

Messages on a bottle

a quick guide

Labelling matters. Every bottle of spirit produced or imported for sale in New Zealand must have a label in English providing mandatory health and consumer information. Not every requirement is presented here, but this graphic will give you a good grasp of the fundamentals. Products with damaged, missing or incomplete labels should be withdrawn and returned immediately to your supplier.

1 LOT CODE

a reference number indicating a batch

2 BEVERAGE NAME

typically BRANDY, VODKA, RUM, TEQUILA, WHISKY or a category name of the spirit

3 STANDARD DRINKS

a statement of the number of standard drinks in the container eg Approx 29

4 ALCOHOL CONTENT

expressed as a percentage alcohol by volume

5 NET CONTENTS

typically 375ml, 700ml, 750ml, 1 litre, 1125ml

6 NAME & ADDRESS

in New Zealand (or Australia) of the supplier or importer (including parallel importer)



For further labelling information go to Ministry of Agriculture and Forestry www.foodsmart.govt.nz
Food Standards Australia New Zealand www.foodstandards.gov.au

Information compiled by the Distilled Spirits Association of New Zealand www.distillers.co.nz

