

Alcohol To Get Product Labels ®

(NAPSA)—Ever wonder how many calories or carbs are in that can of beer or glass of wine?

Or why candy, food and soda products contain nutritional labels while alcohol doesn't?

Thanks to the world's largest beverage alcohol company, you'll soon know. Starting in 2004, Diageo North America will begin providing American consumers with alcohol content, serving size, macro-nutrients, carbohydrates and calories for its products. This consumer data will be included on the company's Web sites, in printed promotional materials, and ultimately on packaging materials.

Diageo's brands include Smirnoff, Johnnie Walker, Guinness, J&B, Bailey, Tanqueray, Captain Morgan, and Beaulieu Vineyard and Sterling Vineyards wines.

In a recent study, it has been estimated that there are approximately 35 million Americans watching their carbs. Yet, according to a recent survey, 63 percent of Americans did not know that spirits like vodka, tequila, gin and whisky are lower in carbs than wine and beer. In fact, these spirits have no carbs. The new alcohol fact labels will satisfy consumers' desire for this type of information.