

NOTE

Definitions from the OIVE 2021 Code for Wine Commercial Communications

<https://www.autocontrol.es/wp-content/uploads/2021/03/code-for-wine-commercial-communications-2021.pdf>

“Commercial communications” is referred to any kind of advertising or marketing communication tool, regardless of the means used by a company, with the aim of promoting goods sales, customers service or trademark image, including corporate advertising, sponsorships, Internet, and direct marketing and sales promotion at the point of sale. Editorial content is excluded.

“Advertising” shall be interpreted according to current legislation. From now on referred to as “communications” or “commercial communications”.

This Code is to be applied to both online and offline contents in all communications channels, including email, mobile phones and software applications.

“Wine or wines”: still wines, sparkling wines, liquor wines, aromatised wines, their non-alcoholic or low alcoholic content counterparts, and other by products of wine making as established by the 1308/2013 and 251/2014 Regulations (or any other that modifies or derogates them in the future) with the exception of grape juice. Minors are the individuals that are not of legal age of purchasing and/or consuming alcoholic beverages based on the legislation in force.

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