

# Strong Alcohol Labeling.

22 OF SEPTEMBER.

ROGOV RODION 02604.

# Everything related to the event.

## Why it happened?

- ▶ Labeling of alcohol happened because of high percentage of counterfeit products( about 7-12% ).
- ▶ Also it happened because losses of the state budget amounted to about 22 billion rubles every year.

## Effects on business.

- ▶ Possibility of opening new businesses by leaving the market of companies with fake products.
- ▶ Customers will know that they purchase a high-quality product without inflating prices.
- ▶ Replenishment of the state budget will be possible due to trade turnover of only registered goods.

# Dictionary

- ▶ Counterfeit- fake.
- ▶ Inflating- increasing.
- ▶ Replenishment- refill, addition.
- ▶ Trade turnover- goods turnover.



Thank you for attention

do not abuse alcohol.