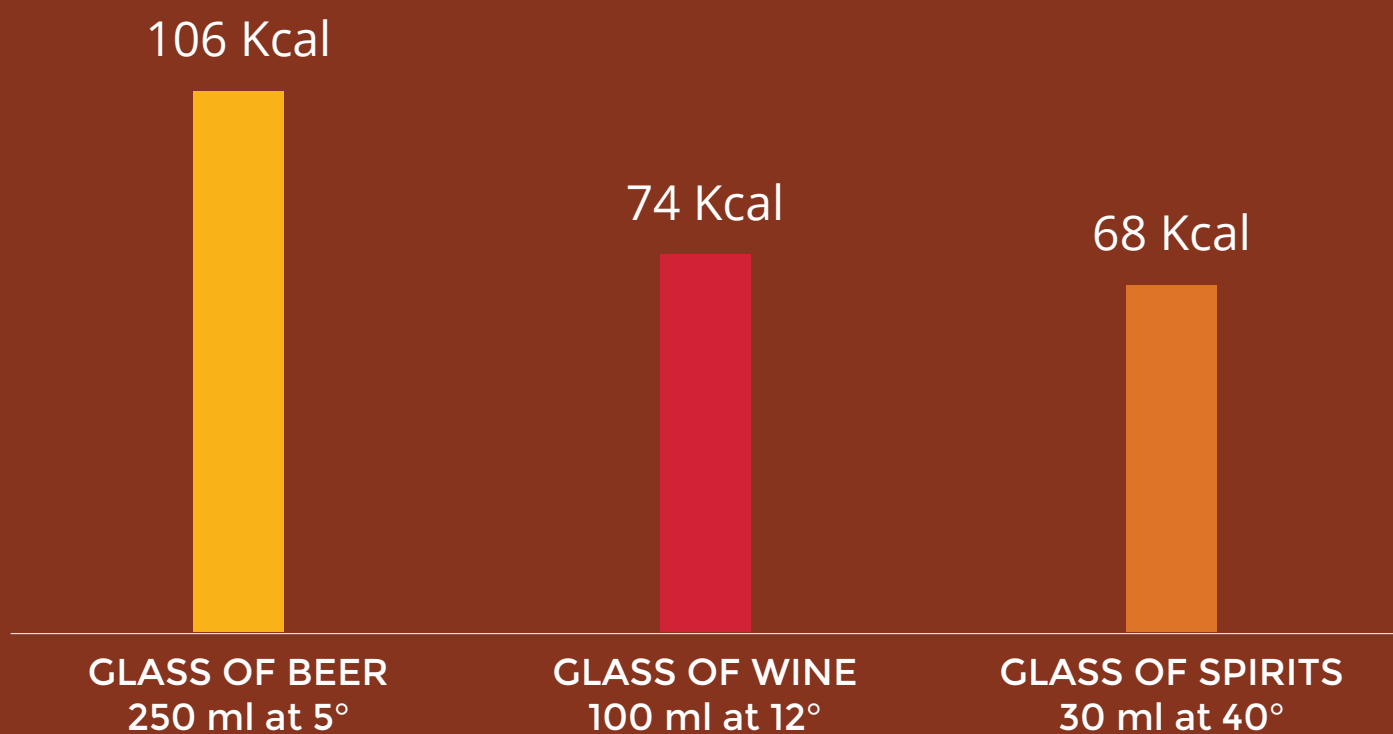




THE DIFFERENCE BETWEEN CONFUSION & REALITY

If you wanted to show consumers how many calories are in their actual drinks, you would show them per glass, not per 100 ml...



100 ml as a reference point for alcohol beverages would make no sense, would be deceptive, and would confuse rather than clarify

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