

The left side of the image features a light gray background with several realistic water droplets of various sizes scattered across it. The droplets have highlights and shadows, giving them a three-dimensional appearance.

# IMPACT OF NUTRITIONAL REGULATIONS FOR DISTILLED SPIRITS

September 2023



# FILE THIS UNDER SO WHAT

- FOOD HAS BEEN DOING THIS FOR DECADES
- WHY DOESN'T ALCOHOL HAVE THE SAME RULES?
- FOR US, THAT INVOLVES SOME HISTORY



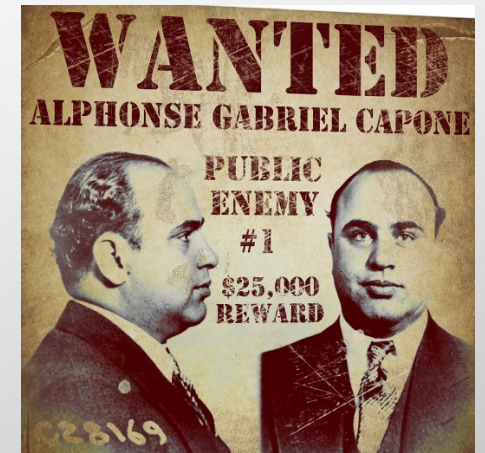
## FOOD LABELS 101: Understanding the Nutrition Facts Label

Nutrition Facts	
8 servings per container	
Serving size 2/3 cup (55g)	
Amount per serving	
<b>Calories</b>	<b>230</b>
% Daily Value*	
<b>Total Fat</b> 8g	<b>10%</b>
Saturated Fat 1g <b>5%</b>	
Trans Fat 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 160mg	<b>7%</b>
<b>Total Carbohydrate</b> 37g	<b>13%</b>
Dietary Fiber 4g <b>14%</b>	
Total Sugars 12g	
Includes 10g Added Sugars <b>20%</b>	
<b>Protein</b> 3g	
Vitamin D 2mcg 10%	
Calcium 260mg 20%	
Iron 8mg 45%	
Potassium 235mg 6%	

\* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.



- PROHIBITION (VOLSTEAD ACT) - JAN 1920 TO DEC 1933
- AFTER PROHIBITION WAS REPEALED, CONGRESS PASSED THE “ALCOHOL ADMINISTRATION ACT”
- IN THE MIDDLE OF THE DEPRESSION, FDR SAW THIS AS A WAY FOR THE GOVERNMENT TO ONCE AGAIN RAISE TAX REVENUE






# FACTS &

# FIGURES

- 84K ALCOHOL RETAILERS IN US, >10K WINERIES, 9K CRAFT BREWERIES, 2,230 DISTILLERIES
- BEER IS NEARLY HALF THE MARKET. SPIRITS IS SMALLEST SEGMENT BUT GAINING SHARE
- ALCOHOL INDUSTRY ACCOUNTS FOR WELL OVER 3 MILLION JOBS IN THE US

**\$10.2B per year in federal  
tax revenue, \$150B to the  
economy per year**





Steven Dettelbach

- 21<sup>ST</sup> AMENDMENT REPEALED PROHIBITION SO FAST, CONGRESS WAS STILL IN RECESS
- FDR ESTABLISHED FACA (FEDERAL ALCOHOL CONTROL ADMINISTRATION), 20 MOS
- BACK TO TREASURY WITH THE FAA (FEDERAL ALCOHOL ADMIN) ACT BEING PASSED IN 1935
- ATU (ALCOHOL TAX UNIT) MORPHED TO THE ATTD (ALCOHOL AND TOBACCO TAX DIVISION) AND IN 1968 WITH PASSAGE OF THE GUN CONTROL ACT BECAME THE ATF (OFFICIALLY EST. 1972)

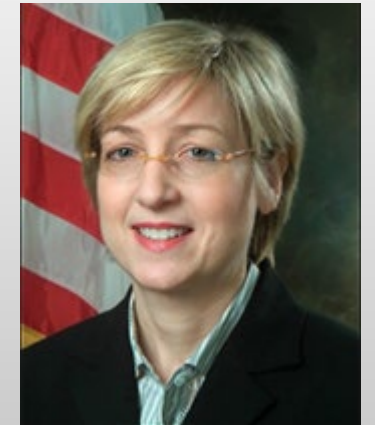
Only amendment that repeals another amendment

# WHO MANAGES ALCOHOL TODAY

- RULES, DEFINITIONS, COLLECTION OF TAXES, ... ALL FELL UNDER THE DIVISION OF ALCOHOL, TOBACCO, AND FIREARMS (ATF)
- WITH THE ENACTION OF THE HOMELAND SECURITY ACT OF 2002, ATF WAS EXTENSIVELY REORGANIZED
- A SEPARATE DIVISION, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU (TTB) WAS CREATED TO MANAGE ALCOHOL



Mary Ryan





- FOCUS FOR SPIRITS HAS BEEN ON COLLECTION OF TAXES
- NOT MANAGED UNDER FDA
- FLAVORED SPIRITS ARE RELATIVELY RECENT



# NUTRITION & ING LIST

- CONTAINS: VODKA OR RUM
- CALORIES: 97
  - 0 FAT
  - 0 CARBOHYDRATES
  - 0 SUGAR
  - 0 PROTEIN
  - 0 FIBER
  - 0 SALT







"I'm here about the details."

