

***We, the members of the Spirits New Zealand, have developed the following Voluntary Industry Code for ready to drink beverages and have committed to abide by the details hereunder.***

Ready to drink beverages (commonly referred to as “RTDs”) have been part of the New Zealand beverage landscape for many decades. They offer a convenient beverage format providing consistent pre-measured amounts of alcohol, as measured by standard drinks. This, together with clear labelling information about alcohol content, can assist consumers to more accurately measure their alcohol intake.

New Zealand’s leading producers and marketers of ready to drink beverages are united in implementing a voluntary set of steps to continue to ensure RTDs are enjoyed socially and responsibly.

**Definition**:

*For the purposes of this VIC, an RTD is defined as:*

1. *a spirit-based alcoholic beverage mixed/diluted to an Alcohol by Volume (abv) range of 4% up to 14% (above which products become liqueurs as per S73,75 of the Customs & Excise Act 1996); and*
2. *sold in a primary package intended for single serve (i.e. in a vessel with contents of 500mls or less).*

**The members of the Spirits NZ commit to do the following:**

1. Limit the production and/or distribution of RTDs to a maximum alcohol strength of 7% ABV and a maximum of two standard drinks per single serve container to all licensed premises in New Zealand.
2. Not produce RTDs containing energy supplements with greater caffeine-equivalence than cola products as set out in section 14.1.0.3.2 of Schedule 15 attached to Standard 1.3.1 “Food Additives” of the Australia New Zealand Food Standards Code, which limits the amount of added caffeine in these products to a maximum of 145 mg/L. Nor will we market/promote the effects of caffeine in any products that meet this commitment.
3. Ensure that the number of standard drinks in each container is clearly visible and displayed on both primary and secondary packaging.
4. Ensure that RTDs are marketed in accordance with the *Code for the Advertising & Promotion of Alcohol* and *Section 237* of the *Sale & Supply of Alcohol Act 2012* so they do not have specific appeal to, nor are targeted at, those below legal purchasing age (LPA).
5. Advertise only in media channels or engage in sponsorship where the audience is at least 75% LPA and above.
6. Pro-actively work to improve the drinking culture in New Zealand and help minimise harmful consumption, through industry funded initiatives, such as *The Tomorrow Project (www.cheers.org.nz).*
7. Work with our retail customers to encourage compliance with this code taking due note of all relevant legal constraints (such as those defined by the Commerce Act 1986).

***This Code was adopted by all members of Spirits New Zealand (formerly the Distilled Spirits Association of New Zealand) in November 2012 and re-endorsed by the following members in November 2017.***

Bacardi New Zealand Holdings Ltd

Beam Suntory

Brown-Forman

Diageo

Hancocks

Independent Liquor

Lion

Moet-Hennessy

Pernod Ricard New Zealand