

LABEL IT RIGHT

MESSAGES ON A BOTTLE



Labelling matters. By law every bottle of alcohol produced or imported for sale in New Zealand must have the six items below on either the front or back label legibly displayed and in English. Product missing any of these mandatory items – or product where the label has been removed or the Lot Code or label detail defaced – are in breach of our labelling requirements and may have been imported illegally and should be removed from sale and returned to your supplier.

1 LOT CODE

A reference number indicating a batch.

2 BEVERAGE NAME

Typically, for example for spirits, Brandy, Vodka, Rum, Tequila, Whisky or a category name of the spirit. Beer and wine also have similar requirements.

3 STANDARD DRINKS

A statement of the number of standard drinks in the container, e.g. 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

The physical address in New Zealand (or Australia) of the supplier or importer (including parallel importer).