## UNITED STATES

- DENSITY OF PURE ETHANOL 0.7936
- KCAL/GRAM ETHANOL **7.07**
- CALIBRATION TEMPERATURE 15.56 °C
- DENSITY REFERENCE AOAC TABLE

## REST OF THE WORLD

- DENSITY OF PURE ETHANOL 0.78924
- KJ/GRAM ETHANOL 29 KJ (**6.93**)
- CALIBRATION TEMPERATURE 20.0 °C
- DENSITY REFERENCE OIML TABLE

You might make that product at the same plant **Globally**

Lot of Required Information that Non-Alc Beverages do not have

Many Requirements beyond only health-focused items

## 4 Mandatories:

SR Code Webpage

3 Logos

UK Alcohol Units

CMO Message

- FOR THE ELEVATED COCKTAIL -  
A RICH FULL FLAVOURED SPIRIT DRINK, INFUSED WITH SMOOTH SPICES AND THE FINEST CARIBBEAN FLAVOURS. EXPERTLY BALANCED WITH NOTES OF ROASTED PINEAPPLE, DELICIOUS COCONUT AND HINTS OF VANILLA AND CINNAMON. PERFECT TO ENJOY SIPPED, WITH COLA OR MIXED INTO DELICIOUS CLASSIC COCKTAILS.  
FIND RECIPES AT WWW.BACARDI.COM

BACARDI® CARIBBEAN SPICED  
WWW.RESPONSIBLEDRINKING.EU  
DRINK RESPONSIBLY

SCAN FOR MORE INFO

28 UK Units = 1 Unit = 244 kJ / 58 kcal  
100ml = 977 kJ / 234 kcal

The UK Chief Medical Officers recommend adults do not regularly drink more than 14 units per week.  
For further health information visit [drinkaware.co.uk](http://drinkaware.co.uk)

HM Revenue & Customs

610113 021187

7 610113 021187

40% vol

6mm x 40mm

700 ml e  
8141038209

Responsible messaging

Romance Copy

Ingredient QUID

Name of Product

Customs Revenue Stamp

Readable Bar Code

Addresses

Volume



# WHAT IS REQUIRED FOR ALCOHOLIC PRODUCTS?

- FLAVORS MUST HAVE FORMULA APPROVAL & LAB ANALYSIS
  - REQUIRED TO BE NON-POTABLE
- INTERMEDIATE FORMULAS MUST HAVE TTB APPROVAL
- FINISHED PRODUCT MUST BE APPROVED
  - TAX RATES DETERMINED, CLASS/TYPE,...
- LABEL MUST BE TTB APPROVED
- MOST STATES HAVE REQUIREMENTS PRIOR TO LISTING FOR SALE



**LOTS OF RULES**

**All focus on \$**

# CURRENT STATE

- NUTRITIONAL INFORMATION & INGREDIENT LABELING HAS BEEN LARGELY EXEMPTED
  - CANADA & MEXICO REQUIRE ING LIST FOR 'UNSTANDARDIZED'
  - SOME ASIAN MARKETS BREAK PRODUCTS DOWN TO THE GRAIN BILL
    - LEVEL NOT EVEN DONE WITHIN FOOD
- EU HAS STARTED TO LABEL NUTRITION PROACTIVELY OR VIA QR CODE LINK TO A WEB PAGE WITH THIS INFORMATION
- GLOBALLY, VERY INCONSISTENT STANDARDS AND RULES



- TRACE ONE IS A PARTNER MEMBER OF DISCUS
- TECH TEAM AND TRACE ONE ARE WORKING ON A GLOBAL SOLUTION
- GOAL IS TO GLOBALLY STANDARDIZE, AND AUTOMATE NUTRITION CALCULATIONS
- SECONDARY GOAL IS TO AUTOMATE (GENERIC) INGREDIENT LIST



- TRYING TO DO THIS IN THE ABSENCE OF RULES, ESPECIALLY IN THE US MARKET



- 1) Industry creates energy & naming standards
- 2) Selerant uploads these to our respective systems

Ingredient Name	°Brix	Specification lbs/gal	Factor	Density (g/mL)	Carbs per 100 gram	Sugar per 100 gram	kJ per gram	kcal per gram	kJ per 100 gram	kcal per 100 gram	mL per 100 gram	GMO Free	Natural	Preferred Ingredient List Name
Dry Sucrose - CANE	100.0	13.24	8.3454	1.587000	99.98	99.91	17.00	4.0631	1,700.000	406.310	63.0120	YES	YES	SUGAR
Dry Sucrose - Beet	100.0	13.24	8.3454	1.587000	99.98	99.91	17.00	4.0631	1,700.000	406.310	63.0120	YES	YES	SUGAR
HFCS - 55	77.0	11.450	8.3454	1.372013	77.00	75.00	13.09	3.1286	1,309.000	312.859	72.8856	NO	YES	HIGH FRUCTOSE CORN SYRUP
HFCS - 42	71.0	11.150	8.3454	1.336065	71.00	69.80	12.07	2.8848	1,207.000	288.480	74.8467	NO	YES	HIGH FRUCTOSE CORN SYRUP



# summary

- NOT CURRENTLY REPORTING INGREDIENT LISTS IN MANY MARKETS DUE TO LACK OF RULES AND STANDARDS (US ONE OF THE FURTHEST BEHIND)
- INDUSTRY IS LEADING THE PATH FORWARD ON NUTRITIONAL REPORTING AND WE HAVE PARTNERED WITH SELERANT TO DEVELOP A VERY ROBUST AND STANDARDIZED APPROACH
- THE GOAL IS TO INFLUENCE THE REGS BY DEVELOPING & PROVIDING A SOLUTION