



Liquor Promotions Code launched

The Code for the Naming, Labelling, Packaging and Promotion of Liquor came into force today (1 October).

The Code provides self-regulatory guidelines relating to the naming, packaging and promotion of alcohol beverages.

The aim of the code is to prevent inappropriate marketing strategies that ultimately lead to the tainting of the reputation of the drinks industry as a whole.

The proposed new regime will be administered by the Advertising Standards Authority (ASA) and will compliment a separate code of practice for advertising in print, television, radio and outdoor medias.

Chief Executive of the Distilled Spirits Association Thomas Chin says, "Up until now we haven't had the infrastructure in place to enforce inappropriate or unethical marketing and promotion, so we support this common sense regime, as it will keep in check the few industry cowboys with a tendency to push over the boundaries."

The proposed self-regulatory system will include an advisory service together with a complaints and enforcement process.

The enforcement system will involve advising retailers not to stock (or to de-list) offending products or promotions and the notification of complaints to relevant liquor licensing authorities for them to take whatever action is deemed necessary. This would be relevant in any licence renewal or grant situation.

The implementation of the new Code is another strong demonstration that the industry can self-police and that it is serious in proactively mitigating the placement of any unacceptable alcohol marketing and promotions.

Code attachment

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