

Full title of law or regulation	<p>Consumer Agency's General Advice on Marketing of alcoholic beverages to consumers; KOVFS 2016:1. Issued on August 31, 2016.</p> <p>The Swedish Consumer Agency establishes the following general guidelines. These are in line with the provisions on marketing in the Alcohol Act (2010:1622) and with the Marketing Act (2008:486).</p> <p>The purpose of these guidelines is to clarify the meaning of the requirement of special moderation in the Alcohol Act and to promote the uniform application of the rules on marketing alcoholic beverages.</p> <p><a href="http://www.g-regs.com/downloads/SWAlcConsAgencyGuidelines2016.pdf">http://www.g-regs.com/downloads/SWAlcConsAgencyGuidelines2016.pdf</a></p>
Title of relevant section	Section 2. Marketing content and design
Clauses	<p>2.1 In accordance with the Alcohol Act, particular moderation must be observed in all marketing of alcoholic beverages to consumers. Advertising and other marketing measures may not be insistent, intrusive, or encourage the use of alcohol.</p> <p>2.2 The requirement for the use of particular moderation includes all marketing aimed at consumers, including the selection of media, packaging and labeling, the content and design of the advertising, as well as specific marketing methods.</p> <p>2.3 In accordance with the Alcohol Act, marketing may not be directed towards or depict children or young people who have not yet reached the age of 25. The assessment of whether marketing is designed in such a way as to attract children or young people should be based on an overall review. This means that the actual products being marketed, the manufacturer's presentation as a whole, and the context in which the marketing occurs should be taken into consideration. Symbols or scenarios that can be connected especially with, or which attract children or young people under the age of 25, may not be used. Alcohol marketing, except 'passive' selling of alcoholic beverages, should only occur in events, such as festivals, where the target group or at least 70% of participants are expected to be over 25 years old.</p> <p>2.4 Persuasive or particularly active marketing is deemed to encourage the use of alcohol and may not occur.</p> <p>2.5 Marketing should not attract particular attention. The extent of the marketing, the typography, layout, size and location of the marketing shall be assessed according to the degree of moderation. Marketing that constitutes a dominant element in the environment, such as an eye-catching poster or extensive product exposure, is not permitted.</p> <p>2.6 Marketing should be limited to relevant facts regarding the product and its characteristics, presented in as objective form as possible without undue elements that are unrelated to alcoholic beverages. Marketing should avoid acting on emotions or moods.</p> <p>2.7 Marketing should not be associated with situations such as driving, sports, violent situations, weapons, drugs, pregnancy, school, or work where, according to generally accepted opinion, alcohol consumption should not occur. This applies to the design of the marketing as well as the context in which it occurs.</p> <p>2.8 Marketing should not imply or give the impression that alcohol consumption improves physical or mental ability, furthers educational or social, sexual and professional success or resolves issues such as loneliness or sadness.</p> <p>2.9 Alcohol consumption and alcoholic beverages should not be presented as being of particular importance in connection with festivals or seasons. Concerning presentation in text specifically</p> <p>2.10 Production in text shall comply with the requirements of the Swedish law on particular moderation. Value statements, which are irrelevant in the objective presentation of relevant facts relating to the product, are not consistent with the requirement for particular moderation. Text should focus on informing about the product, for example by indicating origin, raw materials, properties, usage or description of taste. Grades and awards stated in</p>

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other than text form may be consistent with the requirement of particular moderation depending on, inter alia, the nature of the grades or distinctions and how they are presented. Concerning presentation of images specifically

2.11 According to the Alcohol Act, commercial advertising may only include reproduction of:

1. The product or raw materials in the product
2. Individual packs, or
3. The trademark or equivalent marks.

The above applies to commercial advertising in all media.

2.12. Images on packaging or labels, for example, may have content other than those specified in 2.11, provided that the image meets the requirement of particular moderation.

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