

Full title of law or regulation	Alcohol alternatives Advertising Guidance (broadcast and non-broadcast) <a href="https://www.asa.org.uk/static/ab9bf352-db33-40a5-847a5c71f9c1723a/Alcohol-Alternatives-Guidance-watermarked.pdf">https://www.asa.org.uk/static/ab9bf352-db33-40a5-847a5c71f9c1723a/Alcohol-Alternatives-Guidance-watermarked.pdf</a>
Title of relevant section	CAP Code Rules and BCAP Code Rules
Clauses	CAP 18.18 to 18.24 and BCAP 19.19. to 19.25
Alcohol alternatives	Alcohol alternatives are non-alcoholic drinks (for the purposes of the BCAP Code, those at or under 0.5% ABV) that are intended to replace alcoholic drinks in contexts where they would normally be consumed, such as non-alcoholic beer. An advertisement for a non-alcoholic drink will be subject to the below rules if it is likely to be understood by the audience as an ad specifically for an alternative to alcohol, whether in general or as a non-alcoholic version of a particular alcoholic drink. Where an ad for a drink at or below 0.5% has the effect of promoting an alcoholic drink, the Alcohol rules apply in full.
CAP 18.18 and BCAP 19.19	<p>If a marketing communication/ advertisement for an alcohol alternative refers to or depicts alcohol, those references or depictions must comply with the rules relating to responsible portrayal of alcohol consumption, which are 18.1-18.8 and 18.10-18.13. and 19.2-19.9 and 19.11-19.14.</p> <p>Where a marketing communication/ advertisement is for an alcohol alternative that shares the same brand as an alcoholic drink then this rule will not apply to references to or depictions of the brand name, provided that the primary effect of the marketing communication/ advertisement is to promote the alcohol alternative. References to the shared brand name, in any part of the marketing communication/ advertisement, without a reference to the alcohol alternative, are likely to be understood as references to alcohol.</p>
CAP 18.19 and BCAP 19.20	Marketing communications/ advertisements for alcohol alternatives must include a prominent statement of their ABV. Advertisements for alcohol alternatives are not prohibited from making a feature of their ABV or from making preference claims on this basis.
.CAP 18.20 and BCAP 19.21	Marketing communications/ advertisements for alcohol alternatives may depict the product in circumstances where consumption of alcoholic drinks would be inappropriate or unsafe – such as prior to driving or daring physical activities – if it is clear the product is an alcohol alternative. Marketing communications/ advertisements must not encourage or condone consumption of alcohol in the same circumstances or imply the product is alcoholic. Resemblance to an alcoholic drink (as in rule 18.18/ 19.19) is acceptable as long as the ad makes explicitly clear the product featured is an alcohol alternative
CAP 18.21 and BCAP 19.22	Marketing communications/ advertisements for alcohol alternatives must not contain content likely to disparage sobriety, or condone or encourage heavy, problematic, or otherwise higher-risk alcohol consumption as desirable. They must not present alcohol alternatives as a way to increase alcohol consumption beyond responsible levels.
MINORS - CAP	
CAP 18.22	Marketing communications for alcohol alternatives must not be likely to appeal particularly to people under 18, especially by reflecting or being associated with youth culture. They should not feature or portray real or fictitious characters who are likely to appeal particularly to people under 18 in a way that might encourage the young to drink alcohol or alcohol alternatives. People shown drinking or playing a significant role (see rule 18.24) should not be shown behaving in an adolescent or juvenile manner.
CAP 18.23	Marketing communications for alcohol alternatives must not be directed at people under 18 through the selection of media or the context in which they appear. No medium should be

	used to advertise alcohol alternatives if more than 25% of its audience is under 18 years of age.
CAP 18.24	People shown drinking or playing a significant role in marketing communications for alcohol alternatives must neither be nor seem to be under 25. People under 25 may be shown in marketing communications, for example, in the context of family celebrations, but must be obviously not drinking.
MINORS - BCAP	
BCAP 19.23	<p>Television only – Alcohol alternatives advertisements must not:</p> <p>19.23.1 be likely to appeal strongly to people under 18, especially by reflecting or being associated with youth culture or showing adolescent or juvenile behaviour.</p> <p>19.23.2 include a person or character whose example is likely to be followed by those aged under 18 years or who has a strong appeal to those aged under 18.</p>
BCAP 19.24	<p>Radio only – Alcohol alternatives advertisements must not:</p> <p>19.24.1 be targeted at those under 18 years or use a treatment likely to be of particular appeal to them.</p> <p>19.24.2 include a person or character whose example is likely to be followed by those aged under 18 years or who has a particular appeal to those aged under 18.</p>
BCAP 19.25	Alcohol alternatives advertisements must not feature in a significant role anyone who is, or seems to be, under 25 and must not feature children. An exception is made for advertisements that feature families socialising responsibly. Here, children may be included but they should have an incidental role only and anyone who seems to be under the age of 25 must be obviously not drinking alcohol or alcohol alternatives
BCAP 32.2	<p>These may not be advertised in or adjacent to programmes commissioned for, principally directed at or likely to appeal particularly to audiences below the age of 18:</p> <p>32.2.1 Alcoholic drinks containing 0.5% or more by volume or alcohol alternatives at or below 0.5% ABV.</p>