



CODE OF ADVERTISING PRACTICES OF THE AMERICAN CRAFT SPIRITS ASSOCIATION

Introduction

- The American Craft Spirits Association (ACSA) is the national trade association representing producers and marketers of distilled craft spirits sold in the United States. ACSA members have developed a Code of advertising and marketing responsible practices to provide guidance to all those involved in the promotion of their brands.
- ACSA members are committed to the responsible placement and content of their brand communications. The overriding principle of our Code is to market our products to adults of legal purchase age in a responsible and appropriate manner. Towards this end, ACSA members pledge voluntarily to conduct their advertising and marketing practices in the United States in accordance with the provisions of this Code.
- The consumption of beverage alcohol products has played an accepted and important role in the cultural and social traditions of both ancient and modern society. ACSA members take special pride in their products and their commitment to promoting responsible drinking by those adults of legal purchase age who choose to drink. ACSA members encourage responsible decision-making regarding drinking, or not drinking, by adults of legal purchase age, and discourage abusive consumption of their products. ACSA members urge that adults of legal purchase age who choose to drink do so responsibly. Nevertheless, it is the obligation of each consumer who chooses to drink to enjoy beverage alcohol products in a responsible manner.
- ACSA members are committed to responsibility and self-regulation. The Ethics Committee we have established provides a mechanism for any complaints or inquiries regarding advertising and marketing materials subject to this Code.

Scope

Feb 15th 2017

- This Code applies to all activities undertaken to advertise and market distilled spirits. These activities include brand advertising, consumer communications, promotional events, packaging, labels, and distribution and sales materials.
- The provisions of the Code apply to all print and electronic media, including the internet and any other on-line communications, used to advertise or market beverage alcohol. These provisions also apply to every type of promotional or marketing activity or event.

Responsible Placement

1. Beverage alcohol advertising and marketing materials are intended for adults of legal purchase age who choose to drink.
2. Beverage alcohol products should not be advertised or marketed in any manner directed or primarily appealing to persons below the legal purchase age.
3. Beverage alcohol advertising should focus solely on communicating to adult consumers of legal drinking age. Advertising and marketing materials should only be placed in media where at least 71.6% of the audience is expected to be of legal drinking age. A media placement will be considered reasonable if the statistically valid audience composition data reviewed prior to placement meets the above percentage.
4. Beverage alcohol products should not be advertised or marketed in college or university newspapers, or on college and university campuses except for licensed retail establishments located on such campuses.

Responsible Content

1. Beverage alcohol advertising shall portray distilled spirits in a socially responsible way.

Adult Audiences/Underage Persons

2. Beverage alcohol advertising and marketing materials are intended for adults of legal purchase age who choose to drink.
3. The content of beverage alcohol advertising and marketing materials should not primarily appeal to individuals below the legal purchase age.
4. Beverage alcohol advertising and marketing materials should not depict a child or portray objects, images or cartoon figures that clearly and exclusively appeal to persons below the legal purchase age.

5. Beverage alcohol products should not be advertised or marketed in a manner associated with the attainment of adulthood or the "rite of passage" to adulthood.
6. No brand identification, including logos, trademarks or names, should be used or licensed for use on clothing, toys, games, or game equipment, or other items clearly intended for use only by persons below the legal purchase age.

Social Responsibility

9. Beverage alcohol advertising and marketing materials should portray beverage alcohol products and drinkers in a responsible manner. Beverage alcohol products and drinkers may be portrayed as part of responsible personal and social experiences and activities.
10. Beverage alcohol advertising and marketing materials should not depict situations where beverage alcohol is being consumed excessively, involuntarily or in an irresponsible manner, including as part of a drinking game or dare. These materials should not portray persons in a state of intoxication or in any way suggest that intoxication is socially acceptable conduct, and they should not promote the intoxicating effects of beverage alcohol consumption.
11. Beverage alcohol advertising and marketing materials should not contain any curative or therapeutic claim except as permitted by law.
12. Beverage alcohol advertising and marketing materials should contain no claims or representations that individuals can attain social, professional, educational, or athletic success or status as a result of beverage alcohol consumption.
13. Beverage alcohol products should not be advertised or marketed in any manner associated with abusive or violent relationships or situations.
14. Beverage alcohol advertising and marketing materials should not be associated with anti-social or dangerous behavior.
15. Beverage alcohol advertising and marketing materials should not imply illegal activity of any kind.
16. Driving while intoxicated is against the law. Beverage alcohol advertising and marketing materials should not portray, encourage or condone driving any motor vehicle or watercraft while intoxicated.
17. Beverage alcohol advertising and marketing materials should reflect generally accepted contemporary standards of good taste.
18. Beverage alcohol advertising and marketing should not disparage competitors. Comparisons or claims distinguishing competing distillers should be factual.

Promotional Events

19. On-premise promotions sponsored by ASCA members should encourage responsible consumption by those adults who choose to drink and discourage activities, including drinking games that reward or encourage excessive/abusive consumption.

20. Where supplier sampling is permitted, such as tasting rooms, ASCA members should ensure that appropriate measures are employed to safeguard against underage drinking, including ensuring that individuals conducting the sampling on behalf of the supplier are of legal purchase age.

21. ASCA members should not promote or encourage any drinking in conjunction with reckless and/or irresponsible behavior at an on premise promotion sponsored by ASCA members.

Alcohol Content

22. Beverage alcohol advertising and marketing materials should not refer to the alcohol content of a beverage alcohol product except in a straightforward and factual manner or promote the potency of a beverage alcohol product.

Social Responsibility Statements

23. Responsible drinking statements should be included in beverage alcohol advertising, marketing materials and promotional events where practicable.

Digital Marketing

24. This Code applies to ASCA member's digital marketing activities. Because digital marketing is in a state of evolutionary development, where new trends are likely to occur rapidly, additional guidelines concerning digital marketing are contained in the accompanying ASCA Guidance Note on Digital Marketing Communications.

Complaint Resolution

Any complaints against ASCA members for alleged violations of this Code will be reviewed by the ASCA as set forth in the ASCA's Advertising Complaint Review Process.