

For containers with more than 20 fluid ounces

Alcohol Facts	
Container Size	23.5 fl. oz.
Alcohol by volume	12%
Servings per Container*	4.7
Serving Size	5 fl. oz.
* According to the U.S. Dietary Guidelines, a serving contains 0.6 ounces of pure alcohol.	

2.0" x 1.25"

144pt x 108pt box, 0.5pt rule
2pt inside margin

Helvetica Bold 8pt, 12pt leading
Left justified

140pt long 0.5pt rule, centered

140pt long 1pt rule, centered

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Alcohol by volume 12%

Servings per Container* 4.7

Serving Size 5 fl. oz.

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Franklin Gothic Heavy 18pt

Helvetica Bold 8pt, 12pt leading
Right justified

Helvetica Bold 8pt, 8pt leading
Left indent 5pt, first line indent -5pt
Soft line break before "0.6"

For containers with 12 to 20 fluid ounces

126pt x 90pt box, 0.5pt rule
2pt inside margin

Helvetica Bold 7pt, 10pt leading
Left justified

122pt long 0.5pt rule, centered

122pt long 1pt rule, centered

Alcohol Facts	
Container Size	12 fl. oz.
Alcohol by volume	12%
Servings per Container*	2.4
Serving Size	5 fl. oz.
* According to the U.S. Dietary Guidelines, a serving contains 0.6 ounces of pure alcohol.	

Franklin Gothic Heavy 17pt

Helvetica Bold 7pt, 10pt leading
Right justified

Helvetica Bold 7pt, 7pt leading
Left indent 4pt, first line indent -4pt
Soft line break before "0.6"

1.75" x 1.125"

For containers with less than 12 fluid ounces

Alcohol Facts	
Container Size	8 fl. oz.
Alcohol by volume	15%
Servings per Container*	2
Serving Size	4 fl. oz.
* According to the U.S. Dietary Guidelines, a serving contains 0.6 ounces of pure alcohol.	

108pt x 81pt box, 0.5pt rule
2pt inside margin
Helvetica Bold 6pt, 9pt leading
Left justified

104pt long 0.5pt rule, centered

104pt long 1pt rule, centered

Franklin Gothic Heavy 15pt

Helvetica Bold 6pt, 9pt leading
Right justified

Helvetica Bold 6pt, 6pt leading
Left indent 3pt, first line indent -3pt
Soft line break before "0.6"

1.5" x 1.0"