

Full title of law or regulation	The various Industry code requirements for Responsible Consumption Messages (RCMs)
Title of relevant section	Per Below
BEER	Self-Regulation Code of Advertising from Cerveceros de España (Spanish Brewers Association) aka The Spanish Brewers Code of Advertising Practice (SBC) <a href="http://www.g-regs.com/downloads/SPBrewersCode.pdf">http://www.g-regs.com/downloads/SPBrewersCode.pdf</a>
RCM	<p><i>'(la marca correspondiente) recomienda el consumo responsable'</i></p> <p>(The corresponding trademark/ beer brand) recommends responsible consumption</p> <ul style="list-style-type: none"> <li>• The message must be presented in a legible format for the target audience and must always appear horizontally</li> <li>• Applies to television spots, newspaper and magazine advertisements and outdoor hoardings (excluding supports located at the tops of buildings, monoposts/column or similar)</li> <li>• For TV advertising: the caption must appear in lettering with a font size of 26. Exposure time must be 3 seconds in spots of up to 10 seconds; 5 seconds in spots of between 11 and 30 seconds; and 7 seconds in spots longer than 30 seconds</li> </ul> <p><u>Exemptions:</u> Sponsorship advertising in print media; Sponsorship sequences on TV lasting less than 10 seconds (Chap. 3 (2))</p>
WINE	Code of self-regulation for Advertising and Commercial Communications on Wine (Spanish Wine Federation - Federación Española del Vino. Abbrev. FEV Code) <a href="http://www.g-regs.com/downloads/SPWineCodeFEV.pdf">http://www.g-regs.com/downloads/SPWineCodeFEV.pdf</a>
RCM	<p><i>'El Vino Sólo Se Disfruta Con Moderación'</i></p> <p>(<i>'Wine, Only Appreciated in Moderation'</i>)</p> <p>The message must be accompanied by the identifying logo of the "Wine in Moderation" European programme found here: <a href="http://www.g-regs.com/downloads/SPWIMLogos.png">http://www.g-regs.com/downloads/SPWIMLogos.png</a> and here: <a href="http://www.fev.es/v_portal/apartados/apartado.asp?te=87">http://www.fev.es/v_portal/apartados/apartado.asp?te=87</a></p> <p>And one format example shown here:</p> <div data-bbox="743 1565 1190 1664" data-label="Image"> </div> <ul style="list-style-type: none"> <li>• Applies to all commercial communications that are visibly perceptible</li> <li>• The message must be displayed to consumers and the public in a clearly visible and legible format. For these purposes, the moderate consumption message: <ul style="list-style-type: none"> <li>• Must be located in a clearly visible place</li> <li>• Must have a minimum size of 1% of the total advertisement</li> <li>• Must appear in a colour which allows it to be read clearly and easily with respect to the background of the advertisement</li> <li>• In the case of television and cinema, it must always appear horizontally using fixed overprint/overlay on screen for at least 2 seconds, with a surface area of 1.5% of the total advertisement</li> </ul> </li> </ul>

- 
- The web pages of member companies must include the message and identifying logo (linked to the WIM programme web page <http://www.wineinmoderation.eu>) in a permanent and prominent position

Exemptions to the obligation to include the message:

- Advertising in which the presence of the winery is restricted to sponsorship of activities/ events
- Corporate advertising when it does not promote products or consumption
- Product labels

Messages freely developed by media on the basis of announcements/notices or press releases, even though the winery and/or its products are mentioned or made reference to, provided no financial consideration exists and the person concerned does not have control over the published content (Chap. V; Clause 1)

---

SPIRITS

FEBE : Spanish Spirits Association Advertising Self-Regulation Code (*Federación Española de Bebidas Espirituosas* Abbrev. FEBE):

<http://www.g-regs.com/downloads/SPSpiritsCodeFEBE.pdf>

---

RCM

FEBE Responsible Consumption Message: "Enjoy responsible drinking" ("*Disfruta de un consumo responsable*"). Presented in the form of the following website address:

<http://www.disfrutadeunconsumoresponsable.com/>

- Applies to all visibly perceptible commercial communications
- The message must be displayed to consumers in a clearly legible format
- Must be affixed in a clearly visible place
- 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
- Must be printed in a colour which allows it to be clearly visible and legible against the background of the advertisement
- Must be accompanied by an indication of the alcoholic strength of the product, in the same format and colour and immediately following the responsible consumption message

Exemptions to the obligation to include the message:

- Product labelling
- Sponsorship and corporate advertising, where neither the products nor consumption are promoted

(Art. 7 (2)) of the code

---