

The Kingdom of Belgium

FEDERAL PUBLIC SERVICE FOR PUBLIC HEALTH, SAFETY OF THE FOOD CHAIN AND THE ENVIRONMENT

Royal Decree on advertising of beverages containing alcohol

PHILIPPE, King of the Belgians,

To all those present and to come, Greetings.

Having regard to of the Law of 24 January 1977 on the protection of the health of consumers with regard to foodstuffs and other products, Article 7, § 2;

Having regard to the opinion of the Finance Inspectorate, issued on XXX;

Having regard to opinion XX of the Council of State, issued on XXX, pursuant to Article 84, § 1(1) (2), of the Acts on the Council of State, consolidated on 12 January 1973;

Having considered the Interfederal Strategy on Harmful Alcohol Use 2023-2025 of 29 March 2023;

On the proposal of the Minister for Public Health,

I HAVE DECREED AND HEREBY DECREE:

Article 1. For the application of this Decree, the following definitions shall apply:

1. Advertising: any communication, regardless of the location, means or techniques used, with the direct or indirect aim of promoting brand awareness or the sale of beverages containing alcohol. For the purposes of this Decree, the affixing of a mark or logo shall also be regarded as advertising.

2. Beverage(s) containing alcohol: beverages with an alcohol percentage above 0.5 percent (%) by volume.

Article 2. All advertising for beverages containing alcohol is prohibited during the period that runs from 5 minutes before up to 5 minutes after a programme that is aimed primarily at a minor audience.

Article 3. All advertising for beverages containing alcohol is prohibited in newspapers and periodicals that are aimed primarily at a minor audience.

Article 4. All advertising for beverages containing alcohol is prohibited when a film that is aimed

primarily at a minor audience is broadcast in a cinema.

Article 5. All advertising for beverages containing alcohol is prohibited on digital media that are aimed primarily at a minor audience.

Article 6. It is prohibited to offer beverages containing alcohol free of charge as part of a promotional campaign, except when the consumer buys a beverage containing alcohol and as part of tastings.

Article 7. All advertising for beverages containing alcohol shall contain a health information message, the content and form of which shall be laid down by the Minister.

Only health information messages laid down by the Minister may be mentioned on advertisements; any other health message, educational slogan or other wording is prohibited.

Article 8. Infringements of this Decree shall be investigated, recorded, prosecuted and punished in accordance with Articles 11 to 19 of the Law of 24 January 1977 on the protection of the health of consumers with regard to foodstuffs and other products.