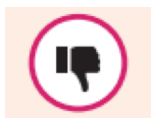


Code of Conduct of the German Advertising Council on Commercial Communication for Alcoholic Beverages + Social Media Guidelines for Alcoholic Beverages Manufacturers

When designing and implementing commercial communications for alcoholic beverages, particular attention must be paid to the following principles:

1. Abuse

Advertising should not promote the misuse of alcoholic beverages. This is the central concern of the Code of Conduct of the German Advertising Council on the commercial communication for alcoholic beverages. Abuse of alcohol has many different faces: it can manifest itself, for example, through excess consumption or slogans that suggest it. **Vorstellbar ist die Förderung verantwortungslosen Alkoholkonsums aber auch bei der Visualisierung eines maßvollen Trinkens in unpassenden Situationen bzw. durch minderjährige Personen.¹**

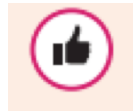


Slogans such as "If you can remember, you weren't there" are clearly reminiscent of a 'blackout' due to excessive alcohol consumption. Such advertising trivialises abusive consumption and is inadmissible. If in addition people are shown who encourage the viewer, the Advertising Council would assess this as even an incitement to harmful behaviour.

¹ We're uncertain about the translation of this sentence. We think it's saying that it's even possible to show irresponsible consumption, but in the context of the promotion of moderation. We are checking with translators.

1.1. Commercial communication for alcoholic beverages shall not promote abusive consumption of alcoholic beverages or trivialise such consumption. Commercial communication of 'flat-rate' and 'all you can drink' offers can also constitute promotion of abusive consumption if the event being advertised is identifiably designed to foster irresponsible consumption of alcoholic beverages.

If the advertising shows a lot of alcohol (for example, in a bar scene, in the shopping cart or in your own refrigerator), this does not mean that the advertising rules are breached, because it is not associated with encouragement to consume alcohol in excess. There's no statement as to when and by whom the advertised products are consumed.

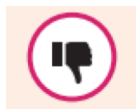


Consumption scenes are not problematic if it is clearly not about the misuse of alcoholic beverages, but for example, a social gathering, or a joint meal with friends, in which alcohol is drunk.

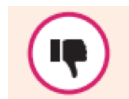


In certain situations, consumption of alcoholic drinks should be deliberately avoided: when driving vehicles, on the road, at work, during pregnancy and breastfeeding, when taking medication, or during sport. Advertising must also take on board this requirement of 'situational abstinence'. Showing people drinking alcohol in such circumstances is habitually inadmissible.

The 'ad' headline reads 'Bring the party to the office'



1.2. Commercial communication for alcoholic beverages shall not display any person who has visibly consumed too much alcohol or gives the impression that such consumption is acceptable.



Classic 'trigger' situations in alcohol advertising are not necessarily in breach. However, special care must be taken to ensure that those involved are not drunk. It would also be unacceptable if too many emptied glasses imply irresponsible consumption.



1.3. Commercial communication for alcoholic beverages shall not create any association between the consumption of such beverages and violent, aggressive or dangerous conduct.

1.4 Commercial communication for alcoholic beverages shall promote responsible consumption of alcoholic beverages and shall not disparage abstinence from such beverages.

2. Children and adolescents

Pay particular attention to the Code of Conduct of the German Advertising Council on the commercial communication of alcoholic beverages on the issue of protection of minors. Advertising content may not be designed so that minors especially feel encouraged to drink alcohol. (Translation unclear: Hierfür ist noch nicht ausreichend, dass Situationen gezeigt werden, die ggf. auch für Minderjährige interessant sind (zum Beispiel Partys, Sport--Veranstaltungen).

2.1. Commercial communication for alcoholic beverages shall neither promote drinking of alcoholic beverages by minors nor show minors in the act of drinking or promoting the drinking of such beverages.



Themes that are specific to children or adolescents in their presentation are inadmissible. The more youthful the design elements that are used (for example, young people's language, the presentation of a youthful everyday world, youthful presentation of actors), the more likely the assumption that minors are being targeted

2.2. Commercial communication for alcoholic beverages shall not be conveyed by media the majority of whose editorial content addresses minors.



Important for media planning: If the editorial element of an offer (TV station, online, app, magazine, etc.) is aimed at minors, no alcohol advertising may be deployed in these media

2.3. Commercial communication for alcoholic beverages shall not make any claim or representation to the effect that minors are not old enough to consume alcoholic beverages and so provoke drinking.

2.4 Commercial communication for alcoholic beverages shall not show persons stating that they drank alcoholic beverages as minors.

2.5 Commercial communication for alcoholic beverages shall neither be shown on sports kits worn by sports teams comprising minors nor be conveyed in advertising and sponsoring campaigns that are directly related to minors.

