

<p>AVMS Decree (as amended by Decree 2018/1808)</p> <p>https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:32010L0013</p>	<p>Decree of 4th February 2021</p> <p>http://www.csa.be/wp-content/uploads/2021/03/Nouveau-decret-SMA-du-4-fevrier-2021-Publication-au-MB.pdf</p>
<p>a) it may not be aimed specifically at minors or, in particular, depict minors consuming these beverages;</p> <p>b) it shall not link the consumption of alcohol to enhanced physical performance or to driving;</p> <p>c) it shall not create the impression that the consumption of alcohol contributes towards social or sexual success;</p> <p>d) it shall not claim that alcohol has therapeutic qualities or that it is a stimulant, a sedative or a means of resolving personal conflicts;</p> <p>e) it shall not encourage immoderate consumption of alcohol or present abstinence or moderation in a negative light;</p> <p>f) it shall not place emphasis on high alcoholic content as being a positive quality of the beverages.</p>	<ul style="list-style-type: none"> - it may not target minors by addressing them specifically or by showing minors consuming this type of beverage; - it may not present the consumption of alcoholic beverages as a symbol of maturity; - it may not show people driving under the influence of alcohol; - it does not establish any link between alcohol consumption and an improvement in physical performance or driving; - it does not create the impression that alcohol consumption contributes to social or sexual success; - it does not suggest that alcoholic beverages have therapeutic qualities or have a stimulating or calming effect, or reduce tension; - it may not encourage excessive, reckless or illegal consumption.