

SUPPLEMENTARY SUBMISSION NO. 6.1

 <p>QUEENSLAND CONSUMERS ASSOCIATION</p>	<p>A non-profit, volunteer organisation, advocating to advance the interests of consumers in Queensland</p> <p><i>Secretary: Max Howard PO Box 261 Corinda Q 4075</i></p>
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21 February 2011

**SUPPLEMENTARY SUBMISSION TO JOINT STANDING
COMMITTEE ON TREATIES CONSULTATION ON THE WORLD
WINE TRADEGROUP (WWTG) AGREEMENT ON
REQUIREMENTS FOR WINE LABELLING**

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We wish to supplement our submission of 27 January 2011 with the following photograph and commentary.



The photo is of 4 bottles of wine (3 Australian and 1 French) which are, or have been, on sale in Australia and which are very different in shape.

Looking only at the shape of each bottle most consumers would rightly wonder, and want to know, whether the volumes were also different.

To do so they need to be easily able to see the volume information on the bottles.

They can do this with bottles 1 and 4 because the volume information is on the front label.

But with bottles 2 and 3 the consumer has to pick the bottle up and turn it around to read the volume information on the rear label.

Only after consumers have obtained read the volume information will they know that all the bottles contain 750mL.

As indicated in our submission, we think this is confusing and not easy for consumers.

The situation will get worse if, as expected, more bottle shapes and volumes are used in future

As argued in our submission, in Australia the volume should be shown on every front label and ideally this should be the international standard.

The volume can also be put on the rear label, which usually has to printed to meet the requirements of each market, if required by the manufacturer or legislation.