



CUSTOM BEER LABELING GUIDE

LEGAL AND TECHNICAL REQUIREMENTS

The following must appear on your label:

- Ingredients
- Alcohol content (ABV) can size followed by the 'e' symbol - where one of these appears the other must also be in the same field of vision.
- Number of UK Units contained in the can
- Name and address of the producer (Crafty Brewing)
- Best Before message and white box - This needs to be in a fixed location due to the alignment of our printer. If you are doing a one off order and don't anticipate a re-order then you can add the best before date in your own font and location. Your Crafty Brewing account manager can confirm the best before date for the batch of beer you are due to receive.
- Certified Gluten Free messaging (if you wish to not label as Gluten free that is an option but will require additional allergen information. (Please contact your Crafty Brewing account manager for details)
- All legally required text must be at least 1.2mm in height.

BEST PRACTICE AND STRONGLY RECOMMENDED

- Vegan & Vegetarian message and icons
- Gluten free icon
- 18+ / No Driving / Pregnancy Icons
- Best Served Cold messaging
- Please Enjoy Responsibly messaging
- Please recycle messaging and icon

USE OF CRAFTY BREWING & SIBA LOGO & BRANDING

Use of the Crafty Brewing logo is optional, if not using our logo then the following elements must be removed from the design:

Crafty Brewing Logo, Fox & Union Jack Motif, Made in Dunsfold signature, SIBA Logo.

Please note our address must still appear but can be reformatted to appear in your brand font.

We request that you send a copy of your label design at the first draft stage, we can then check for compliance at this point.