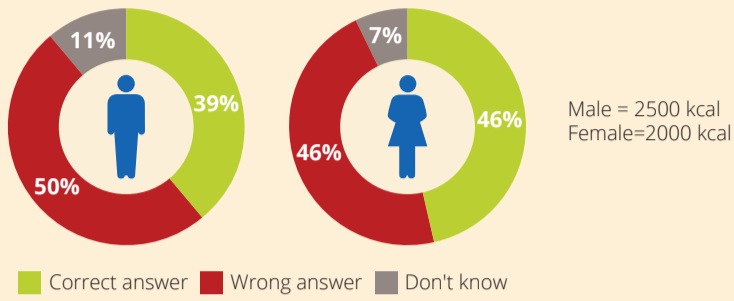


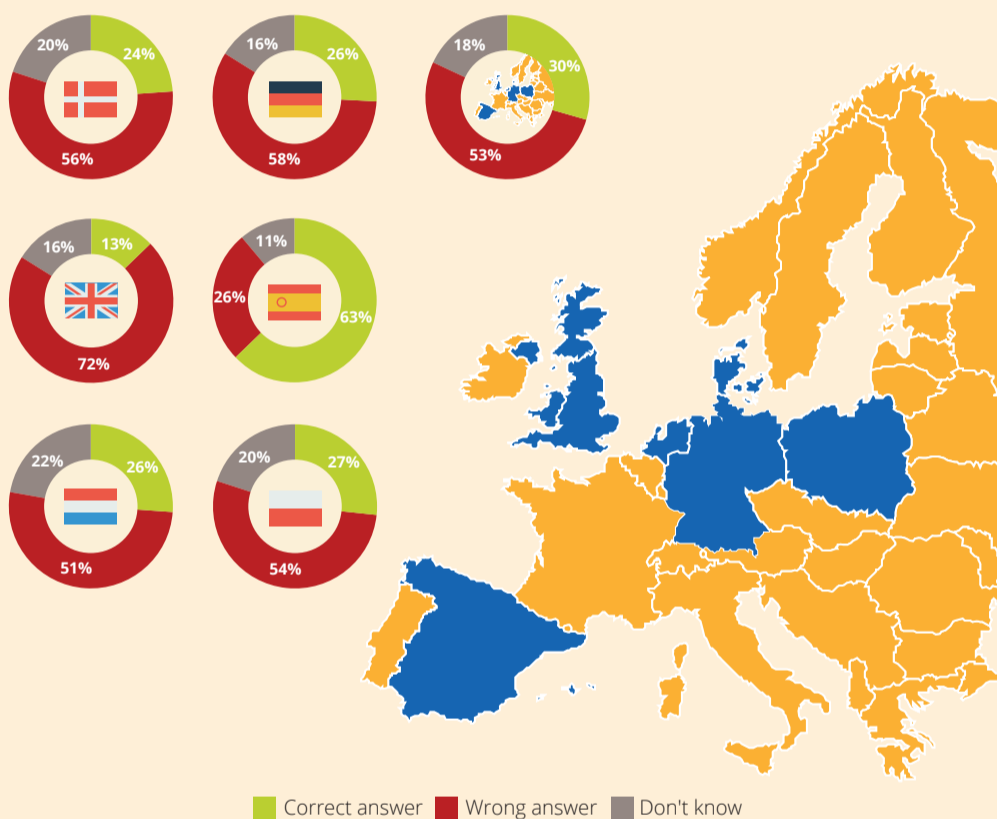
CONSUMER INSIGHTS ON ALCOHOLIC BEVERAGES

Knowledge of ingredient and nutrition information of alcoholic beverages

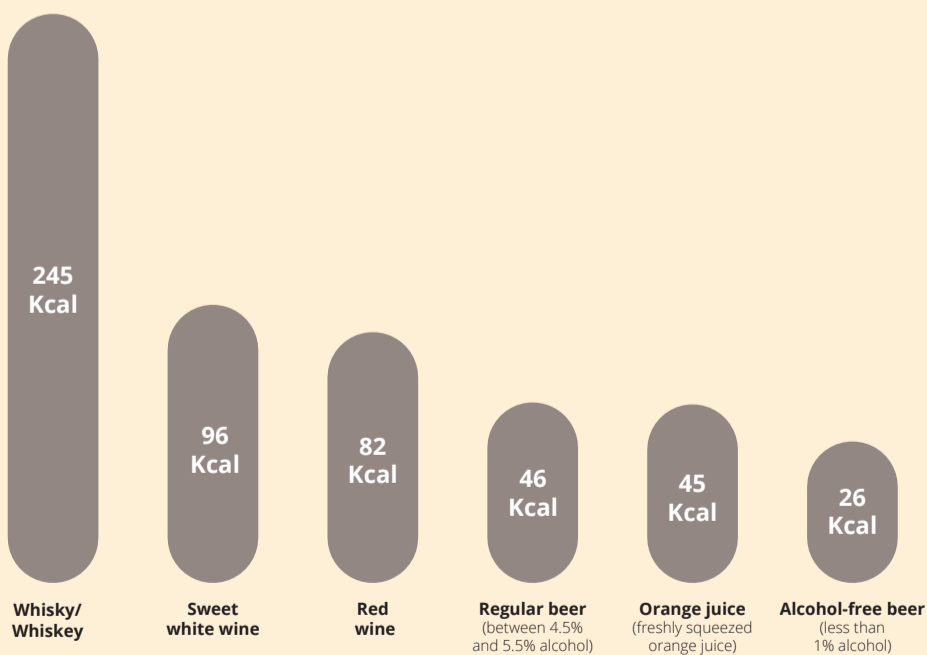
How many calories per day (in kcal) do you think an average adult (male/female) needs?



