

Full title of law or regulation

FEBE Advertising Self-Regulation Code (Código FEBE de autorregulación publicitaria)

<https://www.autocontrol.es/wp-content/uploads/2016/02/c%C2%A2digo-de-autorregulaci%C2%A2n-publicitaria-de-la-federaci%C2%A2n-espa%C2%A7ola-de-bebidas-espirtuosas-febe.pdf>

FEBE: Federación Española de Bebidas Espirituosas – Spanish Spirits Association

<http://www.febe.es/>

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Title of relevant section

Article 7 Social Responsibility

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Article 7

Principle 1. The advertising to which this Code applies, both in its content and in its form and dissemination, shall be made with a sense of social responsibility.

2. The advertising to which this Code applies shall not encourage consumption abuse. To this effect, advertising which is visually perceptible - except product labelling, that in which sponsorship or corporate advertising is disseminated, when the products and consumption are not promoted - shall include the Responsible Consumption Message indicating that moderation is a basic premise for responsible consumption. The said message shall be common to all FEBE member companies and shall be displayed to consumers in a clearly legible format. To this end, the FEBE Responsible Consumption message:

- a) Must be affixed in a clearly visible place.
- b) Must have a minimum size equivalent to 1% of the total area of the advertisement; when it is a question of advertising in cinemas or on television, it must have a minimum size of 1.5% of the total area of the advertisement and must be displayed for at least 2 seconds.
- c) Must be printed in a colour that allows it to be clearly visible and legible against the background of the advertisement.
- d) Must be accompanied by an indication of the alcoholic strength of the product, in the same format and colour and immediately following the said message.

3. Additionally and voluntarily, FEBE member companies may include the FEBE Responsible Consumption Message in their promotional material or any other moderation message, in accordance with the parameters established in Article 13 below.

4. The FEBE General Assembly may complete and/ or modify the parameters relating to the FEBE Responsible Consumption Message indicated in subparagraph 7.2 above.

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