

Label Requirements

ONLINE SALES - Non-Alcoholic Drinks (Australia)

Essential Label Elements

Primary Information

- Product name (clear and accurate)
- Net quantity in mL or L
- Best before date (DD/MM/YYYY format)
- Lot/batch code for traceability

Business Information

- Name of manufacturer/supplier
- Australian business address
- Country of origin statement

Product Safety Information

- Storage instructions
- Ingredients list in descending order
- Nutritional Information Panel (NIP)
- Any relevant warning statements

Health and Marketing Claims

- Any health claims must comply with FSANZ standards
- Terms like "natural," "organic," or "preservative-free" must be verifiable
- pH levels if relevant for food safety
- Warning statements if required (e.g., "Contains sulfites")

Label Design Specifications

Font Requirements

- Must be clearly legible
- English language
- Contrasting colour to background
- No minimum font size specified for online sales

NIP Format

Basic format required:

NUTRITION INFORMATION

Servings per package: (number)

Serving size: (number)mL

	Per Serve	Per 100mL
Energy	kJ	kJ
Protein	g	g
Fat, total	g	g
-saturated	g	g
Carbohydrate	g	g
-sugars	g	g
Sodium	mg	mg

Label Requirements

RETAIL SALES - Non-Alcoholic Drinks (Australia)

Essential Label Elements

Primary (FOP) Information

- Product name (clear and accurate)
- Net quantity in mL or L (Minimum 2mm font height. Located in bottom 30% of label)

Required Information

- Best Before date: DD/MM/YY format
- Batch code placement
- Storage instructions
- Name of manufacturer/supplier
- Australian business address
- Country of origin statement
- Barcode
 - EAN-13 format
 - Quiet zones both sides
 - Height: 23mm minimum
- Ingredients list in descending order
- Nutritional Information Panel (NIP)
- Any relevant warning statements eg. allergens

Label Design Specifications

Ingredients Section

- "Ingredients:" prefix required
- Descending order by weight
- Compound ingredients in brackets
- Allergens in BOLD
- Natural spacing between ingredients

NIP Format

Basic format required:

NUTRITION INFORMATION

Servings per package: (number)

Serving size: (number)mL

	Per Serve	Per 100mL
Energy	kJ	kJ
Protein	g	g
Fat, total	g	g
-saturated	g	g
Carbohydrate	g	g
-sugars	g	g
Sodium	mg	mg

Health and Marketing Claims

- Any health claims must comply with FSANZ standards
- Terms like "natural," "organic," or "preservative-free" must be verifiable
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- Warning statements if required (e.g., "Contains sulfites")

Font Requirements

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MANDATORY minimum text heights:

- Product name/description: 3mm (or 1.5mm for small packages)
- Net quantity statement: 2mm
- Ingredients list: 3mm (or 1.5mm for small packages)
- Allergen declarations: 3mm (or 1.5mm for small packages)
- Nutritional Information Panel: 3mm (or 1.5mm for small packages)
- Name and address of manufacturer: 3mm (or 1.5mm for small packages)
- Date marking: 3mm (or 1.5mm for small packages)



Label Requirements

HELPFUL LINKS

[australian-consumer-law](#)

[product-safety-standards-and-how-to-comply](#)

[labelling-guidance](#)

[gs1au.org](#)

