

ALCOHOL NAMING, LABELLING & PACKAGING QUICK GUIDE



» The Alcohol Advertising and Promotion Code is unique because it doesn't just cover advertising, it also applies to the naming, labelling, and packaging of alcohol, including low or zero alcohol variants. If a complaint is upheld, advertising for the product must stop, and remaining stock sold within three months from the date of the Complaints Board decision.

01 TARGET AN ADULT AUDIENCE

» Alcohol product names, labels and packaging must target adults (18+). Don't use themes, images, wording, music or language that may appeal to minors, such as:

- content that may be confused with confectionery, soft drinks or other non-alcoholic products
- names similar to those that primarily appeal to minors
- animation, bright colours, toys, music, animals, cartoons, play scenes/playgrounds, juvenile or adolescent behaviour
- designs, motifs, items, colloquial words and phrases or activities primarily connected to youth culture.

02 CONSUMPTION

» Alcohol product names, labels and packaging should promote legal, moderate and responsible consumption.

Avoid any connection with driving, operating machinery, or consumption before or after potentially dangerous activities such as water sports. Avoid using names that imply all-day drinking or could encourage excessive consumption.

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03 CLAIMS

Your product's name, label or packaging must not state or imply that it has health or relaxation benefits, positively enhances mood, appearance or behaviour, or contributes to personal success. Avoid claims that the alcohol is a "pick me up" or is essential to an occasion.

04 LEGISLATION AND STANDARDS

Comply with the [Sale and Supply of Alcohol Act](#), which has a [section on the irresponsible promotion of alcohol](#), and the [Australia New Zealand Food Standards Code](#), particularly [2.7.1 Labelling of alcoholic beverages and food containing alcohol](#) and [1.27 Nutrition, health and related claims](#).

The [Advertising Standards Code](#) also applies to alcohol naming, labelling and packaging. It includes rules on taste and decency, fear and distress and safety.

05 HELPFUL LINKS

Seek approval from the [Liquor Advertising and Promotion Pre-vetting Service](#) (LAPPS) co-ordinated by the Association of New Zealand Advertisers.

Follow the [low-risk alcohol drinking advice](#).

See the [Brewers Guild Guide on Appropriate Representation of Māori and Māori Culture in the Brewing Industry](#).