

Full title of law or regulation

Code of Marketing Communication Self-Regulation. 64th edition effective May 2nd, 2018

<http://www.iap.it/about/the-code/?lang=en>

Note that the link above points to the English version in force. The article below is taken from the 64th edition.

Title of relevant section

Title II. Special rules. B) Product Categories. Article 22 Alcoholic Beverages

Article 22

Marketing communication concerning alcoholic beverages should not be in contrast with the obligation to depict styles of drinking behaviour that project moderation, wholesomeness and responsibility. This principle aims to safeguard the primary interest of the population in general, and of children and young people in particular, in a family, social and working environment safeguarded from the negative consequences of alcohol abuse. In particular, marketing communications must not:

- encourage excessive, uncontrolled, and hence harmful consumption of alcoholic beverages;
 - depict an unhealthy attachment or addiction to alcohol, or generally lead people to believe that resorting to alcohol can solve personal problems;
 - target or refer to minors, even only indirectly, or depict minors or people who clearly appear to be minors, consuming alcohol;
 - make direct use signs, symbols, drawings, fictitious characters or real people of primary appeal to minors, that may arouse the direct interest of minors;
 - associate the consumption of alcoholic beverages with the driving of motorised vehicles;
 - induce the public to believe that the consumption of alcoholic beverages promotes clear thinking and enhances physical and sexual performance, or that the failure to consume alcohol implies physical, mental or social inferiority;
 - depict sobriety and abstemiousness as negative values;
 - induce the public to disregard different drinking styles associated with the specific features of individual beverages and the personal conditions of consumers;
 - stress high alcoholic strength as being the principal feature of a beverage.
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