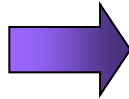


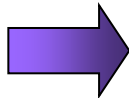


PROPOSED LABEL FORMAT

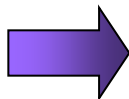
- Using the full formula of 4 elements, boxed.
- Plus 'know your limits' or 'enjoy responsibly' as heading.



•Message regarding pregnant women and those trying to conceive to be included in table



•Website to be included



Know your limits

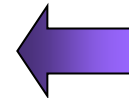
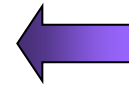


**UK Health Depts
recommend adults do not
regularly exceed**

| | |
|-------|-----------------|
| 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

•Table format is preferable

•Use of 'UK Health Depts' to give credibility and show health message

Proposed size & placement

- Must be legible
- Must stand out from other messaging
- 15% of back label or minimum size to be agreed