



BROWN-FORMAN

## **Submission to Proposal P1050 – Pregnancy warning labels on alcoholic beverages**

### **Contact:**

As a member of the Governing Executive of Spirits & Cocktails Australia, Spirits New Zealand and Alcohol Beverages Australia, Brown-Forman would like to extend its support to the submissions of these organisations in response to Proposal P1050 – Pregnancy warning labels on alcoholic beverages.

### **About Brown-Forman**

Brown-Forman was founded in 1870 in Kentucky, USA and for almost 150 years has enriched the experience of life by responsibly building fine quality beverage alcohol brands, including Jack Daniel's Tennessee Whiskey, Finlandia Vodka, Herradura and El Jimador Tequila, BenRiach, GlenDronach and Glenglassaugh scotch whisky and Woodford Reserve Kentucky Bourbon.

At a global level, we are a member of the International Association for Responsible Drinking (IARD) and in Australia and New Zealand we contribute to DrinkWise and Cheers! respectively, both social aspects organisations which were created to bring about a healthier and safer drinking culture and aim to tackle problem drinkers through evidence-based, targeted interventions that address the real reasons behind problem drinking.

### **Submission**

Brown-Forman is a member of Spirits & Cocktails Australia, Spirits New Zealand and Alcohol Beverages Australia and supports their submissions (**Submissions**).

We have been a supporter of the Drinkwise voluntary pregnancy labelling scheme since its inception and currently more than 99% of the products we sell in Australia and New Zealand feature a label containing the Drinkwise message.

We have demonstrated our commitment to informing consumers through this voluntary initiative. However as demonstrated in the Submissions, the consultation papers conclude that there is no evidence that warning labels change drinking behaviour, particularly in at-risk groups.

The high cost to our business in implementing the P1050 proposals, the already high levels of awareness of the potential harm of alcohol for pregnant women and the already positive impact of the existing voluntary scheme adopted by industry in Australia and New Zealand are all reasons that the P1050 proposals cannot be justified.

The sensible low-cost solution if a mandatory approach to pregnancy labelling of alcohol beverage containers is to be taken is to mandate the existing Drinkwise labelling scheme.

**Director of Corporate Affairs and Legal, APAC and ANZPI  
Brown-Forman**