



Introducing the Beer Institute Brewers' Voluntary Disclosure Initiative

What This Is All About

The Brewers' Voluntary Disclosure Initiative provides consumers with meaningful information about the products they consume to empower their decision-making. This initiative reinforces and furthers the Beer Institute's leadership in promoting quality and transparency in the industry. The initiative is an important new approach by which beer companies will change their beer labels or packaging to display specific consumer information on products, packaging, or websites.

What Information Will Be Provided

The Beer Institute **Brewers' Voluntary Disclosure Initiative** encourages Beer Institute members to provide consumers more information about their products. Specifically:

1. To provide calorie, carbohydrate, protein, fat, and ABV (or ABW as required by state law) information on all labels in the form of a serving facts statement consistent with TTB's guidelines.
2. To disclose ingredients in products on either the label or secondary packaging via a list of ingredients, a reference to a website with the information, or a QR code.
3. To display a freshness date or date of production on all labels or primary containers.

Consumers can expect to see this information in the marketplace immediately and many companies have committed to provide this information on all of their product labels, packaging, or websites by the end of 2020.

Serving Facts: Serving size: 12 fl oz (355ml); 1 servings/container.
Per Serving: 4.2% ALC./VOL.; Cal: 96; Carbs: 3.2g; Fat: 0g; Protein: <1g



Who Supports the Initiative

Beer Institute member companies representing more than 81% of the volume of beer sold in the U.S. have already agreed to comply with these standards. Participating members include **Anheuser-Busch**, **MillerCoors**, **HeinekenUSA**, **Constellation Brands Beer Division**, **North American Breweries** as well as the **Craft Brew Alliance**.



More than 8 out of 10 beers sold.

Who We Are

The Beer Institute is a national trade association for the American brewing industry, representing both large and small brewers, as well as importers and industry suppliers. First founded in 1862 as the U.S. Brewers Association, the Beer Institute is committed today to the development of sound public policy and to the values of civic duty and personal responsibility:
www.BeerInstitute.org.