Date	<input type="checkbox"/>
9	Pregnancy Advisory	<input type="checkbox"/>
10	Lot Identification	<input type="checkbox"/>
REQUIREMENTS FOR OPTIONAL LABEL INFORMATION		✓
13	No False/Misleading/Deceptive Claims	<input type="checkbox"/>
14	Responsible Marketing <ul style="list-style-type: none"> <li>Responsible/moderate portrayal</li> <li>Responsibility toward minors</li> <li>Responsible depiction of effects of alcohol</li> <li>Alcohol and safety</li> </ul>	<input type="checkbox"/>
15	No Health Claims	<input type="checkbox"/>
16	No Nutrition Content Claims Except <ul style="list-style-type: none"> <li>Energy/Carbohydrate</li> <li>Gluten</li> </ul>	<input type="checkbox"/>
17	Low Alcohol/Reduced Alcohol Claims	<input type="checkbox"/>
ADDITIONAL ELEMENTS		✓
18	Brand Name	<input type="checkbox"/>
19	IBA Independence Seal	<input type="checkbox"/>
20	Responsible Drinking Message	<input type="checkbox"/>
21	Barcode <ul style="list-style-type: none"> <li>Size: 80% magnification</li> <li>Adequate light margins on either side of bars</li> <li>No truncation</li> <li>Tested through GS1</li> </ul>	<input type="checkbox"/>
22	Recycle Logo	<input type="checkbox"/>



# IBA BEER LABELING GUIDELINES CARTON/SHIPPER CHECKLIST

For each beer you release, print the checklists, tick off the requirements and then scan and file the completed checklists as part of your compliance process. Each numbered point on the checklist below refers to the corresponding numbered point on pages 2-3 of these Guidelines.

Outer packaging does not require full labeling if it is for transportation and distribution only and is intended to be removed before the product is offered for retail sale. In such a case the product name, lot identification, supplier detail and quantity details are all that is required.

If the carton may be offered for retail sale, follow the following checklist:

## MANDATORY INFORMATION

- 1 Product Description
- 2 Volume Statement (Quantity in Carton x Volume of Product)
- 3 Alcohol Content
- 4 Standard Drinks Statement/Graphic 'Each bottle/can contains approximately X.X standard drinks'
- 5 Country of Origin
- 6 Supplier & Packer Name & Address
- 8 Best Before Date
- 9 Pregnancy Advisory
- 10 Lot Identification

## REQUIREMENTS FOR OPTIONAL LABEL INFORMATION

- 13 No False/Misleading/Deceptive Claims
- 14 Responsible Marketing 
  - Responsible/moderate portrayal
  - Responsibility toward minors
  - Responsible depiction of effects of alcohol
  - Alcohol and safety
- 15 No Health Claims
- 16 No Nutrition Content Claims Except 
  - Energy/Carbohydrate
  - Gluten
- 17 Low Alcohol/Reduced Alcohol Claims

## ADDITIONAL ELEMENTS

- 18 Brand Name
- 19 IBA Independence Seal
- 20 Responsible Drinking Message
- 21 Barcode 
  - Size: 80% magnification
  - Adequate light margins on either side of bars
  - No truncation
  - Tested through GS1
- 22 Recycle Logo
- 25 Gross Weight of Carton - display on two adjacent sides of carton 
  - Caution Lift Logo (+10kg)

