

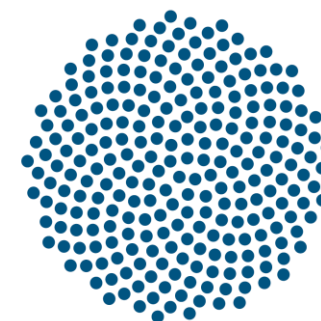
# OriGIn 2023 Biennial Meeting

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6<sup>th</sup> October 2023

ori**GIN**

Organization for an International  
Geographical Indications Network



**Drinks  
Ireland**

ibec

# The case of Irish Health Warnings

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# FINANCIAL TIMES

Ireland to label alcoholic drinks with detailed health warnings

Move sets up clash at WTO meeting next month after complaints from drinks exporters

# The Journal

## Wine industry lobby group launches EU-level challenge to Irish rules on alcohol health warnings

The CEEV filed a formal complaint yesterday which requested that the Commission open an infringement procedure against Ireland.

# RTE News

## Alcohol labels to include health warnings, calorie content under new laws

# The Guardian

## Ireland to introduce world-first alcohol health labelling policy

Labels will alert people to calories, risk of cancer and liver disease and dangers of drinking while pregnant

# The Guardian

## Anger brews in Italy over Ireland's plans for alcohol health warnings

Critics say warnings are a 'direct attack' against Italy as a key exporter of wine

# POLITICO

## The EU booze industry is up in arms over Irish health warnings. Why?

Irish plan would mandate health warnings saying that drinking alcohol causes liver disease, harms the unborn baby, and is directly linked to fatal cancers.

# sky news

## Wine wars: How 'absurd' cancer labels have pitched Ireland against Europe

Italian wine producers are incredulous at the plan and say it's an attack on the Mediterranean diet - but alcohol campaigners have praised the initiative and say it will

# Irish Independent

**Farming** How farmers can best pay for nursing home care

**Farming** How I made friends with an AI robot

Lifestyle Pages 34-35

Independent.ie 7      Tuesday, May 16, 2023      €2.50 (€1.70 in Northern Ireland) H

## Drinks giants fight Irish plan to put cancer labels on bottles

**Search Culture**      Companies lodge complaint with European Commission

EUROPEAN wine, beer and spirit makers are stepping up their actions to lobby Ireland to plan for health on alcohol packaging, leading drinks industry.

They claim the proposals will damage producers' livelihoods and profit and demand - has Ireland to withdraw its alcohol packaging labelling plans.

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as well as the European Commission of Wine Companies, which says on behalf of 7000 wine producers, have also lodged complaints with the EU Commission.

Europe. "This is a double whammy for the labelling, Ireland is planning to make more provisions in terms of grams of alcohol per container. The world just couldn't take it."

They will also include details of alcohol and cancer cases on each bottle.

This has angered firms and governments with the Italian digesti press attention describing the labels

# Ireland's Public Health (Alcohol) Act 2018

## Overview of measures contained in the Act

Section	Timeframe (from when Commencement Order signed by Minister)
Section 11 Minimum price of alcohol products	Was to be in conjunction with NI. / into force January 2022
<b>Section 12 Labelling of Alcohol Products and notices in licensed premises</b>	<b>3 years / due into force May 2026</b>
Section 13 Content of advertisements (warnings & website to be included in alcohol advertisements)	1 year
Section 13 Content of advertisements (other than warnings & website)	3 years
Section 14 Prohibition on advertising in certain places	1 year / into force November 2019
Section 15 Restrictions on advertisements during events	3 years / into force November 2021
Section 16 Sponsorship	3 years / into force November 2021
Section 17 Children's Clothing	1 year / into force November 2019
Section 18 Advertisement in publications	18 months
Section 19 Broadcast watershed	1 year
Section 20 Advertising in cinemas	1 year / into force November 2019
Section 22 Separation and visibility of alcohol products	2 years / into force November 2020

### Key:

Yet to be Completed
In legislative progress
Enacted

# Alcohol Labelling requirements

- **Health information:**

- *calories and grams of alcohol per container [15 x 15mm]*
- *link to a health website [45 x 5mm]*

