



MANDATORY ALCOHOL PREGNANCY WARNING LABELS DECISION A HUGE WIN FOR CONSUMERS

For immediate release

11 October 2018: The Foundation for Alcohol Research and Education has today welcomed a decision that will finally ensure alcohol products include effective warning labels that state that there is no safe level of alcohol consumption for pregnant women.

The decision comes after seven years of delay and obstruction by the alcohol industry, with Australian State and Territory Food Ministers together with their New Zealand counterpart, forcing the Commonwealth to introduce mandatory alcohol pregnancy warning labels.

FARE Chief Executive, Michael Thorn says the decision is of huge significance and is to be applauded.

“This is a win for consumers and a critically important decision that will save lives and the pain that is caused as a result of what is a preventable, but lifelong disability,” Mr Thorn said

Mr Thorn commended the efforts of WA Health Minister Roger Cook who has shown great leadership in speaking so strongly in support of Mandatory Labelling ahead of the vote.

“Because of industry inaction, too many women are unaware of the life-threatening risk of drinking while pregnant. The introduction of an effective mandatory alcohol pregnancy warning message will help ensure Australians will be better informed of those dangers.

“Today’s decision brings an end to the alcohol industry’s failed voluntary efforts that served only to mislead and confuse consumers,” Mr Thorn said.

Mr Thorn is available for interview.

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