



RESPONSIBLE ALCOHOL MARKETING AND COMMUNICATION

CODE OF CONDUCT

Wine & Spirits Business Council of the European Chamber of Commerce Hong Kong ('EuroCham WSBC') members who are signatories to this Responsible Alcohol Marketing and Communication Code of Conduct ("Code") recognize the harmful individual and social consequences that alcohol abuse can cause and do not wish to encourage excessive or inappropriate consumption of their products. We recognize the need to develop, produce, market and sell alcohol beverage brands responsibly. As a result, the EuroCham WSBC members are committed to respecting this self-regulation code for all their commercial communications in order to promote a culture of responsible consumption of alcohol in Hong Kong and mitigate harmful behaviour associated with alcohol misuse, e.g. underage drinking and binge drinking.

PURPOSE OF THIS CODE

The purpose is to ensure that all marketing and communication activities pertaining to alcohol of the signatories of this Code do not encourage or condone underage drinking, excessive consumption, and misuse of any kind or abuse. It is designed to respect and reinforce the relevant provisions on alcoholic beverages advertising in the Television Advertising Code and the Radio Advertising Code issued by the Communication Authorities, and to ensure signatories are committing to uphold the self-regulation in this Code.

SCOPE

This Code covers all the marketing and communications (or commercial communications) related to alcohol beverages conducted directly by the signatories or their marketing or advertising agencies in the territory of Hong Kong.

- Commercial communications are defined herein as: All brand advertising or marketing communications to consumers regardless of the medium used (e.g. print, broadcast media, digital media platforms, electronic communications, consumer and trade promotions, merchandising, point of sale material, sponsorships, etc).
- Commercial communications do not include: Non-advertising materials or statements to the media, government agencies or the public about issues of societal concern such as the risks or benefits related to the production, distribution or consumption of alcohol beverages and educational initiatives aimed at reducing the harmful use of alcohol or otherwise the role of alcohol in society.

SPECIFIC PROVISIONS

1. Laws, Codes and Policies

Our commercial communications must:

1.1 Comply with all the local legal requirements including applicable laws, regulations and standards, be decent, honest and truthful and conform to accepted principles of fair competition and good business practice;

1.2 Be prepared with a due sense of social responsibility and be based on principles of fairness and good faith;

1.3 Not in any circumstances be unethical or otherwise impugn human dignity and integrity.

2. Abstinence

Our commercial communications must:

2.1 Always show respect for those who choose to abstain from alcohol;

2.2 Be developed with the awareness that there are times in everyone's life when consuming alcohol may be unwise, and that there are people who choose not to drink at all for a variety of reasons, including cultural and religious ones;

2.3 Always respect individual choices, and be aware of local values and sensitivities;

2.4 Not present abstinence from or moderation with alcohol in a negative manner, nor imply that it is wrong or foolish to refuse a drink, even in a humorous manner.

3. Minors

Our commercial communications must:

3.1 Be designed and placed for an adult audience and never be designed or constructed or placed in a way that appeals primarily to those younger than the legal purchase age (LPA) of 18 years old for alcohol;

3.2 Be placed in communications media and events for which at least 70% of the audience are reasonably expected to be of LPA and older;

3.3 Carry an age affirmation page if in a digitally accessible format and any groups, channels, social networks run by the signatories on third party web sites should whenever possible ensure that all members are over the legal drinking age;

3.4 Use people who are at least 25 years of age and reasonably appear to be and be portrayed as 25 years or older;



3.5 Not use objects, images, styles, symbols, colours, music and characters (either real or fictitious, including cartoon figures or celebrities such as sporting heroes) of primary appeal to minors;

3.6 Not use brand identifications such as names, logos, games, game equipment or other items of primary appeal to minors (in addition signatories will not license brand names, logos, or trademarks for use on children's clothing, toys, games, games equipment, or other materials intended for use primarily by persons younger than LPA).

4 Alcohol content

Our commercial communications must:

4.1 Not create any confusion as to the nature and strength of alcohol beverages;

4.2 When referencing a 'standard drink' use the definition of one standard drink as 10 grams of alcohol;

4.3 When providing information about the alcohol content of our products and of drinks recipes ensure information is clear, factual and neutral;

4.4 Not emphasize high alcohol strength as a dominant theme or stress it as an element of product innovation;

4.5 Never imply that low strength alcohol beverages may be consumed in quantities, ways or situations where higher strength beverages may be inappropriate, nor that mid or lower strength beverages are healthier or more responsible choices.

5 Responsible drinking

Our commercial communications must depict and encourage only moderate and responsible drinking:

5.1 For all the commercial communications, include a voluntary responsible drinking message, which is clearly legible and noticeable;

5.2 Not encourage or condone excessive or irresponsible consumption, nor present abstinence or moderation in any negative way; or refer in any favourable manner to the effects of intoxication;

5.4 Not encourage or depict immoderate drinking or people who appear to be intoxicated; or in any way imply that immoderate drinking is acceptable.

6 Drink Driving and other dangerous activities

Our commercial communications must:

6.1 Not suggest that consuming alcohol beverages is acceptable before or whilst driving motor vehicles of any kind, operating potentially dangerous machinery, or undertaking any potentially hazardous recreational or work-related activity;

6.2 Ensure any association of alcohol beverage brands with sports is managed carefully to ensure consumption while playing the sport is not implied or encouraged.

7 Social and sexual success

Our commercial communications must:

7.1 Not suggest that consuming alcohol beverages is a requirement for social acceptance or success;

7.2 Not suggest that consuming alcohol beverages enhances sexual capabilities, attractiveness or leads to sexual relations;

7.3 Avoid the use of graphic, lewd or gratuitous nudity. Any use of an image of a nude man or woman must be in good taste and appropriate for the brand message being conveyed.

8 Anti-Social and Inappropriate Behaviour

Our commercial communications must:

8.1 Not suggest any association with violent, aggressive, illegal, dangerous or antisocial behaviour.

8.2 Avoid any association with, acceptance of, or allusion to drug culture or illicit drugs.

9 Health and performance

Our commercial communications must:

9.1 Never portray or target pregnant women or those breast-feeding infants as signatories to the Code recommend no level of alcohol consumption whatsoever for such groups;

9.2 Not imply that brands offer any health, therapeutic, dietary, functional or performance (mental or physical) benefits, though where permitted by law information on carbohydrate, calories or other nutrient content may be appropriate in some circumstances;

9.3 Not imply that consumption of alcohol or a particular brand may help in preventing, treating or curing any human disease or condition.

IMPLEMENTATION AND COMPLIANCE

The Code is to operate as a reinforcement of and complementary to relevant legal requirements in Hong Kong. The signatories retain primary responsibility for observing the Code; and commit to communicating and working with their respective partners, agencies and suppliers to fulfil these commitments in any commercial communication work they do for the signatory companies and their brands.



SIGNATORIES

This project is initiated by the Wine & Spirits Business Council of the European Chamber of Commerce Hong Kong ('EuroCham WSBC'). EuroCham WSBC was established in May 2018 and is composed of European Wine and Spirits brand owner companies in Hong Kong. We represent the common interests of the international wine and spirits industry in promoting the taxation, regulatory, IPR, and responsible consumption environment in Hong Kong. This is done by constructive dialogue and partnership with relevant public and private stakeholders.

CORPORATE SIGNATORIES - Members of the EuroCham Wine & Spirits Business Council

Edrington

Moet Hennessy Diageo

Pernod Ricard

Remy Cointreau

William Grant & Sons