



24 August 2015

Lion GM Policy

Lion is committed to providing its consumers with a wide choice of high quality beverage and food products and transparent product information to help inform their purchase decisions.

We understand that many consumers have a preference for non-Genetically Modified (non-GM) food and beverage products. It is our policy that all products made by or on behalf of Lion do not use Genetically Modified (GM) ingredients and raw materials. As such, none of our products require GM labelling under the Food Standards Code.

We recognise the biotechnology debate is ongoing and that consumer attitudes often evolve over time. We will continue to monitor the GM debate to ensure our policy is informed by the latest scientific research and is in line with consumer preferences.

Note: This policy applies to products made by or on behalf of Lion but excludes imported beer and RTDs that are produced in other markets and distributed by Lion in Australia and New Zealand.

For more information:

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