

Health and Dietary Claims in TV and Radio Alcohol Advertising

Deletions proposed by BCAP as a result of the consultation and AAC advice are struck through; additions are in bold italics. BCAP's response to consultation comments appear in shaded boxes after each section of guidance.

TV only:

1) 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 to part 1:

- 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).

BCAP did not consider it necessary to propose any changes to this rule as a result of the consultation.

Radio and TV:

2) Advertisements ***for alcoholic drinks*** may ~~state the number of calories per unit of alcohol. They may state the number of grams of carbohydrates per unit but only if the number of calories per unit is also made clear.~~ ***contain*** factual ***statements about product contents, including*** comparisons, ~~with other products are acceptable but~~ ***must not make any other type of*** ~~no other statements of nutritional content are permitted.~~ Alcohol must not be advertised in a context of health, or fitness ***or weight control claim.***

Notes to part 2:

- ***If made,*** numerical statements of ~~calorie or 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". ~~A statement of carbohydrate content should be no less prominent than the statement of calorie content.~~
- Factual comparisons ~~of calorie content, or of carbohydrate and calorie content,~~ may be made either "internally", between an advertiser's ~~own~~ products (for example, ~~where~~ ***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 its competitors' ***products.*** If an internal comparison relates to a ***significant*** reduction ***or difference,*** ~~of calories, or calories and carbohydrates~~ 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. but these claims may be used only for a reasonable period after the product formulation has changed.

- ~~Advertisements should not imply that an alcoholic drink may be suitable as part of an exercise, weight loss, weight maintenance or weight gain regime.~~

- **“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”, “lite”, etc can ~~may~~ be used **if they** in ways that do not necessarily imply **nutritional** dietary qualities, for example **if they clearly relate only** to refer to flavour, light colour ~~body~~ or **strength**. The use of such words as part of a brand name is therefore acceptable unless ~~some other~~ **another** element, such as a logo **[for TV Code] / sign-off [for Radio Code]**, implies an unacceptable claim; **if it does**. In that case, the advertisement should make clear that the product is not suitable for exercise, health, fitness ~~weight loss, weight maintenance or weight gain~~ **control** purposes.

- If a brand name implies a dietary or health **or fitness (which includes exercise)** claim, the advertisement should make clear that the product is not suitable for exercise, health **or** fitness, ~~weight loss, weight maintenance or weight gain purposes,~~ as appropriate.

Based on consultation comments from all sectors, BCAP proposed changes to this Rule and notes for clarity and accuracy.