



THE NACM – LEADING THE WAY IN RESPONSIBLE LABELLING

**THE NACM –
LEADING THE WAY
IN SUSTAINABILITY**



Mandatory Information On Labels

- Weight or volume.
- Cider or Perry.
- ABV
- Name and contact address of maker or seller.
- Low alcohol cider must be labelled with ingredients.



Allergen Labelling

Mandatory to declare the following in
cider and most other food products

- Preservatives
 - SULPHITES
 - SORBIC ACID (and SORBATES)
- Sweeteners
- Nuts
- Dairy
- Gluten



Ciders Made With Fruit

Cider “with/and” strawberry juice

Cider “with/and” strawberry flavour

Pear Cider



Vintage

If a cider is labelled as **VINTAGE** then NACM code of practice dictates that the year the fruit was grown must be on the label.

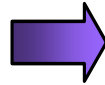
Proposed label format

- Using the full formula of 4 elements (see document on technical issues).

- ‘Know your limits’ or ‘enjoy responsibly’ or ‘drink responsibly’ as heading.

- Message for pregnant women and those trying to conceive to be included beneath unit advice

- Website address or Drinkaware logo to be included



Know your limits



**UK Chief Medical Officers
recommend**

**Adults do not regularly
exceed:**

Men 3-4 units daily
Women 2-3 units daily

**Avoid alcohol if pregnant or
trying to conceive**

www.drinkaware.co.uk

- Prefer to see decimal point to know the exact amounts of alcohol units in bottle

- For wine/spirits, would like to see units by glass and bottle (see document on technical issues)

- Table format is preferable for unit advice

Size and placement:

- Must be legible
- Must stand out from other messaging

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Portman Group

NACM is one of the leading trade associations to get members to get all labels checked by the Portman Group

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Portman Group

For free advice on labels

Kay Gill

emailing: kgill@portmangroup.org.uk

www.portman-group.org.uk

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Bringing Cider Into Disrepute

The NACM has agreed that we should take a proactive approach to controlling the way cider is perceived in the market place and in the media.

Cider Matters

Bruce Lewis

dblconsult@aol.com

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