

Full title of law or regulation	<p>Act of 26 October 1982 on the Maintenance of Sobriety and Combating Alcoholism, as amended 2007 and thereafter. Single text O.J. 2007 No. 70 item 473 Full act in Polish here: <a href="https://eli.gov.pl/api/acts/DU/2023/165/text/I/D20230165.pdf">https://eli.gov.pl/api/acts/DU/2023/165/text/I/D20230165.pdf</a></p> <p>This is an unofficial and non-binding English translation</p>
Relevant sections	Articles 13, 13 (1) and 13 (2)
Article 13	<p>1. Any alcoholic beverage shall be delivered to the place of sale only in sealed containers marked with the manufacturer's brand, the beverage type and volume, and the alcohol content.</p> <p>2. A notice on the harmful effects of alcohol consumption shall be displayed at every alcoholic beverages retail and/ or serving outlet.</p>
Article 13 (1), Clause 1	<p>It is prohibited to advertise and promote alcoholic beverages in the country, with the exception of beer, the advertising and promotion of which is permitted, provided that:</p> <ol style="list-style-type: none"> <li>1. It is not directed at minors;</li> <li>2. It does not depict minors;</li> <li>3. It does not link alcohol consumption with physical fitness or driving;</li> <li>4. It does not contain statements that alcohol has medicinal properties, is a stimulant, sedative or a way to resolve personal conflicts;</li> <li>5. It does not encourage excessive alcohol consumption;</li> <li>6. It does not present abstinence or moderate alcohol consumption in a negative way;</li> <li>7. It does not emphasize the high alcohol content in alcoholic beverages as a feature that positively affects the quality of the alcoholic beverage;</li> <li>8. It does not evoke associations with: <ol style="list-style-type: none"> <li>a. sexual attractiveness</li> <li>b. relaxation or leisure</li> <li>c. education/ study or work</li> <li>d. professional or personal success</li> </ol> </li> </ol>
Article 13 (1) Clause 2.	<p>2. Advertising and promotion of beer, as referenced in paragraph 1, may not be conducted:</p> <ol style="list-style-type: none"> <li>1) on television, radio, cinema and theatre between 6:00 and 20:00, with the exception of advertising conducted by the organiser of a competitive or professional sports event during the event;</li> <li>2) on video cassettes and other media;</li> <li>3) in youth and children's press;</li> <li>4) on the covers of newspapers and magazines;</li> <li>5) on advertising posts and boards and other permanent and movable surfaces used for advertising, unless 20% of the advertising surface is occupied by visible and legible inscriptions informing about the harmful effects of alcohol consumption or the ban on selling alcohol to minors;</li> <li>6) with the participation of minors.</li> </ol>
BRAND LIKENESSES	
Article 13 (1) Clauses 3 & 4	<p>3. It is prohibited to advertise and promote products and services whose name, trademark, graphic shape or packaging uses a similarity to or is identical with the designation of an alcoholic beverage or another symbol objectively referring to an alcoholic beverage.</p> <p>4. It is prohibited to advertise and promote entrepreneurs and other entities that use a name, trademark, graphic shape or packaging related to an alcoholic beverage, its producer or distributor in their advertising image.</p>
SPONSORSHIP	

Article 13 (1) Clauses 5-11	<p>5. It is prohibited to provide information on the sponsorship of sports events, music concerts and other mass events by producers and distributors of beverages whose core business is the production or sale of alcoholic beverages containing from 8% to 18% alcohol, in any other way than by placing the name of the producer or distributor and its trademark inside newspapers and magazines, on an invitation, ticket, poster, product or information board related to a specific event, subject to paragraph 6.</p> <p>6. Information about sponsorship may be provided on radio and television provided that it is limited solely to providing the name of the manufacturer or distributor of beverages containing up to 18% alcohol or its trademark, and this information is not presented on television by a natural person or using the image of a human being.</p> <p>7. It is prohibited to provide information about sponsorship, other than that specified in para 5, by producers and distributors of alcoholic beverages whose core business is the production or sale of alcoholic beverages containing from 8% to 18% alcohol, and to provide information about sponsorship by producers and distributors of beverages containing more than 18% alcohol.</p> <p>8. The prohibition set out in para 1 also applies to promotional and advertising publications provided by producers, distributors or traders of alcoholic beverages to retail customers.</p> <p>9. The prohibitions set out in paras 1-8 do not cover advertising and promotion of alcoholic beverages conducted inside wholesalers' premises, separate stands or points conducting only the sale of alcoholic beverages and on the premises of points conducting the sale of alcoholic beverages intended for consumption at the point of sale.</p> <p>10. The prohibitions set out in paragraphs 1-8 apply to natural persons, legal persons and organizational units without legal personality that participate in conducting advertising as principals or contractors, regardless of the method and form of its presentation.</p> <p>11. The Minister responsible for health matters shall specify, by regulation, the size, content, design and method of placing inscriptions on advertisements referenced in paragraph 2, point 5, informing about the harmfulness of alcohol consumption or the ban on selling alcohol to minors, with a view to limiting alcohol consumption and counteracting alcoholism among young people</p>
<div>LEVY</div>	
Article 13 (2) Clause 1	<p>1. Any entity that provides any service, the subject of which is advertising rendered in compliance with provisions of this Act, shall pay to a dedicated account established for this purpose by the minister competent in matters of physical culture and sports a fee in the amount of 10% of the contractual net remuneration for the service of alcoholic beverage advertising.</p>