

Full title of law or regulation	<p>UK Code of Non-broadcast Advertising and Direct & Promotional Marketing (CAP Code); https://www.asa.org.uk/type/non_broadcast/code_section/18.html</p> <p>The UK Code of Broadcast Advertising (BCAP Code) https://www.asa.org.uk/type/broadcast/code_section/19.html</p>
Title of relevant section	Section 18 CAP, 19 BCAP.
Clause	<p>Definitions</p> <p>The rules in this section apply to marketing communications for alcoholic drinks and marketing communications that feature or refer to alcoholic drinks. Alcoholic drinks are defined as drinks containing at least 0.5% alcohol; for the purposes of this Code low-alcohol drinks are defined as drinks containing between 0.5% and 1.2% alcohol.</p> <p>Where stated, exceptions are made for low-alcohol drinks. But, if a marketing communication for a low-alcohol drink could be considered to promote a stronger alcoholic drink or if the drink's low-alcohol content is not stated clearly in the marketing communications, all the rules in this section apply.</p> <p>If a soft drink is promoted as a mixer, the rules in this section apply in full.</p> <p>These rules are not intended to inhibit responsible marketing communications that are intended to counter problem drinking or tell consumers about alcohol-related health or safety themes. Those marketing communications should not be likely to promote an alcohol product or brand.</p>