

G-Regs™

Belgium – 2013 Alcohol Convention



Full title:	2013 Convention on Advertising and Marketing of Alcoholic Beverages
Title of relevant section:	NA
Chapter:	Chapter I. Scope
Article:	<p>Article 1</p> <p>1.1. For the purposes of this Covenant, advertising is to be regarded as any communication that is directly or indirectly designed to promote the sale of alcoholic beverages, irrespective of the location or the communication tools deployed. The term "Marketing" means the same as in article 2.9 of the Law on Consumer Protection.</p> <p>1.2. Within the meaning of this Covenant, alcoholic beverages shall be those with an alcohol content in excess of 0.5 per cent (%) by volume. The annexes also set out the rules specific to each Party.</p> <p>1.3. The Parties other than the Minister will ensure that this Covenant is expressly subscribed to, from the inception of their business relations and for their individual sectors, by advertising practitioners, public relations agencies, production companies, importers, the operators of public house and drinks outlets, event organisers, their managers, employees, agents and consultants and any parties that produce advertising for alcoholic beverages or undertake promotional campaigns on behalf of their members.</p>
Chapter:	Chapter II. Place, form and Content
Article:	<p>Article 2</p> <p>Advertising must not:</p> <p>2.1. Target minors in terms of its content nor its means of communication;</p> <p>2.2. Be used in social institutions, healthcare institutions or in work environments, apart from segregated areas designed for consumption purposes, except in hotels, restaurants and bars</p>
Article:	<p>Article 3</p> <p>Advertising must not:</p>

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- 3.1. Incite or encourage people to consume excessively, irresponsibly or illegally;
 - 3.2. Imply that the consumption of alcoholic beverages has psychological and physical benefits to help deal with various physical, psychological or social problems or reduce, or even eliminate, anxiety or social or psychological conflicts; advertising should not seek to highlight the potential stimulating, uplifting, sedative, therapeutic or tranquilising effects of alcoholic beverages or give the impression they may improve mental or physical performances.
 - 3.3. Make a connection between the consumption of alcohol and social or sexual success.
 - 3.4. Denigrate any other beverage or contain a criticism of abstinence, sobriety or moderate consumption.
 - 3.5. Suggest that alcoholic beverages are a necessary condition to render daily life happier or to create a festive atmosphere
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Chapter:**Minors**

Article:**Article 4**

Advertising must not:

- 4.1. Target minors in terms of its content nor its means of communication;
 - 4.2. Feature individuals who are or who appear to be minors;
 - 4.3. Make a connection between drinking of alcoholic beverages and maturity, or express a relationship between non-consumption and immaturity;
 - 4.4. Encourage minors to buy alcoholic beverages by taking advantage of their inexperience and credulity;
 - 4.5. Use designs or marketing techniques referring to popular figures or those primarily in fashion amongst minors or geared towards images or claims primarily relating to the culture of minors;
 - 4.6. Encourage minors to persuade their parents or other people to buy the alcoholic beverages referred to in advertising;
 - 4.7. Take advantage of the special trust minors have for their parents, teachers or others;
 - 4.8. Present alcoholic beverages as a means of dealing with dangerous situations.
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Chapter:**Marketing**

Article:**Article 5**

- 5.1. Alcoholic beverages may not be distributed for free or for a token price on the public highway.
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5.2. Alcoholic beverages should be clearly marketed as alcoholic products so as to avoid any confusion with non-alcoholic products, if possible via physical separation.

Article:**Article 6**

Advertising must not:

Health

6.1. Refer to the recommendations or the approval of a doctor, nor represent people engaged in a medical or paramedical profession or wearing clothing associated with the medical profession or located in medical establishments or those with medical characteristics.

6.2. Make a connection between the consumption of alcoholic beverages and better health;

6.3. Be directed at pregnant women;

6.4. Create the impression that alcoholic beverages are likely to cure, relieve or prevent certain illnesses.

Article:**Article 7****Road safety**

Advertising should under no circumstances make a connection between alcoholic beverages and driving a vehicle, unless the message is intended to warn people about drinking and driving.

Article:**Article 8****Work**

Advertising must not make a connection between alcoholic beverages and a good performance at work, unless the message is intended to warn of the dangers of drinking at work

Article:**Article 9****Sport**

Advertising may not in any circumstances imply that drinking alcoholic beverages can lead to a better athletic performance.

Article:**Article 10****Alcohol content**

The alcohol content should be mentioned solely for information purposes and this information should be clear and precise, so as to avoid any confusion with non-alcoholic products. High alcohol content may never be presented as a quality.