- **Health symbol:**

- *red and black pregnancy pictogram [15 x 15mm]*

- **Health warnings:**

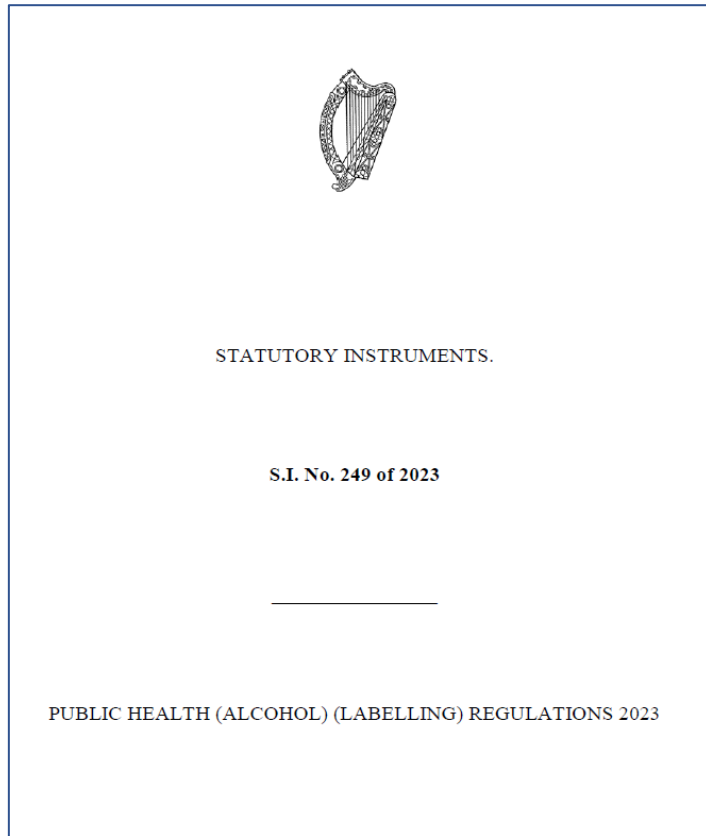
- *“Drinking alcohol causes liver disease” [45 x 10mm]*
- *“There is a direct link between alcohol and fatal cancers” [45 x 15mm]*



# Labelling Legislation signed into Irish Law in May

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Statutory Instrument 249 of 2023



- Signed **22 May 2023**
- Entry into effect on **22 May 2026**

# Key Issues

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## With Approach:

- This is not an evidence-based approach
- Undermines the integrity of the EU Single Market
- Disrupts trade
- Wording of warnings – disproportionate and inaccurate
- A scared consumer is not an informed consumer

## With Label:

- Grams of alcohol v. % ABV
- Nutritional info is Per container v. per 100ml
- Pregnancy Pictogram colours
- Size of label disproportionate and no adequate provision for smaller containers

# The Process & EU / International Opposition

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## EU Examination:



- Notified in June 2022 (3-month standstill, extended by further 3 months)
- TRIS Process & examined under Food Information to Consumer (FIC) regulation
- 13 EU member states opposed / 9 submitting Detailed Opinions
- European Commission failed to act

## WTO Notification:



- Notified February 2023 (90-day comment period)
- At least 12 WTO members submitted comments - USA, Australia, NZ, Argentina, Mexico, UK, Japan, Cuba, Canada, Chile, Columbia, Dominican Republic, Guatemala
- Raised at TBT Committee – 21 June 2023



# Current Status

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## EU level:

- Series of complaints requesting the European Commission to open infringement procedure against Ireland for breaching current EU law and EU Single Market.
- Transparency - Access to Documents: Internal COM Assessment
- Member State opposition remains
- Action by Commission on health warnings for alcohol?

## WTO Process:



- Raised at TBT Committee / EU COM defending / Simple matter of 'stickering'
- Commission/Ireland to respond to interested parties
- Not all countries have yet received a response
- Next TBT Committee meeting – November 2023 **[IMPORTANT]**

# ....and more to come

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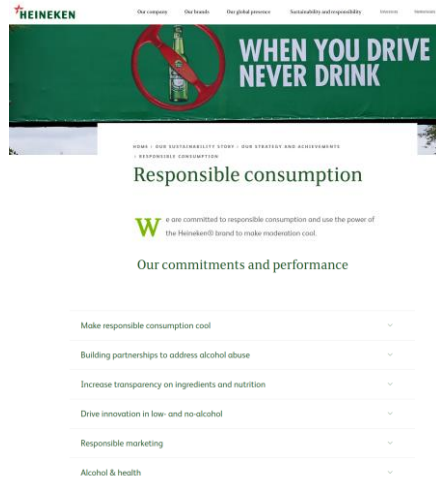
## **Section 13 of PHAA (further advertising restrictions):**

- Further restrictions on content of advertisements.
- Including of health warnings in advertisements.
- Implementation period: 1 year (vs 3 years for Labels)

## **Section 19 of PHAA (Broadcast watershed):**

- TV advertising: only between 21:00 – 03:00
- Radio advertising: only between 10:00 – 15:00

# Producers take their Responsibility very seriously



**HEINEKEN**

Our content Our brands Our global presence Sustainability and responsibility Careers Investors