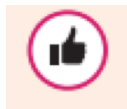
3. Athletes

Commercial communication for alcoholic beverages shall not show athletes drinking or promoting drinking.



Advertising is not permitted to show athletes drinking beer, spirits, wine or champagne or - for example by tasting - prompt them to drink. Advertising for soft drinks is not included in the scope of the rules. It is also permitted to use former athletes as celebrities in advertising. *The headline reads 'Become a pro like Max Mustermann: drink the new craft beer.'*

Sports sponsorship by alcohol manufacturers is not prohibited by the regulations. But it must be ensured that the athletes themselves are not shown consuming alcohol.



4. Safety

4.1 Commercial communication for alcoholic beverages shall not show any person drinking or promoting drinking while driving a vehicle.

4.2 Commercial communication for alcoholic beverages shall not create any association between the consumption of alcoholic beverages and the driving of a vehicle.

4.3 Commercial communication for alcoholic beverages shall not show consumption of alcoholic beverages in situations constituting a breach of safety rules.

5. Health claims

5.1 Commercial communication for alcoholic beverages shall not make any claim to cure, relieve or prevent any ailment.

5.2 Commercial communication for alcoholic beverages shall not claim that alcoholic beverages have any medicinal effect.

5.3 Commercial communication for alcoholic beverages shall not show persons wearing clothing typical of the healthcare professions, healthcare trades or the pharmaceutical trade.

6. Alcohol content

6.1 Commercial communication for alcoholic beverages shall not present high alcohol content as a positive quality of a brand or as a reason to purchase it.

6.2 Commercial communication for alcoholic beverages shall not give the impression that a beverage's low alcohol content prevents abusive consumption.

7. Anxiety, disinhibition and conflict

Had a bad day?
Feel better -
get yours **M:WHISKY.** Now.



www.m-whisky.it



Advertising should not suggest that alcoholic beverages could relieve conflict and stress, for example, or to remove feelings of inferiority, guilt, shame, despair and other psychosocial conflicts.

7.1 Commercial communication for alcoholic beverages shall not make any claim relating to the disinhibiting effect of alcoholic beverages.

7.2 Commercial communication for alcoholic beverages shall not make any claim relating to the elimination or relief of anxiety.

7.3 Commercial communication for alcoholic beverages shall not make any claim or representation relating to the elimination or resolution of psycho-social conflicts.

8. Performance

The advertising of alcoholic beverages should not give the impression that the consumption of alcohol can improve physical performance; neither can social or sexual success be promoted. Crucial to the assessment is whether the advertising conveys that consumption of the alcoholic beverage is part-responsible for the increase in performance or social success (flirtation, for example). If alcohol is consumed only at certain moments of success or even after the conclusion of these situations, there is no breach of the Advertising Code.

8.1 Commercial communication for alcoholic beverages shall not make any claim relating to improvement of physical performance as a result of consuming alcoholic beverages.

Advertising should not give the impression that consumption of the advertised alcohol improves physical performance. This also applies to alcoholic mixed drinks.

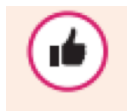


Following a strenuous activity, such as a hike, a consumption scene can be shown without any problems. This does not convey that physical performance has been improved by the alcoholic beverage.

8.2 Commercial communication for alcoholic beverages shall not give the impression that consumption of alcoholic beverages promotes social or sexual success.



So alcohol advertising must not suggest that consumption of the advertised product is (part-) responsible for, for example, the success of a party. The simple presentation of modest alcohol consumption in a social event, however, does not breach the rule. *The 'ad' headline reads 'the party gets boring... not with us... get right now etc.'*



Flirtation situations can also be shown in alcohol advertising. However, care must be taken that the consumption of alcoholic beverages does not appear to be the key to sexual success.

9. Age of Depicted Individuals

Individuals depicted in commercial communication for alcoholic beverages must at minimum be and give the impression of being young adults.

The Code aims to prevent alcohol advertising from being misunderstood as addressing minors. For this reason, people shown in alcohol advertising must be at minimum young adults. What's critical is the visual impression of the viewer and not the actual age of the model. If in doubt, performers who are visibly clearly adults should be used. This applies regardless of the statutory age limit for alcohol consumption.



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Social media guidelines for the manufacturers of alcoholic drinks

Explanation of the rules of conduct of the German Advertising Council about the commercial communication for alcoholic beverages

These guidelines are included in the alcohol guidelines 'flyer' from Deutscher Werberat, (in German) but we have not reproduced them here as they reflect exactly the September 2015 version of the guidelines published in English here:

https://www.werberat.de/sites/default/files/uploads/media/explanatory_notes_code_of_conduct_alcoholic_beverages.pdf