



# 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.