Which beverage contains the most calories for the same volume? (see choice below)



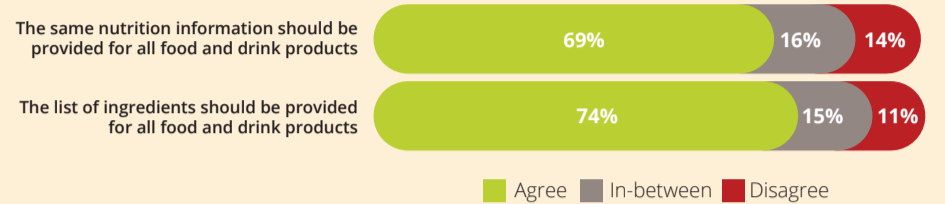
Correct answer: calories per 100 ml



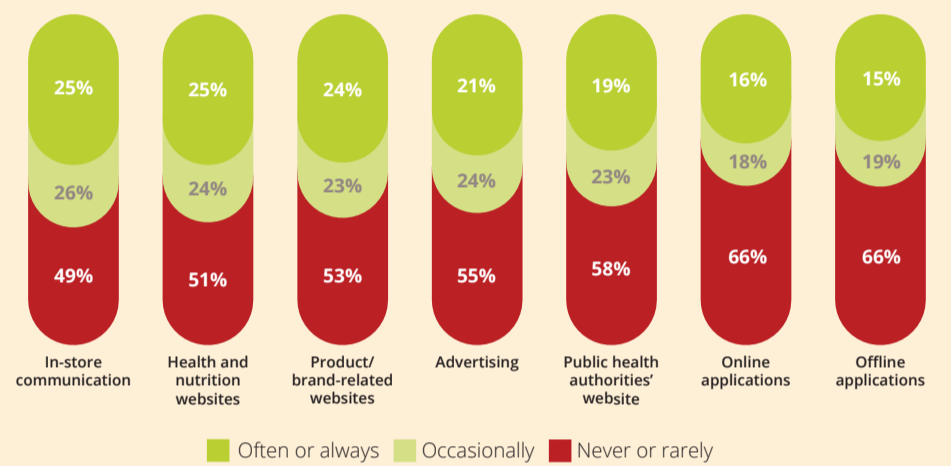
Source: Rijksinstituut voor Volksgezondheid en Milieu, Ministerie van Volksgezondheid, Welzijn en Sport, <http://nevo-online.rivm.nl/>

Consumers interest in off-label information

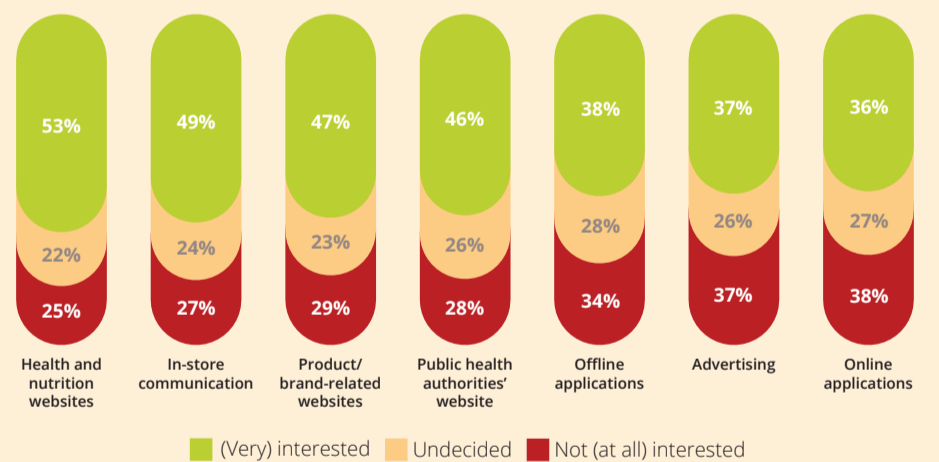
Interest in the same nutrition and ingredients information for all food and drink products, regardless of whether they contain alcohol or not



Use of off-label sources to access information on nutrition values and ingredients of alcoholic beverages



Interest in off-label sources to access information on ingredients of alcoholic beverages



Interest in off-label sources to access information on nutrition values of alcoholic beverages

