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?

- Male = 2500 kcal
- Female = 2000 kcal

![Pie chart showing the distribution of answers to the question about calorie needs for an average adult.]

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

![Pie chart showing the distribution of answers to the question about which beverage contains the most calories for the same volume.]

Correct answer: calories per 100 ml

- Whisky/Whiskey: 245 Kcal
- Sweet white wine: 96 Kcal
- Red wine: 82 Kcal
- Regular beer: 46 Kcal
- Orange juice (freshly squeezed orange juice): 45 Kcal
- Alcohol-free beer: 26 Kcal

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

- The same nutrition information should be provided for all food and drink products: 69% Agree, 16% In-between, 14% Disagree
- The list of ingredients should be provided for all food and drink products: 74% Agree, 15% In-between, 11% Disagree

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

- Often or always: 26% Health and nutrition websites, 25% Advertising, 24% Public health authorities’ website
- Occasionally: 24% Health and nutrition websites, 23% Product/brand-related websites, 22% Public health authorities’ website
- Never or rarely: 25% Health and nutrition websites, 24% Advertising, 24% Public health authorities’ website

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

- (Very) interested: 55% Health and nutrition websites, 49% In-store communication, 48% Product/brand-related websites
- Undecided: 40% Health and nutrition websites, 39% In-store communication, 39% Product/brand-related websites
- Not (at all) interested: 35% Health and nutrition websites, 26% In-store communication, 25% Product/brand-related websites

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

- (Very) interested: 55% Health and nutrition websites, 50% Advertising, 50% Public health authorities’ website
- Undecided: 50% Health and nutrition websites, 47% Advertising, 47% Public health authorities’ website
- Not (at all) interested: 35% Health and nutrition websites, 28% Advertising, 28% Public health authorities’ website