

Full title of law or regulation

2010 Alcohol Act (2010:1622)
<http://www.notisum.se/rnp/sls/lag/20101622.htm>

Title of relevant sections

Chapters 1 and 7

Chapter 1; Introductory Regulations

Sections 3-11
Definitions

Section 3. Spirit means a liquid that is produced by distillation or another chemical process and contains alcohol. Alcohol means ethyl alcohol.

Section 5. Alcoholic beverage means a beverage with an alcohol content of over 2.25% by volume. In this Act, alcoholic beverages are divided into spirit beverages, wine, beer and other fermented alcoholic beverages. Beverages that are alcohol-free or have an alcohol content of no more than 2.25% by volume are called light beverages.

Section 6. Spirit beverage means an alcoholic beverage that contains spirit.

Section 7. Wine means an alcoholic beverage produced by fermenting grapes or grape juice. Wine also includes wine to which, during production, spirit produced from wine products has been added and which has an alcohol content of no more than 22% by volume.

Section 8. Beer means a beverage produced by fermentation with dried or roast malt as the principal extract-producing substance. Beer with an alcohol content of over 2.25% by volume but lower than 3.5% by volume is called medium-strong beer and beer with an alcohol content of over 3.5% by volume is called strong beer.

Section 9. Other fermented alcoholic beverage means an alcoholic beverage produced by fermenting fruit, berries or other parts of plants that is not wine or beer.

Section 10. Alcoholic preparation means a product that is produced for final use that contains more than 2.25% by volume alcohol, is not an alcoholic beverage or technical spirit and is not a medicinal product covered by the Swedish Medicinal Products Act 1992:859.

Section 11. Manufacturer means the person who commercially manufactures products covered by this Act. Sales to consumers are called retail trade or, for alcoholic beverages, if sold for consumption on the premises, service. Other sales are called wholesale trade.

Chapter 7. Marketing of alcoholic beverages

Section 1

Moderation, in particular, must be observed when marketing alcoholic beverages to consumers. Advertising or other marketing measures may not be pushy or targeted or encourage the use of alcohol.

Marketing may not be particularly directed at or portray children or young people under the age of 25.

Section 2

Anyone who manufactures, sells or acts as an agent for the sale of alcoholic beverages may, in his operations, supply such beverages as a gift only in the form of product samples.

Such beverages may not be supplied as gifts in connection with the marketing of services or the sale of products other than alcoholic beverages

Section 3

Commercial advertisements in radio programmes, in TV programmes or on pay TV may not be used in connection with the marketing of alcoholic beverages. This also applies to TV broadcasts via satellite that are covered by the Swedish Radio and TV Act ([2010:696](#)).

Section 4

In connection with the marketing of alcoholic beverages that contain more than 15% by volume alcohol to consumers, commercial advertisements may not be used in periodical publications or other publications to which *the Swedish Freedom of the Press Act* applies and which, in terms of the arrangements for publication, are comparable with periodical publications. However, this does not apply to publications supplied only at the point of sale

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| | for such beverages. |
| Section 5 | <p>In connection with the marketing to consumers of alcoholic beverages via commercial advertisements, representation in an image may only include a reproduction of</p> <ol style="list-style-type: none">1. The product or raw materials included in the product,2. Individual packaging, or3. The trademark or comparable marks. |
| Section 6 | <p>Marketing of alcoholic light beverages to consumers in a commercial advertisement must be such that it cannot be mistaken for marketing of alcoholic beverages. Marketing of alcoholic beverages that contain no more than 15% by volume alcohol to consumers in a commercial advertisement must be such that it cannot be mistaken for marketing of alcoholic beverages that contain more than 15% ABV.</p> <p>First paragraph, first sentence does not apply when the marketing of alcoholic beverages that contain no more than 15% by volume alcohol is permitted.</p> <p>The regulations on marketing alcoholic light beverages in the first paragraph are not applied in cases where this is unreasonable.</p> |
| Section 7 | <p>In the marketing of alcoholic beverages to consumers via commercial advertisements in periodical publications or other publications to which <i>the Swedish Freedom of the Press Act</i> applies and which, in terms of the arrangements for publication, are comparable with periodical publications, the advertisements must clearly include text that provides information about the harmful effects of alcohol (information text). If there are several information texts, at least one of them must be reproduced. If advertising is repeated, the various information texts must be used alternately and, if possible, with equal frequency.</p> <p>The Government may issue regulations on the texts to be reproduced and how they are to be formulated.</p> |
| Section 8 | <p>An action that fails to comply with Sections 1-6 and Section 7, paragraph one, or regulations formulated on the basis of Section 7, paragraph two, shall, by application of Sections 5, 23 and 26 of the Swedish Marketing Practices Act 2008:486, be regarded as inappropriate for consumers and, in cases covered by Section 2, also for persons carrying on business activities. An action that fails to comply with Section 3 may incur a market distortion fee in accordance with the regulations in Sections 29-36 of the <i>Swedish Marketing Practices Act</i>.</p> |
| Section 9. | <p>The Government may, in respect of foreign states, determine that the following will apply:</p> <p>In connection with the marketing of alcoholic drinks, it is prohibited to use false or deceptive indications of origin via which the beverages are indicated directly or indirectly as being produced or manufactured in the foreign state or in a region or place in the foreign state. This also applies if the genuine origin is indicated or if the indication is only used in translation or is followed by an expression such as 'type', 'sort', 'copy' or a similar expression. An action that fails to comply with paragraph two shall, by application of the Swedish Marketing Practices Act 2008:486, be regarded as inappropriate for consumers and persons carrying on business activities.</p> |