Chapter: Part III

Article: **Article 11**

Provisions concerning the media

11.1. In the case of advertising for newspapers, magazines and periodicals, and advertising via posters, or all other forms of print advertising, television, cinema, radio or the Internet, the provisions set out in Annex B will apply. Parties other than the Minister will take the steps required to ensure their members comply with these provisions.

11.2. Any advertising for an alcoholic beverage is prohibited during a period covering five minutes prior to and five minutes after a programme mainly intended for minors.

Any advertising for an alcoholic beverage is prohibited in newspapers and periodicals mainly intended for minors.

Any advertising for an alcoholic beverage is prohibited when a film mainly intended for children is being shown in a cinema.

Any advertising for an alcoholic beverage is prohibited in digital media mainly intended for minors.

Chapter: **Annexes – Responsible Consumption Messages**

Annexes: ANNEX A: J.E.P. Regulations

ANNEX B: 11.1.

ANNEX B:

1. (a) For advertising for any beverage related to the harmonised nomenclature codes 22.04, 22.05, 22.06 and 22.08 (G-Regs note – this means alcoholic drinks other than beer):

(i) In the case of advertising for newspapers, magazines and periodicals and “printed advertisements” all advertising should include the informative message: “Notre savoir-faire se déguste avec sagesse” in French or “Ons vakmanschap drink je met verstand” in Dutch. (Taste our know-how wisely).

When different drinks are included on a single page, the slogan should be stated just once on this page. If the page mentions drinks falling within the harmonized nomenclature "22.03" (beer) and secondly "22.04, 22.05, 22.06 and/or 22.08" (other alcoholic drinks) only the educational slogan on drinks harmonized nomenclature code "22.04, 22.05, 22.06 and 22.08 " must be stated for the entire page.

Guidelines for the location of the message in the advertising space, the kind of typeface and the size of the typeface are featured below:

Location: the message should be featured horizontally at the bottom and should form an integral part of the visual.

Kind of typeface: Arial – cursive (see slogan below).

Colour: positive or negative, clearly distinguishable from the background

Minimum size of the typeface: Format A4 2/1: 4 mm. Format A4 1/1: 3 mm.

Other formats: proportional, with a minimum of 2.5 mm.

(ii) In the case of advertising via posters, all advertisements should include the informative message "Notre savoir-faire se déguste avec sagesse" in French or "Ons vakmanschap drink je met verstand" in Dutch (Taste our know-how wisely). Guidelines for the location on the posters, the kind of typeface and the size of the typeface are featured below:

Location: the message should be featured horizontally at the bottom and should form an integral part of the visual.

Kind of typeface: Arial – cursive (see slogan below).

Colour: positive or negative, clearly distinguishable from the background.

Minimum size of the typeface Abribus: 25 mm, 10 m2: 45 mm, 20 m2: 60 mm.

Other formats proportional.

(iii) In the case of advertising for television or the cinema (and mutatis mutandis – acknowledging differences - on Internet sites), all spots should include the informative message "Notre savoir-faire se déguste avec sagesse" in French or "Ons vakmanschap drink je met verstand" in Dutch (Taste our know-how wisely).

Guidelines for the location in the television commercial or cinema commercial, the kind of typeface, the size of the typeface and the duration are featured below:

Location: the message should be featured horizontally at the bottom and should form an integral part of the visual.

Kind of typeface: Arial – cursive (see slogan below).

Colour: positive or negative, clearly distinguishable from the background.

Minimum height of the typeface in proportion to the image: 5%.

Duration: for commercials lasting more than 10 seconds: a minimum of 5 seconds.

(iv) On the radio, all spots should include the informative message "Notre savoir-faire se déguste avec sagesse" in French or "Ons vakmanschap drink je met verstand" in Dutch (Taste our know-how wisely).

The location and duration to be taken into account for radio commercials are featured below:

Location: the slogan "Notre savoir-faire se déguste avec sagesse" in French or "Ons vakmanschap drink je met verstand" in Dutch (Taste our know-how wisely)

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should be heard at the end of the radio commercial. This requirement does not apply to radio commercials lasting less than 10 seconds.

(v) On digital media, the slogan "Notre savoir-faire se déguste avec sagesse" in French or "Ons vakmanschap drink je met verstand" in Dutch (Taste our know-how wisely) should be stated clearly and legibly.

(b) For advertising for any beverage related to the harmonised nomenclature code 22.03 (that means beer):

(i) In the case of advertising for newspapers, magazines and periodicals and "printed advertisements" all advertising should include the informative message "Une bière brassée avec savoir se déguste avec sagesse" in French or "Bier met liefde gebrouwen, drink je met verstand " in Dutch. (Beer brewed carefully, to be consumed with care).