## WHEN YOU DRIVE NEVER DRINK

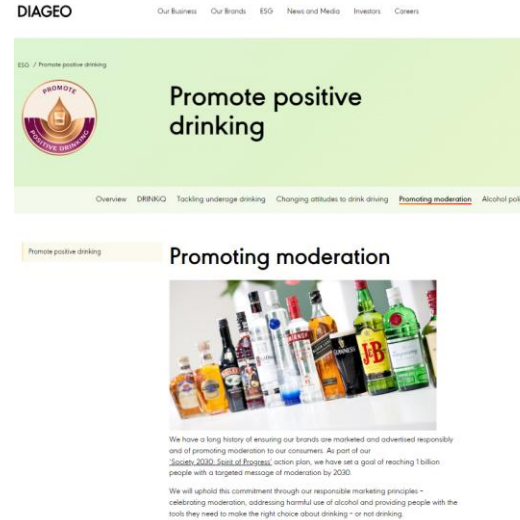
HOME / OUR SUSTAINABILITY STORY / OUR STRATEGY AND ACHIEVEMENTS / RESPONSIBLE CONSUMPTION

### Responsible consumption

We are committed to responsible consumption and use the power of the Heineken® brand to make moderation cool.

#### Our commitments and performance

- Make responsible consumption cool
- Building partnerships to address alcohol abuse
- Increase transparency on ingredients and nutrition
- Drive innovation in low- and no-alcohol
- Responsible marketing
- Alcohol & health



**DIAGEO**

Our Business Our Brands ESG News and Media Investors Careers

ESG / Promote positive drinking

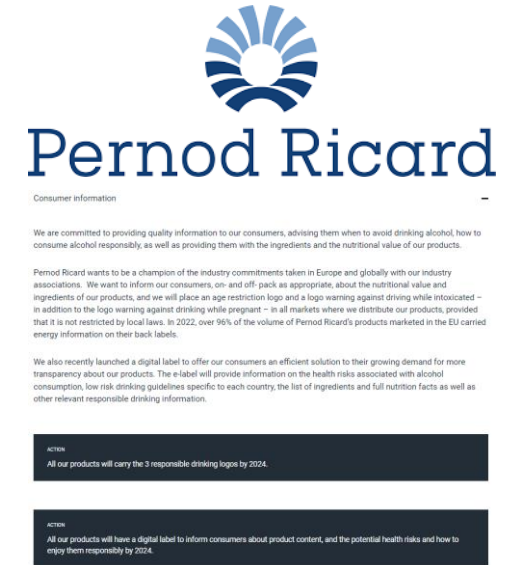
## Promote positive drinking

Overview DRINKO Tackling underage drinking Changing attitudes to drink-driving Promoting moderation Alcohol policy

### Promoting moderation

We have a long history of ensuring our brands are marketed and advertised responsibly and of promoting moderation to our consumers. As part of our *2025-2030 Social and Environmental Action Plan*, we have set a goal of reaching 1 billion people with a targeted message of moderation by 2030.

We will uphold this commitment through our responsible marketing principles - celebrating moderation, addressing harmful use of alcohol and providing people with the tools they need to make the right choice about drinking - or not drinking.



**Pernod Ricard**

Consumer Information

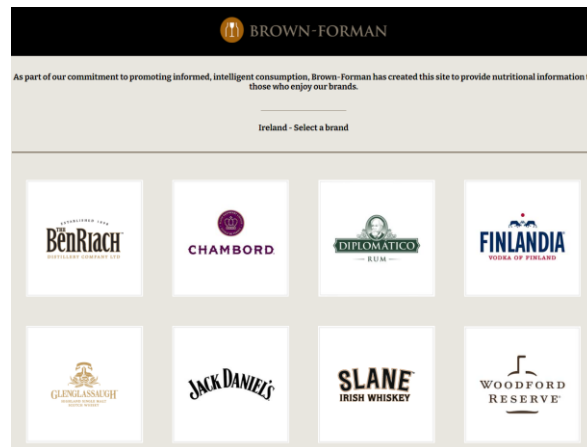
We are committed to providing quality information to our consumers, advising them when to avoid drinking alcohol, how to consume alcohol responsibly, as well as providing them with the ingredients and the nutritional value of our products.

Pernod Ricard wants to be a champion of the industry commitments taken in Europe and globally with our industry associations. We want to inform our consumers, on- and off- pack as appropriate, about the nutritional value and ingredients of our products, and we will place an age restriction logo and a logo warning against driving while intoxicated - in addition to the logo warning against drinking while pregnant - in all markets where we distribute our products, provided that it is not restricted by local laws. In 2022, over 95% of the volume of Pernod Ricard's products marketed in the EU carried energy information on their back labels.

