

Rules and Guidance Notes on Health, Diet and Nutritional Claims in TV and Radio Alcohol Advertisements

BCAP TV Advertising Standards Code

Rule 11.8.1 (e)

Advertisements must neither suggest that alcohol has therapeutic qualities nor offer it as a stimulant, sedative, mood-changer or source of nourishment, or to boost confidence. Although they may refer to refreshment, advertisements must not imply that alcohol can improve any type of performance. Advertisements must not suggest that alcohol might be indispensable or link it to illicit drugs.

Notes:

Advertisements must not suggest that alcohol can improve physical or mental performance or that it is necessary to maintain a normal lifestyle.

Please refer also to rules 11.8.1(a)(1) and 11.8.1(d).

Rule 11.8.2 (f)

Advertisements for alcoholic drinks may contain factual statements about product contents, including comparisons, but must not make any other type of health, fitness or weight control claim.

Notes

- If made, numerical statements of carbohydrate content should be given in grams per unit of alcohol and the number of calories per unit should be made clear.
- Numerical statements of calorie or carbohydrate content should not be qualified, for example by words such as “only”.
- Factual comparisons may be made either “internally”, between an advertiser’s products (for example, if the calorie content has been significantly [25% or more] reduced or is significantly different from another product in the range) or between the advertiser’s product and competitor products. If an internal comparison relates to a significant reduction or difference, words such as “reduced” or “lower” are acceptable unless another element of the advertisement renders the claim unacceptable, for example by implying a wider health, fitness or weight control claim. If such words are used for calories or carbohydrates, the advertisement should contain a statement of the number of calories per unit of alcohol.
- “Low calorie”, “light”, “lite” or “diet” may be used in relation to nutritional qualities only if the product contains no more than 40kcal in both a typical measure and each 100ml. (Please see the Food Labelling Regulations 1996 (as amended)).
- Words such as “light” or “lite” may be used if they do not imply nutritional qualities, for example if they clearly relate only to flavour, colour or strength. The use of such words as part of a brand name is therefore acceptable unless another element, such as a logo [for TV Code] / sign-off [for radio Code], implies an unacceptable claim; if it does, the advertisement should make clear that the product is not suitable for health, fitness or weight control purposes.

- If a brand name implies a health or fitness (which includes exercise) claim, the advertisement should make clear that the product is not suitable for health or fitness.

BCAP Radio Advertising Standards Code

11.3.1 Health, Diet and Nutritional Claims

(See the BCAP Help Note on Health, Diet and Nutritional Claims in Radio Alcohol Advertisements)

Advertisements for alcoholic drinks may contain factual statements about product contents, including comparisons, but must not make any other type of health, fitness or weight control claim.