When different drinks are included on a single page, the slogan should be stated just once on this page. If the page mentions drinks falling within the harmonized nomenclature "22.03" (beer) and secondly "22.04, 22.05, 22.06 and/or 22.08" (other alcoholic drinks) only the educational slogan on drinks harmonized nomenclature code "22.04, 22.05, 22.06 and 22.08 " must be stated for the entire page. The guidelines for the location of the message in the advertising space, the kind of typeface and the size of the typeface are featured below.

Location: the message should be featured horizontally at the bottom and should form an integral part of the illustration.

Kind of typeface: Arial – cursive (see slogan below).

Colour: positive or negative, clearly distinguishable from the background.

Minimum size of the type face Format A4 2/1: 4 mm. Format A4 1/1: 3 mm.

Other formats: proportional, with a minimum of 2.5 mm.

(ii) In the case of advertising via posters, all advertisements should include the informative message "Une bière brassée avec savoir se déguste avec sagesse" in French or "Bier met liefde gebrouwen, drink je met verstand" in Dutch. (Beer brewed carefully, to be consumed with care). The guidelines for the location on the posters, the kind of typeface and the size of the typeface are featured below.

Location: the message should be featured horizontally at the bottom and should form an integral part of the illustration.

Kind of typeface: Arial – cursive (see slogan below).

Colour: positive or negative, that can be clearly distinguished from the background

Minimum size of the typeface: Atribus: 25 mm, 10 m2: 45 mm, 20 m2: 60 mm.
Other formats proportional

(iii) In the case of advertising for television or the cinema (and mutatis mutandis – the differences acknowledged - on Internet sites), all broadcasters should include the informative message "Une bière brassée avec savoir se déguste avec sagesse" in French or "Bier met liefde gebrouwen, drink je met verstand" in Dutch. (Beer brewed carefully, to be consumed with care). The guidelines for the location in the television commercial or cinema commercial, the kind of typeface, the size of the typeface and the duration are featured below.

Location: the message should be featured horizontally at the bottom and should form an integral part of the illustration.

Kind of typeface: Arial – cursive (see slogan below).

Colour: positive or negative, clearly distinguishable from the background.
Minimum size of the typeface: in proportion to the height of the image: 5%.

Duration: for commercials lasting more than 10 seconds: a minimum of 5 seconds.

(iv) On the radio, all commercials should include the shortened informative message "Une bière se déguste avec sagesse" in French or "Bier drink je met verstand" in Dutch (Beer is to be consumed with care). The guidelines to be taken into account for the location of the message in radio commercials are featured below.

Location: the shortened slogan "Une bière se déguste avec sagesse" in French or "Bier drink je met verstand" in Dutch (Beer to be consumed with care) should be heard at the end of the radio commercial. This requirement does not apply to radio commercials lasting less than 10 seconds.

(v) "BOB" (designated driver) campaigns

For beer advertising campaigns in places or points of sale where road safety may be an issue (e.g. parking areas or service stations), it is recommended that the slogan "BOB au volant. Toujours " / "Zorg dat BOB rijdt. Altijd" (always let a designated driver do the driving) should always be included on the advertising media or the signature "BOB" should be featured next to the media. The use of the BOB logo and/or slogan for promoting beers is strictly limited to active members of the ARNOLDUS GROUP, partner of the Belgian Road Safety Institute (IBSR) (see Article 4.1.2 "Specifications for using the BOB sign" - <http://www.beerparadise.be/pdf/LastenboekFR2003.pdf>).

Article:

2. Location, kind of type face, size of type face

(a) For advertising for any beverages related to the harmonised nomenclature codes 22.04, 22.05, 22.06 and 22.08 (alcoholic drinks)

other than beer):

*Notre savoir-faire
se déguste avec
sagesse*

*Notre savoir-faire se déguste avec
sagesse*

Notre savoir-faire se déguste avec sagesse

English: Taste our know-how wisely

*Ons vakmanschap
drink je met verstand
Ons vakmanschap drink je met
verstand
Ons vakmanschap drink je met verstand*

*German: Wir liefern das Know-How, genießen Sie mit
Vernunft*

(b) For advertising for any beverages related to the harmonised

nomenclature code 22.03 (beer):

*Une bière brassée avec
savoir se déguste avec
sagesse*

*Une bière brassée avec savoir se
déguste avec sagesse*

*Une bière brassée avec savoir se déguste avec
sagesse*

English: *Beer brewed carefully, to be consumed with care*

*Bier met liefde
gebrouwen, drink je
met verstand*

*Bier met liefde gebrouwen, drink je
met verstand*

*Bier met liefde gebrouwen, drink je met
verstand*

German: *Bier, zünftig gebraut, vernünftig getrunken*
