



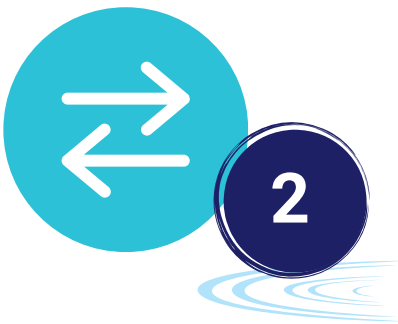
ALCOHOL PACKAGING

Guidelines

If the ASA Complaints Board upholds a complaint about an alcoholic product name, label or packaging, including low or zero alcohol variants, the advertiser must:

STOP

Stop any further production of the product name, label, packaging, or advertising materials.



ADVISE

Advise the ASA within ten business days of their intended action and timeframes for the product name, product packaging advertising including selling out the remaining stock in a limited timeframe.

CHANGE

Ensure that the product name, label, packaging, or advertising materials are changed to comply with the Complaints Board's decision within three months of being notified of the decision.



REFRAIN

Don't use the same product name, label or packaging in any further advertising at any time.