

IV. Advertising subject to the Food and Beverage Advertising Code

Except as otherwise provided, the Food and Beverage Advertising Code applies to all advertising featuring a food or beverage product, directed to residents of Canada, in any media. For greater certainty, packaging, labels, wrappers, containers and product shape are not considered advertising for purposes of this Food and Beverage Advertising Code. Subject to Clause V, displays, in-store flyers, posters, menus, menu boards and other on-premises communications and material about a food or beverage product are expressly exempt from the Restriction. Brand advertising and sponsorship advertising that do not feature a food and/or beverage product are not subject to the Restriction. Advertising that features a food Code for the Responsible Advertising of Food and Beverage Products to Children | May 2023 4 and/or beverage product that does not meet the nutrition criteria and promotes an educational or charitable initiative or cause, including those associated with children or families, is not subject to the Restriction unless such advertising puts greater emphasis on the food or beverage product featured than on such initiative or cause. For greater certainty, bona fide educational programs made available to elementary or middle schools and their teachers as well as materials used in such programs will not be considered as advertising under the Food and Beverage Advertising Code.

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