

APPENDIX A

CODE FOR BROADCAST ADVERTISING OF ALCOHOLIC BEVERAGES

This Code applies to radio and television commercial messages, as the case may be, for alcoholic beverages ("product").

For the purposes of this Code, "portray" means "depict or refer to, visually or in sound".

Such messages shall not:

- (a) attempt to influence non-drinkers to drink;
- (b) portray an unrealistic or excessive number of cases or containers;
- (c) show or use language that suggests, in any way, product misuse or product dependency;
- (d) refer to the feeling and effect caused by alcohol consumption or show or convey the impression that the people involved are under the influence of alcohol;
- (e) portray persons with any such product in situations in which the consumption of alcohol is prohibited;
- (f) associate the consumption of any such product with the operation of any motorized vehicle, e.g. by suggesting or implying that any such product is or should be consumed prior to or during the operation of a motor vehicle;
- (g) associate the consumption of any such product with any activity requiring a significant degree of skill, care or mental alertness or involving an obvious element of danger until such activity has been clearly completed, e.g. by suggesting or implying that any such product is or should be consumed prior to or during any such activity; -- a flat label or symbol associated with a brand or brand name reference, used for brand identification, will not in itself be considered to suggest consumption of that brand;
- (h) be directed at persons under the legal drinking age, associate any such product with youth or youth symbols, or portray persons under the legal drinking age or persons who could reasonably be mistaken for such persons in a context where any such product is being shown or promoted;
- (i) attempt to establish any such product as a status symbol, a necessity for the enjoyment of life, or an escape from life's problems;
- (j) imply directly or indirectly that social acceptance, personal success, business or athletic achievement may be acquired, enhanced or reinforced through consumption of any such product;