

The use of nutrition-related claims on alcoholic ready-to-drink products in Australia

Bella Sträuli (Straeuli)



The George Institute
for Global Health Australia



Investigator team

Leon Booth

Nadia Laznik

Simone Pettigrew



Thank you!



Context:





Sugar claims

“Low sugar” “No sugar” etc.



CARBOHYDRATE

Carbohydrate claims

“No carbs” “X Carbs”



Energy claims

“Low calories” “X calories”



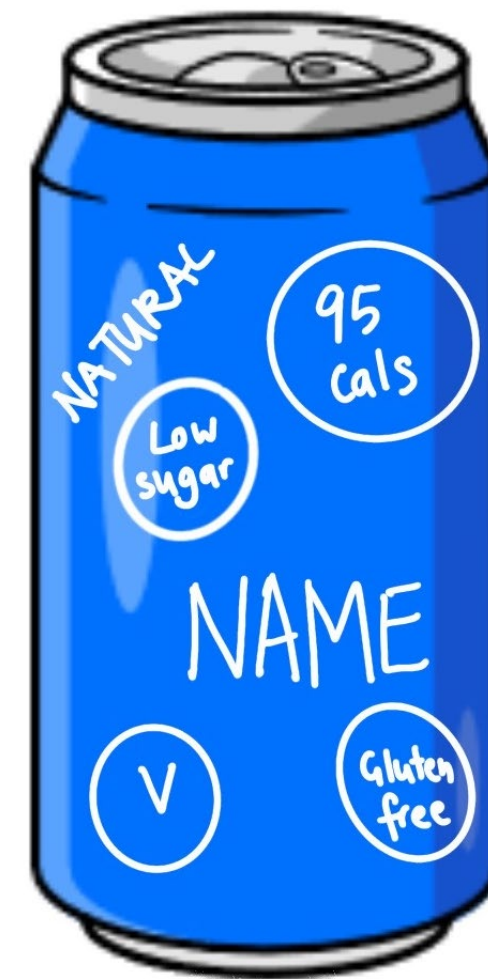
Natural claims

“Natural ingredients” “Natural flavor”

Why does it matter if ready-to-drinks have claims?



No claim



Claim

Methods



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Results

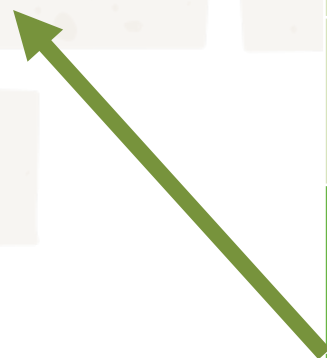


Number of nutrition-related claims per pack	Number of products	% of products
0	237	48
1	61	12
2	35	7
3	57	12
4	65	13
5	21	4
6	15	3

Results



Low cal
No carbs
No sugar
Gluten free



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Results



	n	≥1 claim	Claims					
			<i>Sugar</i>	<i>Carbs</i>	<i>Energy</i>	<i>Natural</i>	<i>Vegan</i>	<i>Gluten</i>
	n	%	%	%	%	%	%	%
<i>All</i>	491	52	31	20	32	32	13	23
<i>Hard seltzers</i>	135	96	64	62	64	67	25	60
<i>Vodka</i>	121	44	32	6	34	28	11	13
<i>Whisky</i>	85	22	13	0	9	6	4	4
<i>Gin</i>	60	40	22	5	22	18	10	20
<i>Rum</i>	43	40	5	0	0	28	9	0
<i>Multiple</i>	24	33	0	17	33	17	0	0
<i>Other</i>	23	17	9	0	0	9	9	9

Results



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Results



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Discussion:

Why might hard seltzers have so many claims in Australia?



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Implications for policy

- Claims can mislead consumers
- Evaluation of regulations may provide appropriate consumer protection

Thank you



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