



EUROPEAN COMMISSION

Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs

Single Market Enforcement

Notification of Regulatory Barriers

Notification Number : 2023/0233/S (Sweden)

Alcoholic beverages

Date received : 11/05/2023

End of Standstill : 14/08/2023 (closed)

Message

Meddelande 001

Meddelande från kommissionen - TRIS/(2023) 01319

Direktiv (EU) 2015/1535

Notificación - Oznámení - Notifikation - Notifizierung - Teavitamine - Γνωστοποίηση - Notification - Notificatio - Notifica -
Pieteikums - Pranešimas - Bejelentés - Notifika - Kennisgeving - Zawiadomienie - Notificação - Hlásenie-Obvestilo -
Ilmoitus - Anmälan - Нотификация : 2023/0233/S - Notificare.

No abre el plazo - Nezahajuje odklady - Fristerne indledes ikke - Kein Fristbeginn - Viivituste perioodi ei avata - Καμμία
έναρξη προθεσμίας - Does not open the delays - N'ouvre pas de délais - Non fa decorrere la mora - Neietekmē atlikšanu -
Atidėjimai nepradedami - Nem nyitja meg a késéseket - Ma' jiftaħ il-perijodi ta' dawmien - Geen termijnbegin - Nie
otwiera opóźnień - Não inicia o prazo - Neotvorí oneskorenia - Ne uvaja zamud - Määräaika ei ala tästä - Inleder ingen frist
- Не се предвижда период на прекъсване - Nu deschide perioadele de stagnare - Nu deschide perioadele de stagnare.

(MSG: 202301319.SV)

1. MSG 001 IND 2023 0233 S SV 11-05-2023 S NOTIF

2. S

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3B. Konsumentverket

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4. 2023/0233/S - C50A

5. The Swedish Consumer Agency's general advice on the marketing to consumers of alcoholic beverages and preparations similar to alcoholic beverages

6. Alcoholic beverages and preparations similar to alcoholic beverages.

7. -

8. The general advice relates to provisions on the marketing to consumers of alcoholic beverages and preparations similar to alcoholic beverages laid down in the Alcohol Act (2010:1622) and also relates to the Marketing Act (2008:486).



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The general advice deals with marketing by means of text- and image-based presentation, including packaging and labels, commercial advertisements in periodicals and in radio and television broadcasts, as well as marketing online. The general advice also contains sections dealing with specific marketing practices such as direct and outdoor advertising, as well as promotion measures such as discounts and bundling. The provisions of the Alcohol Act concerning the likelihood of confusion are also dealt with. For the provisions to apply, the presentations must constitute marketing as defined by the Act and the marketing must fall under Swedish jurisdiction in accordance with the AV Directive or the E-Commerce Directive insofar as they are applicable.

9. The general advice is intended to inform concerned parties as to which provisions may apply to the marketing of alcoholic beverages and alcoholic preparations and to provide guidance on how the provisions can or should be interpreted and applied. In particular, the general advice aims to clarify the principle of particular moderation which is generally required when marketing alcohol. The purpose is to support uniform application of the marketing provisions laid down in the Alcohol Act, both for businesses operating in this area and the local regulatory authorities, and to encourage practices to trend in a particular direction. The advice is not legally binding.

10. No basic texts available

11. No

12. -

13. No

14. No

15. Yes

16. TBT aspect

NO - The project has no significant impact on international trade.

SPS aspect

No - The draft is neither a sanitary nor phytosanitary measure

Europeiska kommissionen

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