



**STAY AHEAD OF
CHANGING REGULATIONS**

**FOOD STANDARDS
AUSTRALIA NEW
ZEALAND (FSANZ)**

ENERGY LABELLING RULES

**PROPOSAL P1059 - ENERGY LABELLING
ON ALCOHOLIC BEVERAGES**



On 13 August 2025, changes to the Australia New Zealand Food Standards Code (the Code) were gazetted to mandate energy labelling on packaged alcoholic beverages.

- **Nutrition information panel (NIP):** A NIP can be used instead of an energy statement, but must show the number of standard drinks per serving if there's more than one serve.

WHAT'S CHANGING?

- **New labelling requirement:** Most alcoholic beverages must display energy content information, known as an energy statement.
- **Standardised energy statement:** The statement must include energy content per serving, energy content per 100 mL, number of servings per package, the serving size and number of standard drinks per serving.

ENERGY INFORMATION		
Servings per package: (insert number of servings)		
Serving size: ml ([insert number] standard drinks)		
	Quantity per serving	Quantity per 100ml
Energy	kJ (Cal)	kJ (Cal)



ENERGY INFORMATION		
Servings per package: 23.3		
Serving size: 30 mL (0.9 standard drinks)		
	Quantity per serving	Quantity per 100 mL
Energy	254 kJ (61 Cal)	845 kJ (202 Cal)
37% ALC/VOL		
700 mL		
		STANDARD DRINKS 20.4 APPROX.

WHAT'S NOT CHANGING?

- **Claim requirements:** Existing NIP requirements remain if nutrition content or health claims are made.
- **Existing labelling requirements:** Total standard drinks and alcohol content must still be displayed elsewhere on the label, as required by the Code.
- **Exemptions:** Energy labelling is not required for:
 - Small packages (less than 100 cm²)
 - Beverages already displaying a NIP
 - Beverages exempt from general labelling requirements.
- **Transition period:** From the date of gazettal, businesses have 3 years to comply with the new requirements. This means they will be coming into affect in mid 2028.

WHY THIS MATTERS

- **Supports informed choice:** Providing consistent and meaningful energy information helps consumers make informed choices.
- **Protects public health and safety:** Alcoholic beverages can contribute significantly to dietary energy intake. Clear labelling supports broader public health efforts.
- **Improves clarity:** A consistent format helps make energy content easier to find and understand.
- **Provides certainty:** Clear requirements and a three-year transition period support effective and practical implementation.

HOW WE CAN HELP

Our expert team can help you decipher these labelling requirements, distilling exactly what they mean for you.

CHANGING YOUR LABEL TO MAKE THIS CHANGE?

When adding a NIP label to your packaging, you may lose space or create a bigger label. When doing so, consider implementing a GS1 QR Code with Digital Link.

A GS1 Australia membership gives you direct access to 2D Next Generation Barcodes, including the QR Code with Digital Link



1D Barcode



2D Barcode

These barcodes will not only help you comply with labelling requirements, but also allow you to embed additional regulatory and supply chain information into the code, for use by suppliers, retailers and customers. Including these codes on your packaging will help you save space lost by the NIP label and provide the following **benefits:**

Space Efficiency	Free up packaging space by embedding data in the QR Code.
Compliance	Easily meet labelling and regulatory rules.
Supply Chain Visibility	Share batch, expiry, and origin info instantly.
Consumer Engagement	Link shoppers to rich online product content.
Fewer Rejections	Use GS1-verified codes to avoid retailer knock-backs.
Global Ready	Sell seamlessly in local and international markets.

MORE INFORMATION

Food Standards Australia New Zealand:
Proposal P1059 - Energy labelling on alcoholic beverages

Contact GS1 Australia

Retail@gs1au.org

1300 227 263

Join GS1 Australia and Get Barcodes for Liquor

www.gs1au.org/join-gs1

The information provided is a summary only. Please ensure you read and understand the full regulations before acting on any information provided in this document.

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