We also recently launched a digital label to offer our consumers an efficient solution to their growing demand for more transparency about our products. The e-label will provide information on the health risks associated with alcohol consumption, low risk drinking guidelines specific to each country, the list of ingredients and full nutrition facts as well as other relevant responsible drinking information.

**ACTION**  
All our products will carry the 3 responsible drinking logos by 2024.

**ACTION**  
All our products will have a digital label to inform consumers about product content, and the potential health risks and how to enjoy them responsibly by 2024.

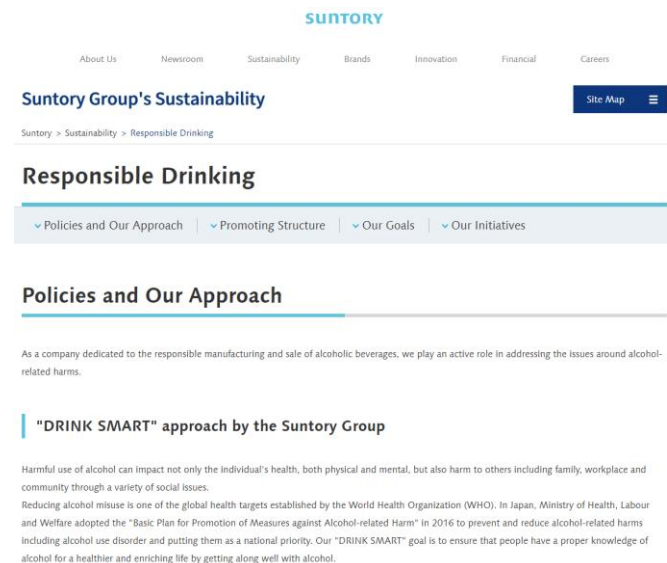


**BROWN-FORMAN**

As part of our commitment to promoting informed, intelligent consumption, Brown-Forman has created this site to provide nutritional information to those who enjoy our brands.

Ireland - Select a brand

- BenRiach
- Chambord
- Diplomatico
- Finlandia
- Glenglassaugh
- Jack Daniels
- Slane Irish Whiskey
- Woodford Reserve



**SUNTORY**

About Us Newsroom Sustainability Brands Innovation Financial Careers

## Suntory Group's Sustainability

Suntory > Sustainability > Responsible Drinking

### Responsible Drinking

- Policies and Our Approach
- Promoting Structure
- Our Goals
- Our Initiatives

#### Policies and Our Approach

As a company dedicated to the responsible manufacturing and sale of alcoholic beverages, we play an active role in addressing the issues around alcohol-related harms.

#### "DRINK SMART" approach by the Suntory Group

Harmful use of alcohol can impact not only the individual's health, both physical and mental, but also harm to others including family, workplace and community through a variety of social issues.

Reducing alcohol misuse is one of the global health targets established by the World Health Organization (WHO). In Japan, Ministry of Health, Labour and Welfare adopted the "Basic Plan for Promotion of Measures against Alcohol-related Harm" in 2016 to prevent and reduce alcohol-related harms including alcohol use disorder and putting them as a national priority. Our "DRINK SMART" goal is to ensure that people have a proper knowledge of alcohol for a healthier and enriching life by getting along well with alcohol.



**WILLIAM GRANT & SONS**

## RESPONSIBLE DRINKING

We believe our brands are best enjoyed in moderation and take every opportunity to communicate responsible drinking messages, whether that's on adverts, on labels or at events.

We work closely with industry partners like the International Alliance for Responsible Drinking (IARD), Drinkaware, Responsibility.org and the Scotch Whisky Association (SWA).

We also adhere to our own Code of Practice to ensure every global marketing campaign complies with the spirit and letter of our code.



# spiritsEUROPE MoU

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- Voluntary initiative in advance of revision of FIC legislation
- Memorandum of Understanding on provision of nutrition information and ingredients listing
- Energy info on label / Ingredients listing online
- Latest implementation report shows 66% of Spirit Volumes has energy information on-pack
- And next - **DrinkINFORM** is based on:
  - an integrated, multilingual approach (smartly combining on-pack & digital information)
  - 3 thematic pillars (featuring information on nutrition, health awareness & sustainability)
  - flexibility (can incrementally be expanded & scaled up over time)



**DIAGEO**

**CONNACHT**  
THE CONNACHT DISTILLERY, IRELAND

  
Irish Distillers  
Pernod Ricard

 **SLIABH LIAG DISTILLERS**  
RECLAIMING THE DISTILLING HERITAGE OF DONEGAL

*Beam* **SUNTORY**

**SKELLIG**  
SIX 18 DISTILLERY

**WALSH**  
WHISKEY 

 **Drinks Ireland**

# Thank you

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